



never be bored

Published for the Pensacola Downtown Improvement Board by

Ballinger Publishing

41 N. Jefferson St. • Suite 402

Pensacola, Florida 32501

PH: 850.433.1166 • FX: 850.435.9174

2014 Rates & Contract for Advertisement

Black & White

| SIZE | 1mo | 3mo | 6mo | 9mo | 12mo |
|-----------|--------|--------|-------|-------|-------|
| FULL PAGE | \$1160 | \$1044 | \$934 | \$874 | \$709 |
| 2/3 PAGE | 652 | 565 | 506 | 489 | 450 |
| 1/2 PAGE | 589 | 530 | 474 | 446 | 409 |
| 1/3 PAGE | 425 | 403 | 382 | 352 | 324 |
| 1/4 PAGE | 309 | 274 | 246 | 226 | 209 |
| 1/8 PAGE | 179 | 158 | 142 | 132 | 119 |

Four Color

| SIZE | 1mo | 3mo | 6mo | 9mo | 12mo |
|-----------|--------|--------|--------|--------|-------|
| FULL PAGE | \$1394 | \$1264 | \$1119 | \$1050 | \$954 |
| 2/3 PAGE | 825 | 692 | 668 | 637 | 615 |
| 1/2 PAGE | 714 | 639 | 574 | 536 | 494 |
| 1/3 PAGE | 505 | 462 | 429 | 404 | 379 |
| 1/4 PAGE | 369 | 331 | 294 | 274 | 259 |
| 1/8 PAGE | 210 | 194 | 174 | 159 | 149 |

BACK COVER \$1499

FRONT PAGE BANNER \$749 DIMENSIONS 9.7" x 2.25"

Rates are Agency Commissionable to authorized agencies where placement originates. Rates above are per month, per insertion. First time advertisers must pay half of the first insertion at proofing. The remainder of first insertion will be billed at publication time. Each insertion thereafter will be billed at publication time.

Ad composition fee of \$25 minimum.

Please submit your high resolution pdf to guy@ballingerpublishing.com

ADVERTISEMENT DIMENSIONS

| SIZE | IN INCHES W x H |
|------------|--------------------|
| FULL PAGE | 9.7 x 9.8 |
| 2/3 VERT. | 6.275 x 9.8 |
| 1/2 VERT. | 4.7 x 9.8 |
| 1/2 HORIZ. | 9.7 x 4.8 |
| 1/3 VERT. | 3.235 x 9.8 |
| 1/4 HORIZ. | 4.7 x 4.8 |
| 1/8 HORIZ. | 4.7 x 2.25 |

SUBMISSION SPECIFICATION

The Downtown Crowd is produced using Macintosh computers and programs. All furnished images for your ad must be a minimum of 300 dpi. We prefer digital submission made via PDF. We can accept Quark, Photoshop, InDesign and Illustrator files.

Advertising Agreement

It is agreed that you are authorized to place advertisements in *DTC The Downtown Crowd*

Advertiser Name _____ Advertising Agency _____ Date _____

Billing Address _____ Email Address _____

Telephone Number _____

| | | | | | |
|--------------------------|-------------------------|-------------------|-----------------|------------|---|
| Ad Size | Horizontal / Vertical | Ad Composition | No. of Issues | Start Date | Credit Card: (circle one) number: _____ expiration date: _____ code: _____ sign here |
| Gross Rate per Insertion | Agency / Other Discount | Net per Insertion | Contract Total: | | |

TERMS: It is agreed that Ballinger Publishing (Publisher) may not raise the stated advertising rates during the period of this contract, nor may the Advertiser cancel during the agreed term of this contract without a shortrate. **SHORTRATE:** If a cancellation must be made by the Advertiser, a letter of cancellation must be received by the Publisher 45 days prior to the issue date of the next publication. Shortrate will be billed at a frequency rate according to the number of insertions in the Pensacola Downtown Crowd (Publication) the advertiser has actually accrued. In the event that litigation is initiated, the contract will be forced through the completion of contract whether or not all of the insertions were actually run. All camera-ready materials submitted to the Publisher are accepted upon the express condition that the Advertiser agrees to hold the Publisher harmless from any and all claims arising out of or relating to copy, copyrights, trademarks or mistakes in ad either photographic or copy, or that the use of any name or other material in any advertisements that is illegal, unauthorized or damaging in any way to any person or name or other legal entity. Billing is due upon receipt. All contracted advertising will be billed in advance. Balances unpaid after the 30th of the month are subject to a 1.5% per month (18% annually) finance charge. The Advertiser agrees to pay a finance charge of 1.5% per month (18% annually). The advertiser agrees to pay all legal fees, court and/or collection costs on balances delinquent over 30 days.



