

St. Augustine Observer or Beaches News Journal

Advertising Order & Payment (Rates are Monthly per Issue)

The **St. Augustine Beaches News Journal** serves Anastasia Island and **The St. Augustine Observer** serves Southern St. Augustine areas of St. Augustine Shores and St. Augustine South. They are distributed monthly by **U.S. Mail** to gated & most other neighborhood developments and general distribution. **Beaches NJ** reaches Marsh Creek, Island Hammock, Sea Colony, Ocean Oaks, Sea Grove, Sea Oaks, Magnolia Dunes, Commodores Club, Woodland Estates, Ocean Palms and St. Augustine Beach residences. **The Observer** reaches the Shores, St. Augustine South and other areas in southern St. Johns County. Beaches NJ estimated U.S. Mail readership includes over 8,000 St. Anastasia Island area residents. Shores Observer estimated U.S. Mail readership includes over 8,000 St. Augustine residents. Additional newspapers general distribution to numerous area vacation and visitor locations, libraries, and selected locations each month.

Beaches News Journal

Observer

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" (1/20 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) want to place advertising in the Beaches News Journal and/or Shores Observer. We agree to pay for services supplied newspapers on or before the dates established by them as their terms of credit, which are due upon receipt. We agree that if we should 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. We therefore further agree to guarantee payment of all advertising placed and understand that if litigation necessary, I/we are liable for all reasonable attorney and collection fees. I understand that placement is at publishers discretion & 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.

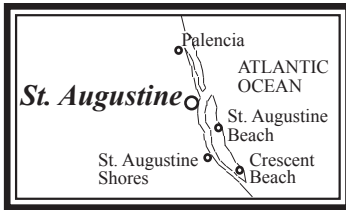
MAIL CHECK AND COMPLETED FORM TO: *Beaches News Journal or Shores Observer*
1965 A1A South #120 St. Augudtine Beach, Florida 32080-6509

Beaches/Shores Representative _____ Date _____

Tatiana Diaz: 616-214-6608 email: TatianaObserver@gmail.com

Cliff Logsdon: 904-607-1410 email: clifflogsdon@att.net

Online at: www.StAugustineObserverOnline.com or SABNJ.com



St. Augustine Beaches News Journal Observer

Rates Are Per Ad Per Month Per Newspaper

Ad Sizes		1 Issue	3 Issues	6 Issues	12 Issues
• 2 1/2" wide x 2 1/4" high (1/20 page)	B&W	\$55	\$50	\$45	\$40
	Color	\$65	\$60	\$55	\$50
• 5" wide x 2" high (1/12 page)	B&W	\$80	\$75	\$70	\$65
	Color	\$90	\$85	\$80	\$75
• 5" wide x 3" high (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)	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)	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 1/4" high	B&W	\$300	\$290	\$270	\$250
	Color	\$350	\$340	\$320	\$300
• 10 1/4" wide x 12 1/2" high (Full Page)	B&W	\$500	\$490	\$480	\$450
	Color	\$600	\$570	\$540	\$500

