

MUST SEE

MAGAZINE

VISITOR'S MAP

of Old Florida

ADVERTISING CONTACT:

Daniel M. Anderson, *Editor & Publisher*
 Must See Media, LLC
 850.227.6986 or dan@mustseemagazine.com

DATES & DEADLINES

VISITOR'S MAP OF OLD FLORIDA 2016

Space reservation..... November 23, 2015
 Distribution..... January 8, 2016
 Projected Distribution 100,000
 Impressions..... 182,000

10th ANNIVERSARY - MUST SEE SPRING 2016

Space reservation..... January 25, 2016
 Distribution..... February 19, 2016
 Projected Distribution 37,000
 Impressions..... 67,000

10th ANNIVERSARY - MUST SEE SUMMER 2016

Space reservation..... May 23, 2016
 Distribution..... June 17, 2016
 Projected Distribution 37,000
 Impressions..... 67,000

MUST SEE HOLIDAY 2016

Space reservation..... September 26, 2016
 Distribution..... October 21, 2016
 Projected Distribution 23,000
 Impressions..... 41,000

VISITOR'S MAP OF OLD FLORIDA 2017

Space reservation..... November 21, 2016
 Distribution..... January 13, 2017
 Projected Distribution 100,000
 Impressions..... 182,000

SUBMISSION SPECIFICATIONS

Electronic files in TIFF (.tif), JPEG (.jpg), or PDF (.pdf) formats are acceptable. 300 dpi minimum at 100% of final ad size. All files must be CMYK color (not RGB) and must be flattened (no layers). JPEG files should be saved at highest quality. PDF files must be saved at 300 dpi minimum with fonts embedded. Proper file formatting is the responsibility of the advertiser. Additional proof approval may be required. Reproduction quality of submitted ads is not guaranteed.

ADVERTISEMENT SUBMISSION

Properly sized and formatted ads should be e-mailed to dan@mustseemagazine.com.

MUST SEE MAGAZINE Since 2007

Must See Magazine is a full-size, full-color glossy publication published and distributed along Florida's incredible Forgotten Coast. 2016 marks a milestone for *Must See* – the publication's **10 Year Anniversary!** To celebrate the occasion, *Must See* will be bigger and better than ever with spectacular features, exclusive images, original stories and the area's largest and most comprehensive event calendar. *Must See* entertains and informs almost 200,000 readers annually, and is (by far) the Forgotten Coast's most widely distributed advertising media. Content encompasses shopping, dining, the arts, accommodations, history, folklore, fishing, outdoor recreation, special events and more.



RATES & SPECIFICATIONS – MUST SEE MAGAZINE

AD SIZE	DIMENSIONS	1x RATE	3x RATE
Full Page	8.5" w x 11.0" h + bleed	\$1,999	\$1,699
2/3 Page	5.455" w x 11.0" h + bleed	\$1,599	\$1,299
1/2 Page	8.5" w x 5.375" h + bleed	\$1,299	\$1,099
1/3 Page Vertical	2.8" w x 11.0" h + bleed	\$1,099	\$899
1/3 Page Island	5.087" w x 5.0" h	\$999	\$799
1/6 Page Vertical	2.425" w x 5.0" h	\$599	\$499
1/6 Page Horizontal	5.087" w x 2.375" h	\$599	\$499
1/12 Page	2.425" w x 2.375" h	\$399	\$299
PREMIUM POSITIONS		1x RATE	3x RATE
Back Cover (full page ad only)		\$2,499	\$2,199
Inside Front Cover (full page ad only)		\$2,199	\$1,899
Opposite Inside Front Cover (full page ad only)		\$2,199	\$1,899
Opposite Table of Contents (full page ad only)		\$2,199	\$1,899

Preferred ad placement is FREE! Rates do not include ad design or photography. These services are available for \$79.00 per hour.

VISITOR'S MAP OF OLD FLORIDA Since 2012

Ensure customers all along the Forgotten Coast find your business next year – reserve your space now for the annual *Visitor's Map of Old Florida*. 2016 will mark the 5 Year Anniversary of this bright, easy-to-use locator map! 100,000 copies will be distributed beginning on January 8, 2016 at hundreds of locations along Florida's Forgotten Coast. You can choose from five attention-grabbing, affordable levels of participation, but space is limited. Placements on the *Visitor's Map of Old Florida* have been sold out since 2013, and the previous year's advertisers have first right of refusal on their space. Vacated spaces fill quickly! Please email dan@mustseemagazine.com as soon as possible if you would like to "put your business on the map" this year.



RATES & SPECIFICATIONS – VISITOR'S MAP OF OLD FLORIDA

PLACEMENT TYPE	NUMBER AVAILABLE	DIMENSIONS	RATE
Standard	Limited by space only	N/A	\$399
Enhanced	Limited by space only	N/A	\$499
Display	30	3.5" w x 2.0" h	\$699
Premium	5	3.5" w x 4.0" h	\$899
Back Cover	1	3.5" w x 8.5" h	\$1,499

Rates do not include ad design or photography. These services are available for \$79.00 per hour.

ADVERTISING AGREEMENT

CONTRACT TOTAL

AMOUNT DUE

This signed agreement and first payment in full is required to reserve space. Make checks payable to MUST SEE MEDIA. Remit payment to MUST SEE MEDIA, P.O. BOX 1014, PORT ST. JOE, FL 32457.

Instructions / Modifications / Exceptions

*This signed and dated agreement signifies that the advertiser/agency agrees to the terms stated and rate indicated on this agreement. Sums due under this contract are payable to **Must See Media**.*

 Authorized Signature of Advertiser or Agent

 Date

rev
12/15