

# MUST SEE MAGAZINE

# VISITOR'S MAP of Old Florida

## ADVERTISING CONTACT

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Must See Media, LLC  
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## DATES & DEADLINES

### MUST SEE VOL 14 NO 3 HOLIDAY 2020

Space Reservation Date..... October 2020  
Distribution Date..... November 2020  
Projected Distribution .....18,000  
Impressions.....32,000

### 2021 VISITOR'S MAP OF OLD FLORIDA

Space Reservation Date..... January 2021  
Distribution Date..... February 2021  
Projected Distribution .....65,000  
Impressions.....117,000

### MUST SEE VOL 15 NO 1 SPRING 2021

Space Reservation Date..... February 2021  
Distribution Date..... March 2021  
Projected Distribution .....18,000  
Impressions.....32,000

### MUST SEE VOL 15 NO 2 SUMMER 2021

Space Reservation Date..... May 2021  
Distribution Date..... June 2021  
Projected Distribution .....25,000  
Impressions.....44,000

### MUST SEE VOL 15 NO 3 HOLIDAY 2021

Space Reservation Date..... October 2021  
Distribution Date..... November 2021  
Projected Distribution .....18,000  
Impressions.....32,000

## 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. Properly sized and formatted files should be e-mailed to [dan@mustseemagazine.com](mailto:dan@mustseemagazine.com).

## MUST SEE MAGAZINE Since 2007

*Must See Magazine* is a full-size, full-color publication published and distributed along Florida's incredible Forgotten Coast. 2020 marks *Must See's* 14th year in print and online. *Must See* is published three times per year, and includes spectacular features, exclusive images and original stories highlighting the best of all that Old Florida has to offer. *Must See* entertains and informs well over 100,000 readers annually, and is the Forgotten Coast's most widely distributed advertising media. Content encompasses regional shopping, dining, accommodations, entertainment, history, folklore, fishing, the arts, outdoor recreation, special events and more.



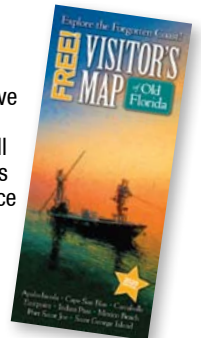
## RATES & SPECIFICATIONS - MUST SEE MAGAZINE

AD SIZE	DIMENSIONS	1x RATE	3x RATE
Full Page	8.5" w x 11.0" h + bleed	\$2,100	\$1,800
2/3 Page	5.455" w x 11.0" h + bleed	\$1,600	\$1,400
1/2 Page	8.5" w x 5.375" h + bleed	\$1,300	\$1,100
1/3 Page Vertical	2.8" w x 11.0" h + bleed	\$950	\$850
1/3 Page Island	5.087" w x 5.0" h	\$850	\$750
1/6 Page Vertical	2.425" w x 5.0" h	\$550	\$450
1/6 Page Horizontal	5.087" w x 2.375" h	\$550	\$450
1/12 Page	2.425" w x 2.375" h	\$350	\$350
PREMIUM POSITIONS		1x RATE	3x RATE
Back Cover (full page ad only)		\$2,600	\$2,300
Inside Front Cover (full page ad only)		\$2,400	\$2,100
Opposite Inside Front Cover (full page ad only)		\$2,400	\$2,100
Opposite Table of Contents (full page ad only)		\$2,400	\$2,100

*Preferred ad placement is included! Rates do not include ad design or photography. These services are available for \$120.00 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*. 2021 will mark the 10th year in print for this information packed, easy-to-use locator map! 65,000 copies will be distributed starting in February 2020 at over one hundred locations along Florida's Forgotten Coast. You can choose from five 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](mailto: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	\$400
Enhanced	Limited by space only	N/A	\$500
Display	30	3.0" w x 1.25" h	\$750
Premium	10	3.0" w x 2.625" h	\$950
Back Cover	1	3.125" w x 8.75" h	\$1,700

*Rates do not include ad design or photography. These services are available for \$120.00 per hour.*

## ADVERTISING AGREEMENT

CONTRACT TOTAL  AMOUNT DUE

**This signed agreement and 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  
8/20