

Around Town

PUBLISHING SINCE 1969

**Publishing Bi-Monthly,
your ad can appear once a
month or twice a month**

Who Reads It?

People on the go- 75,000 affluent people from Broward and South Palm Beach Counties, and beyond read *Around Town*.

Around Town is read by executives, professionals, business people, and those of any age who get around town and enjoy the good life. Those who like to dress well, drive nice cars, have nice homes, enjoy fine dining, theatre, entertainment and all the luxuries life has to offer.

Around Town is an upbeat, informative newspaper. Qualified writers share their expertise in the fields of entertainment, music, theater, fashion, health and beauty, food and wine, travel humor social events, (friendly) gossip, etc., and feature profiles of interesting people, and editorials on "gutsy" events. There are hundreds of names and pictures of people in every issue.

Distribution

Around Town is circulated in over 410 locations that include: restaurants, night clubs, supper clubs, country clubs, automobile car rentals, health clubs, major hotels, motels, resorts, and Yellow Cabs. The newspaper can also be found on scores of busy intersections in their attractive white or black metal weatherproof boxes.

Why Advertise?

Around Town is one of the longest held newspapers of its kind. The reader retains it for days after publication, reading the various features and referring to its directories. Combined with the paid advertising space, there is FREE a promotional package that includes editorial write-ups and when applicable, feature articles.

You can get proven results with *Around Town*. The majority of advertisers appear all year because they realize the importance of being in front of the affluent market.

Acceptable Formats

EPS, JPEG, PDF, TIFF

Programs of Choice

Photoshop, Illustrator, Acrobat (PDF)

SERVING
BROWARD COUNTY & S. PALM BEACH
RATES ARE FOR BLACK AND WHITE

OPEN RATE **\$23.50 PER COLUMN INCH**

ADD \$100 FOR COLOR IN FULL AND 1/2 PAGE ADS, \$50 FOR ALL OTHER ADS

Full Page 10"x16"	1/2Page 10"x8"	1/2 Page Verticle 6"x13"	Special Ad Size 6"x10"	1/4 Page 4"x10"
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1 x = \$1880	1 x = \$940	1 x = \$940	1 x = \$705	1 x = \$470
4 x = \$1600	4 x = \$800	4 x = \$800	4 x = \$600	4 x = \$400
6 x = \$1280	6 x = \$640	6 x = \$640	6 x = \$480	6 x = \$320
12 x = \$1120	12 x = \$560	12 x = \$560	12 x = \$420	12 x = \$280

1/4 Page	1/4 Page 8"x5"	1/4 Page 6"x7"	1/8 Page 4"x5"	1/8 Page 6"x3.5"
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1 x = \$470	1 x = \$470	1 x = \$470	1 x = \$235	1 x = \$235
4 x = \$400	4 x = \$400	4 x = \$400	4 x = \$200	4 x = \$200
6 x = \$320	6 x = \$320	6 x = \$320	6 x = \$160	6 x = \$160
12 x = \$280	12 x = \$280	12 x = \$280	12 x = \$140	12 x = \$140

Back Page Add Full Page + \$125 1/2 Page + \$75 Inside Back Full Page + \$75 1/2 Page + \$50 Inside Front Full Page + \$75 1/2 Page + \$50 Page 3 Full-1/2-1/4 Add \$50	Special Ad Size 4"x2"	Special Ad Size	Special Ad Size 6"x4"	Special Ad Size 8"x3"
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1 x = \$117	1 x = \$282	1 x = \$282	1 x = \$282
4 x = \$100	4 x = \$224	4 x = \$224	4 x = \$224
6 x = \$ 80	6 x = \$192	6 x = \$192	6 x = \$192
12 x = \$ 70	12 x = \$168	12 x = \$168	12 x = \$168

You are allowed 1 copy X _____
change additional copy
changes \$25

Account Representative
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