

St. Augustine
Beaches News Journal & Observer

Advertising Order & Payment (Rates are Monthly)

The **St. Augustine Beaches News Journal** and **The St. Augustine Observer** are local community newspapers serving the Anastasia Island and Southern St. Augustine areas. They are distributed monthly by U.S. Mail to all 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 800 newspapers general distribution to numerous area vacation and visitor 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" | <input type="checkbox"/> 10 1/4" wide x 3" (Banner) |
| <input type="checkbox"/> 5" wide x 2" | <input type="checkbox"/> 5" wide x 12 1/2" (Half Page Vertical) |
| <input type="checkbox"/> 10 1/4" wide x 2" (Banner) | <input type="checkbox"/> 10" wide x 6 1/4" (Half Page Horizontal) |
| <input type="checkbox"/> 5" wide x 3" (Eighth Page) | <input type="checkbox"/> 10" wide x 12 1/2" (Full Page) |
| <input type="checkbox"/> 5" wide x 6" (Quarter Page) | * See Back of Page For Discount Rates ! |

We (advertiser/s) want to place advertising in the Beaches News Journal 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.

✓ **Signed By** _____ **Title** _____ **Date** _____

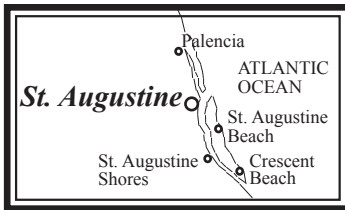
AD DEADLINE IS 15TH OF EVERY MONTH FOR THE FOLLOWING MONTH'S ISSUE!
(Example: May 15th is the deadline for the June Issue)

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 #180 St. Augudtine Beach, Florida 32080-6509

Beaches/Shores Representative _____ **Date** _____

Cliff Logsdon: 904-607-1410 email: clifflogsdon@att.net (Observer)
Michael Cunningham: 904-501-4556 email: michael@sabnj.com (News Journal)
Online at: www.observer.vpweb.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	B&W	\$45	\$40	\$35	\$30
	Color	\$55	\$50	\$45	\$40
• 5" wide x 2" high	B&W	\$75	\$70	\$65	\$60
	Color	\$85	\$80	\$75	\$70
• 5" wide x 3" high (1/8 page)	B&W	\$100	\$95	\$85	\$80
	Color	\$120	\$115	\$105	\$90
• 5" wide x 4" high • 10 1/4" wide x 2" high (Banner)	B&W	\$130	\$120	\$110	\$100
	Color	\$150	\$145	\$135	\$125
• 5" wide x 6" high (Quarter 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 (Half 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 the 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
 Cliff Logsdon: 904-607-1410 email: clifflogsdon@att.net (Observer)
 Michael Cunningham: 904-501-4556 email: michael@sabnj.com (News Journal)
 Online at: www.observer.vpweb.com

Beaches News Journal & Shores Observer Ad Layout

2 1/2" x 2 1/4"

B&W \$45
Color \$55

5" x 2"

B&W \$75
Color \$85

Fourth Page
5" x 6"

B&W \$225
Color \$250

Eighth Page
5" x 3"

B&W \$100
Color \$120

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

B&W \$300
Color \$350

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

B&W \$500
Color \$600

**NOTE: Rates Listed Here Are for Single Issue
See Rate Sheet for Discounted Rates**

2" Banner
10 1/4" x 2"

B&W \$130
Color \$150

3" Banner
10 1/4" x 3"

B&W \$225
Color \$250