

# 2022 rates, dates, specs

## quarterly interior ad rates per insertion

SIZE	SPECS (WIDTH X HEIGHT)	1x	4x WITH ANNUAL CONTRACT PER INSERTION
full page trim	8.375" x 10.875"	\$3,100	\$2,785
full page bleed	8.625" x 11.125"	3,100	2,785
Half page vertical	3.625" x 10"	1,680	1,470
Half page horizontal	7.375" x 4.875"	1,680	1,470
Quarter page	3.625" x 4.875"	995	840
SPECIAL sixth page*	3.625" x 3.25"	–	450

\* For small businesses only; check with publisher to see if you qualify.

## premium positions and double spread

POSITION	SPECS	1x	4x WITH ANNUAL CONTRACT PER INSERTION
back cover	see above	\$4,410	\$3,780
inside front cover	see above	3,780	3,200
inside back cover	see above	3,500	3,100
two-page spread – trim	16.735" x 10.875"	5,500	5,000
two-page spread – bleed	17" x 11.125"		

All rates are net, per issue.

Creative and production services are available. Please ask for rates.

## inserts, tips, foldouts, custom projects

• We provide all services from concept to creative. Insert information and special quotes are available upon request.

## website banner ads

Header/Leaderboard in pixels	728w x90 h	\$350/month	with print ad: \$100/month
Long rectangle	300w x 600h	\$200/month	with print ad: \$85/month
Medium rectangle	300w x 250h	\$150/month	with print ad: \$75/month

Animations: 40k max GIF/JPEG; 150l max Flash; up to 3 loops with 15 seconds max animation (loops combined)

**Also available: Homepage takeovers and other digital promotions.** Rates available upon request.

## sponsored/branded content

• Available in print and online. See homepage. Rates available upon request.

## social media

• Sponsored, custom posts on Facebook, Instagram and Twitter rates available upon request.

## 2022 dates

	WINTER 2022	SPRING	SUMMER	FALL	WINTER 2023	SPRING
ad deadline	dec. 12, 2021	mar. 11	june 10	sept. 9	dec. 11	mar. 10
publication date*	jan. 15, 2022	april 15	july 15	oct. 15	jan. 15, 2023	april 15

\*Estimated dates – please be aware that pandemic-related supply chain and delivery issues may cause delays.

Terms: Net cash payment is due on signing for single-issue frequency contracts. All contracts are non-cancellable by advertiser unless otherwise agreed upon in writing. Edible South Florida reserves the right to reject any advertising if we deem it inappropriate in any way.

Specifications:

- 1 Live material not intended to bleed must be kept at least 3/8" from all sides to allow for trim. Live image area for full page ad is 7 5/8" x 10 1/8".
- 2 PDF/X-1A files are preferred. Submit a proof with your ad submission; by choosing not to, the color reproduction will be based on industry standard best practices to achieve as accurate color as possible from the supplied digital file. Electronic files are to be sent in Macintosh format only. Accepted programs include, Photoshop, Illustrator and InDesign. Include all PostScript and screen fonts. Include all images as JPEG or TIFF in high resolution (at least 300 DPI at 100 percent) as CMYK. If files are not provided as CMYK, then we will be forced to convert the color and we cannot guarantee an exact match of color on press.
- 3 Double-page spreads: Perfect alignment of type or design across the gutter of two facing pages is not guaranteed. Live matter in the facing-page subject cannot be closer than 3/8" to the gutter.
- 4 Full-page ads: Must include 1/8" bleed on all sides. When you PDF your ad, go to "Marks and Bleeds" and set offset to 0.25 inches. Make sure to check "Crop marks" and "Bleed marks."



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