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• **OVERVIEW:** Pensacola Downtown Crowd is a unique entertainment publication and is the ONLY one to target the thriving downtown area. It reaches the business and residential community of downtown Pensacola by featuring news and entertainment of the arts, businesses, restaurants, shopping and events. it is a free, widely distributed, monthly publication. Every issue features the following sections:

- D.I.B. Article
- Feature Articles
- Art • Music • Theatre
- Dateline Downtown
- Word on the Street
- ChowDownTown
- Business Profile
- The Crowd Quiz
- Faces in the Crowd
- What Do You ?

• **READERS:** The readership of the Downtown Crowd is vast and growing quickly. Readers are Pensacolians of all ages, races, and social brackets. We target younger and older readers with time and money to spend in the downtown area.

• **DISTRIBUTION:** 18,000 to 24,000 copies distributed at 400 different locations in Pensacola, Pensacola Beach, Gulf Breeze, Pace, Milton, and Perdido Key.

• **DEADLINES:** ad deadlines are the 15th of the month prior to publication

• **DISTRIBUTED TO:**

PSC
 Barnes & Noble
 Center for the Pediatric Rehab
 Cordova Lanes
 Laser Hair Removal Clinic
 Beach Community Bank
 People's 1st Community Bank
 Appleyard Agency
 Go Fish
 Bank of Pensacola
 Pensacola Police Department
 Pep Boys
 Coffee Cup
 Maria's Seafood Market
 Popeye's Chicken
 McDonald's
 Marina Oyster Barn
 Hess Financial
 Georgio's Pizza
 Weatherford's
 Kellyco Flowers and Gifts
 Apple Market
 Better Business Bureau
 Florida Therapeutic Massage School
 Bayview Seniors Center
 Gent's Formal Wear
 Garden Street Salon
 Cuttin' Loose

The Melting Pot
 Reynolds Music
 Esquire Barber Shop
 Seville Inn
 Pensacola Therapeutic Massage
 Escambia County Council on Aging
 Pensacola Opera
 Crowne Plaza Grand Hotel
 Dharma Blue
 The Fish House
 Atlas Oyster Bar
 Pensacola Historic Museum
 Historic Pensacola Village Office
 Pensacola Symphony Orchestra
 Gulf Coast Yoga
 First Federal Mortgage
 Seville Office Suites
 Moondance Bead Shop
 Hub Stacey's
 Seville Quarter
 Beacon Building
 Edsel Matthews Jr. Attorney
 TT Wentworth Museum
 Pensacola Cultural Center
 Pensacola Museum of Art
 Reverie Bakery
 Regions Mortgage
 PaineWeber

Harbor View on the Bay
 Levin, Papantonio, Attorneys at Law
 The Judicial Building
 City Hall
 Joe Patti's Seafood
 Charlie's Eatery
 Head Hunter Hair Styling
 Bella Sante
 Bank of Pensacola
 Internal Revenue Service
 A Healing Spirit
 Belmont Cultural Art Center
 Ernestine's Jazz and Blues Cafe
 Pensacola Gov't. Emp. Credit Union
 Turner Antiques Gallery
 Baptist Hospital
 Days Inn
 YMCA
 RBC Bank
 Professional Hearing Aid Center
 Schmidt's Music
 Rock Hard
 A J's Mugs
 Cornerstone Custard
 Civic Inn
 Curve for the Body & Soul
 Eat!
 Newlin Chiropractic

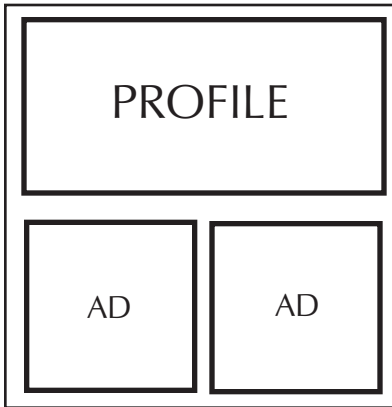
Pensacola Glass Co.
 Blount Building
 New York Nick's
 Emerald Coast Glass Creations
 The Global Grill
 ESP Natural Gas
 Downtown Improvement Board
 Altavista
 Margarita's
 BLAB TV
 Gulf Power
 The Nail Studio
 Comfort Inn
 Pensacola Beach Properties
 Peg Leg Pete's
 Crabs
 Sidelines
 Pensacola Beach Hilton
 Hampton Inn
 Best Western
 Clarion Suites Convention Center
 Paddy O'Leary's Irish Pub
 Pensacola Convention and Visitor Center
 Bagelheads
 Landry's Seafood
 Outback Steakhouse
 McGuires Irish Pub



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Editorial Package



Half page editorial profile with signed contract for 3 consecutive months for 1/4 page ad @ \$259.00/month (net rate)

- * editorial profile may include both text and photos
- * your ad may or may not be on same page as profile per your choice

Disclaimer: Space is limited. Editorial based on first come first served. \$10.00 stock photo fee if used. Minimum \$25,00 graphics fee if Ballinger designs ad. Contract must be signed 2 weeks prior to ad deadline.

Ballinger

publishing

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