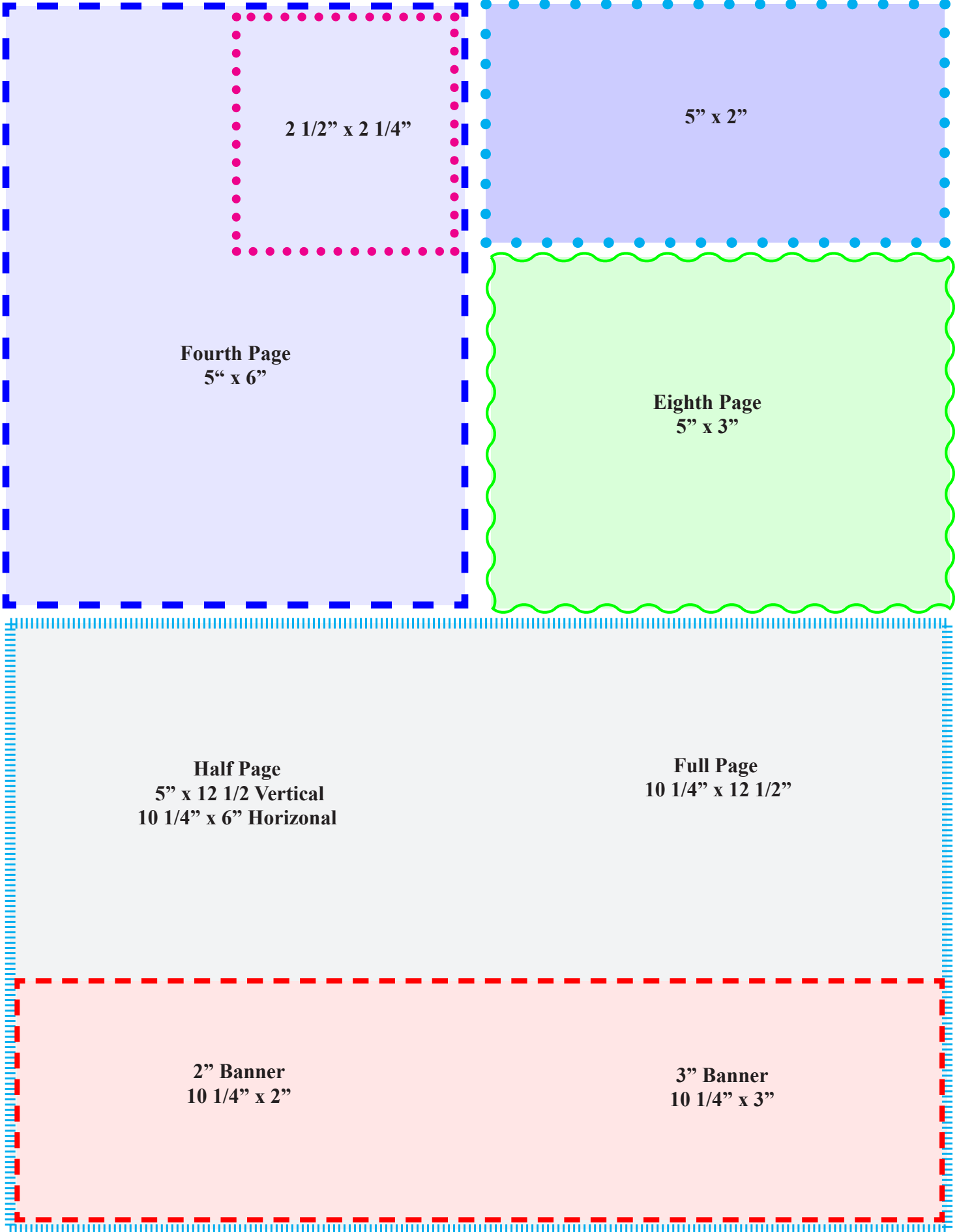
• Note: Color requires printing on 4 (four) pages which may require more than one advertiser to cover increased printing costs.

- Free Ad Layout & Setup
- Delivered Monthly by *U.S. Mail* to most of the neighborhood developments on Anastasia Island and in Southern St.. Augustine
- Additional 800 newspapers general distribution to numerous area vacation and visitor locations in the areas each month

1965 A1A South #180, St. Augustine Beach, FL 32080-6509
 Tatiana Diaz: 616-214-6608 email: TatianaObserver@gmail.com
 Cliff Logsdon: 904-607-1410 email: clifflogsdon@att.net
 Online at: www.StAugustineObserverOnline.com or SABNJ.com

Rates 11/16

Beaches News Journal & Shores Observer Ad Layout



2 1/2" x 2 1/4"

5" x 2"

Fourth Page
5" x 6"

Eighth Page
5" x 3"

Half Page
5" x 12 1/2 Vertical
10 1/4" x 6" Horizontal

Full Page
10 1/4" x 12 1/2"

2" Banner
10 1/4" x 2"

3" Banner
10 1/4" x 3"