

# *St. Augustine Observer*

**Advertising Order & Payment (Rates are Monthly per Issue)**

The **St. Augustine Observer** serves Southern St. Augustine areas of St. Augustine Shores and St. Augustine South and other communities in Southern St. Johns County. The newspaper is distributed monthly by **U.S. Mail to over 7,200 home addresses** plus several general distribution areas. The Observers estimated U.S. Mail inhome readership is over 14,000 residents in addition to general distribution to numerous area vacation and visitor locations, libraries, and selected locations each month.

**Company Name** \_\_\_\_\_

**Contact Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Cell Phone** \_\_\_\_\_

**Email** \_\_\_\_\_ **Ad Issue Start Month/Year** \_\_\_\_\_

**Issue Month(s)**     Jan     Feb     Mar     Apr     May     June  
                                   July     Aug     Sept     Oct     Nov     Dec

**Number Months** \_\_\_\_\_ **Rate** \_\_\_\_\_ **Enclosed \$** \_\_\_\_\_ **Chk#** \_\_\_\_\_

**Special Instructions** \_\_\_\_\_

**BLK-White** \_\_\_\_\_ **Color** \_\_\_\_\_

- |   |  |
|---|--|
| <input type="checkbox"/> 2 1/2" wide x 2 1/4" (1/24 Page) | <input type="checkbox"/> 10 1/4" wide x 3" (1/4 Banner)          |
| <input type="checkbox"/> 5" wide x 2" (1/12 Page)         | <input type="checkbox"/> 5" wide x 12 1/2" (1/2 Page Vertical)   |
| <input type="checkbox"/> 10 1/4" wide x 2" (1/8 Banner)   | <input type="checkbox"/> 10" wide x 6 1/4" (1/2 Page Horizontal) |
| <input type="checkbox"/> 5" wide x 3" (1/8 Page)          | <input type="checkbox"/> 10" wide x 12 1/2" (Full Page)          |
| <input type="checkbox"/> 5" wide x 6" (1/4 Page)          | * See Back of Page For Discount Rates !                          |

*We (advertiser/s) request advertisement in the St Augustine Observer. We agree to pay for newspaper services on or before the dates established by us as terms of credit due upon invoice receipt. We agree that if we need to cancel this legal written, verbal, or email confirmation agreement before completion date, all past ad placement will be paid within 3 months of publication date. Any conelation of this agreement, without agreement of publisher, reverts any discounted rates back to the one issue rate and due immediately. We therefore further agree to guarantee payment of all advertising placed and understand that if litigation necessary, l/we are liable for all reasonable attorney and collection fees. I understand that placement is at publishers discreation & not guaranteed.*

Š **Signed By** \_\_\_\_\_ **Title** \_\_\_\_\_ **Date** \_\_\_\_\_

**AD DEADLINE IS 15TH OF EVERY MONTH FOR THE FOLLOWING MONTH'S ISSUE!**  
 (Example: May 15th is the deadline for the June Issue)

PLEASE CONTACT US IF YOU NEED HELP WITH AD COMPOSITION AND LAYOUT. SETUP AND INCERTION OF YOUR AD IS INCLUDED IN THE ADVERTISING RATE. HOWEVER, ADDITIONAL COST MAY BE NECESSARY FOR GRAPHIC DESIGN WORK IN PRODUCING THE AD.

**MAIL CHECK AND COMPLETED FORM TO: St. Augustine Observer**  
 1965 A1A South #120, St. Augustine, Florida 32080-6509

**Observer Representative** \_\_\_\_\_ **Date** \_\_\_\_\_



# St. Augustine Observer

## Rates Are Per Ad Per Newspaper Issue

Ad Sizes		1 Issue	3 Issues	6 Issues	12 Issues
• 2 1/2" wide x 2 1/4" high 5.63 sq inches (1/24 page)	B&W	\$55	\$50	\$45	\$40
	Color	\$65	\$60	\$55	\$50
• 5" wide x 2" high 10 sq inches (1/12 page)	B&W	\$80	\$75	\$70	\$65
	Color	\$90	\$85	\$80	\$75
• 5" wide x 3" high 15 sq inches (1/8 page)	B&W	\$110	\$105	\$95	\$90
	Color	\$130	\$125	\$115	\$100
• 5" wide x 4" high (1/6 page) 10 1/4" wide x 2" high Banner 20 sq inches	B&W	\$140	\$130	\$120	\$110
	Color	\$160	\$155	\$145	\$135
• 5" wide x 6" high (1/4 Page) 10 1/4" wide x 3" high Banner 30" sq inches	B&W	\$225	\$215	\$205	\$175
	Color	\$250	\$240	\$220	\$200
• 5" wide x 12 1/2" high (1/2 Page) 10 1/4" wide x 6" high 61.5 sq inches	B&W	\$300	\$290	\$270	\$250
	Color	\$350	\$340	\$320	\$300
• 10 1/4" wide x 12 1/2" high (Full Page) 128.13 sq inches	B&W	\$500	\$490	\$480	\$450
	Color	\$600	\$570	\$540	\$500

• Note: Color requires printing on 4 (four) pages which may require more than one advertiser to cover increased printing costs.

### • Free Ad Layout & Setup

- **Delivered Monthly by U.S. Mail to most of the neighborhood developments in Southern St. Augustine, FL 32086 including the Shores and the South**
  - **Additional newspapers general distribution to numerous area vacation and visitor locations in the areas each month**

Cliff Logsdon (Publisher/Editor) 904-607-1410 email: [clifflogsdon@att.net](mailto:clifflogsdon@att.net)  
 1965 A1A South #120, St. Augustine, FL 32080-6509  
 View at: [www.StAugustineObserverOnline.com](http://www.StAugustineObserverOnline.com)

Rates 12/19

St. Augustine Observer Ad Layout

