

Longboat Key News

& Sarasota City News

TARGETED DISTRIBUTION

Delivered to the residences and businesses of the region's most upscale communities — the readers every luxury brand wants and few can reach.

CONTENT THAT COUNTS

Focused reporting, cleaner presentation, and a fair, accurate, editorially balanced publication relevant to our readers' lives, businesses and communities.

MOST VALUE

We do not gouge. Our rates are the most competitive in the two-county region — and every ad runs in both papers.

12,000 papers delivered every other week to condos, businesses and newsracks on Longboat Key, Bird Key, Lido Key, St. Armands Circle and Downtown Sarasota, and to businesses and racks on Anna Maria Island and West Bradenton.

ALL ADS RUN IN BOTH PAPERS AT NO ADDITIONAL CHARGE

ADVERTISING RATES — PER INSERTION

SIZE	OPEN	6X / YEAR	13X / YEAR	26X / YEAR	NON-PROFIT
Full Page	\$890	\$825	\$775	\$675	\$620
3/4 Page	\$685	\$635	\$585	\$545	\$450
1/2 Page	\$455	\$425	\$390	\$360	\$325
Island	\$420	\$395	\$370	\$345	\$315
1/4 Page	\$260	\$235	\$215	\$195	\$175
1/8 Page	\$145	\$125	\$115	\$105	\$95
1/16 Page	\$80	\$75	\$65	\$60	\$50

BUSINESS CARD AD — \$297 for six months (26 weeks) · **DOUBLE BUSINESS CARD** — \$594 for six months (26 insertions)

Business card ads must be pre-paid for discount prices. Non-profits with a pre-qualified 501(c)(3) may use the 26-time contract rate.

Ad Dimensions & Specifications

AD DIMENSIONS (IN INCHES)

SIZE	WIDTH	HEIGHT
1/16 Page — Square	3.25	3
1/16 Page — Horizontal	5	2
1/8 Page	5	4
1/6 Page	3.25	8
1/4 Page — Vertical	5	8
1/4 Page — Horizontal	10.25	4
1/4 Page — Square	6.75	6
Island	6.75	10
1/2 Page — Vertical	5	16
1/2 Page — Horizontal	10.25	8
2/3 Page	6.75	16
3/4 Page	10.25	12
Full Page	10.25	16
Business Card	3.25	2

Please build ads to the exact dimensions stated. No full-page bleeds.

DEADLINES

Space reservations: Tuesday before publication date by 5 p.m. No space cancellations after 5 p.m. Tuesday before publication.

Ad materials: For new ad builds, Monday before publication date by 5 p.m. Camera-ready PDF files may be submitted until 5 p.m. Tuesday.

AD PRODUCTION

No charge for ad production, including design and layout by our in-house production department.

AD SUBMISSIONS

E-mail ads to ads@lbknews.com. High-resolution, press-ready PDF is preferred; files built in Adobe InDesign, Illustrator or Photoshop are accepted with all fonts converted to outlines and images embedded. Please list the account name and publication date in the subject line, and include the ad size and designer contact in the body of the e-mail.

DIGITAL ARTWORK SPECS

Black-and-white ads: 85 line screen (photos 150 dpi minimum; line art 400 dpi+). Color ads: 100 line screen (photos 200 dpi minimum; line art 400 dpi+).

POLITICAL & NON-PROFIT

Political advertising must be paid in advance — open rate applies. Non-profits with a 501(c)(3) pre-qualified by Longboat Key News may use the 26-time contract rate. No other discounts apply.