

# South Florida Marine Directory Specifications and Advertising Rate Card



## Advertising Rates and Specifications

### AD SPACE RESERVATION DEADLINE

**August 18, 2021** or when ad space is sold-out.

Space is limited and will be sold on a first come basis.

### AD MATERIALS DEADLINE

Must be received by **September 1, 2021**.

### DIRECTORY ADVERTISEMENT

<b>Position</b>	<b>Size</b>	<b>Rate</b>
<b>Half Page</b>	3 3/8" w X 4 1/8" h *no bleeds on half page ads	\$500
<b>Full Page</b>	3 3/8" w X 8 1/2" h * no bleeds on full page ads	\$800

### File Requirements:

1. Art files should be 4-color EPS, TIFF, or PDF files, with all art work embedded and all fonts included.
2. Large type should be converted to outlines.
3. Files should be in CMYK format.
4. Images must be high resolution (300 dpi) at 100% size for quality commercial printing. (Many internet images are low resolution, 72 dpi or less, and can not be used.)

### DELIVERY OF ARTWORK

**E-mail/Dropbox/WeTransfer** to [info@miasf.org](mailto:info@miasf.org)

**Flash Drive:** Hand deliver or mail to the MIASF office located at:  
221 SW 3rd Avenue  
Fort Lauderdale, FL 33312

### INSIDE FRONT AND BACK COVER DIRECTORY ADVERTISEMENT

<b>Position</b>	<b>Size</b>	<b>Rate</b>
<b>Inside Front</b>	4" w X 9" h *For bleed add 1/4" to all sides *Keep live material 1/4" inside the edge. <b>IMPORTANT: Keep all live material 1/2" from right margin to accommodate for binding.</b>	\$1,200
<b>Inside Back</b>	4" w X 9" h *For bleed add 1/4" to all sides *Keep live material 1/4" inside the edge. <b>IMPORTANT: Keep all live material 1/2" from left margin to accommodate for binding.</b>	\$1,200

### BACK COVER DIRECTORY ADVERTISEMENT

<b>Position</b>	<b>Size</b>	<b>Rate</b>
<b>Back Cover</b>	4" w X 9" h *For bleed add 1/4" to all sides *Keep live material 1/4" inside the edge. <b>IMPORTANT: Keep all live material 1/2" from right margin to accommodate for binding.</b>	\$1,500

**To purchase ad space**, contact MIASF Staff  
phone 954-524-2733  
e-mail [info@miasf.org](mailto:info@miasf.org)

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## Advertising Order Form

### SELECTION

- Half Page Advertisement \$ 500
- Full Page Advertisement \$ 800
- Inside-Front-Cover-Advertisement ~~-\$ 1,200~~ **SOLD**
- Inside-Back-Cover-Advertisement ~~-\$ 1,200~~ **SOLD**
- Back-Cover-Advertisement ~~-\$ 1,500~~ **SOLD**

### MAIL

Marine Industries Association of South Florida  
221 SW 3rd Avenue  
Fort Lauderdale, FL 33312

### EMAIL

info@miasf.org

**TOTAL: \$**

### INFORMATION

\_\_\_\_\_  
Company

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

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
Email

### PAYMENT

- Check (Make payable to MIA SF and mail to 221 SW 3rd Avenue Fort Lauderdale, FL 33312)
- Credit Card    AMEX    VISA    Mastercard

\_\_\_\_\_  
Name on Card

\_\_\_\_\_  
Billing Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
Email

\_\_\_\_\_  
Card #

\_\_\_\_\_  
Expiration Date

\_\_\_\_\_  
CVV#

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date