



*Local Businesses, Shopping,  
Restaurants, Physicians, Hotels, Escapes,  
Cultural Happenings, Local Events, Parks & Recreation and More!*

### Overview

**Our Town Magazines—Miami** in an effort to keep up with "GOING GREEN," as costs of products we produce continue to increase, has decided to go back to our original digest size format. You will notice we are keeping our rates affordable so that we can also continue to help our local businesses thrive. Now is not the time to stop advertising! It is most important to keep your message in front of the consumers about your products and services. **Our Town Magazines—Miami** offers the best value for your advertising dollars!

We will also be featuring our magazine online! This will open up a broader spectrum of readers, and also offer our advertisers special abilities to offer added values to readers online. Distribution is a key to our success. We know how to target the discerning buyers for your products and services. Our distribution is geared towards local area events, Realtors, Chamber South Members, Local Businesses, Physician Offices, Banks, Insurance Companies, Relocation Companies, Current Residents and New Residents. We place our publications in high traffic retail locations, select restaurants, select spas and salons, schools, hotels, resorts, along with many of our esteemed advertisers.

### *Celebrating 5 Years Serving Our Community!*

Locally owned and operated, Our Town Magazines gains its credibility and strength from local roots and a sense of community. Readers are friends, family, neighbors, and potential new customers for your business. We are the only true community resource guide dedicated to the areas of South Miami, Pinecrest, Palmetto Bay, East Kendall, growing Downtown Dadeland and the surrounding Coral Gables area. Our publication offers categorized, easy to read sections and is a resource guide for the local residents year round.

*"Community Based, Targeted & Affordable! Our Town Magazines Miami is your answer to reaching local area residents and achieving results for your business!"*

—Carolyn Gardner, Publisher/Owner

## 2010 Advertising Opportunities

All community businesses in the area are invited to advertise in Our Town Magazines Miami, LLC. All rates are net and are not subject to agency commission.

### Deadlines

Spring/Summer 2010  
(May through September)  
Closing Date: April 6, 2010  
Material Deadline: April 12, 2010

Fall 2010  
(October through December)  
Closing Date: August 30, 2010  
Material Deadline: September 10, 2010

Winter 2011  
(January through March)  
Closing Date: November 30, 2010  
Material Deadline: December 8, 2010

### Space Available Rates (Four Color Only)

Full Page: \$1,300  
Half Page: \$ 700  
Quarter Page: \$ 475

### Premium Positions (Four Color Only)

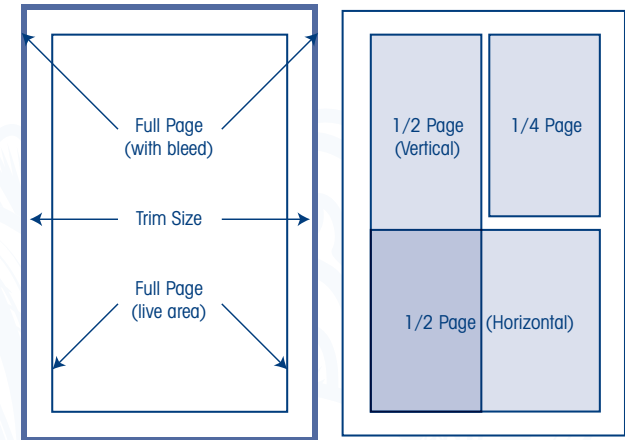
Cover \$2,900  
Back Cover \$2,000  
Front Inside Cover \$1,600  
Back Inside Cover \$1,400  
Page One \$1,400  
Opposite Contents Page \$1,300  
Two Page Spread \$2,100

### CAMERA READY AD REQUIREMENTS

Files should be submitted in PDF (Portable Document Format), TIFF (.tif), EPS (.eps) or JPEG (.jpg) format at 100% size and a minimum resolution of 300 dpi. PDF files must be saved at high resolution with all fonts embedded and CMYK mode. TIFF, EPS and JPEG files should be CMYK mode (not RGB). JPEG files should be saved at highest quality. All advertising submissions should be accompanied by proof via fax to 786-524-0245 or emailed to OurTownMiami@gmail.com. For further information, contact our office at 305-253-3544. Larger files can be uploaded to our FTP site, please contact our office for instructions.

## 2010 Advertising Specifications

Ad Specifications	Width"	x	Depth"
Trim Size/Paper Size	5.375	x	8.375
Full Page Live Area	4.875	x	7.625
Full Page Bleed	5.625	x	8.625
Two-Page Spread	11	x	8.625
1/2 Page (Horizontal)	4.875	x	3.75
1/2 Page (Vertical)	2.375	x	7.625
1/4 Page	2.375	x	3.75



**RESERVE NOW** to have your business advertised in our 2010 Issues. **Discounts for multiple issue contracts of 15%.** Call **Carolyn Gardner at 305-336-9544** to advertise and grow your business in an affordable and effective manner!



### Carolyn Gardner

Publisher & Owner

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