


Rosemary

THYMES™

SPRING 2020


Rosemary

THYMES™



ONCE UPON A TIME...

Rosemary Beach, circa 1999



CELEBRATING 25 YEARS


Namaste at the Beach • Berry Sweet Season • Once Upon a Rosemary Beach

A Rosemary Beach POA Newspaper • rosemarythymes.org

SUMMER 2020

Rosemary

THYMES™



The People who Made us a Town

CELEBRATING 25 YEARS

The Ancient Horticulturist: What Was I Thinking?! • Turtle Time

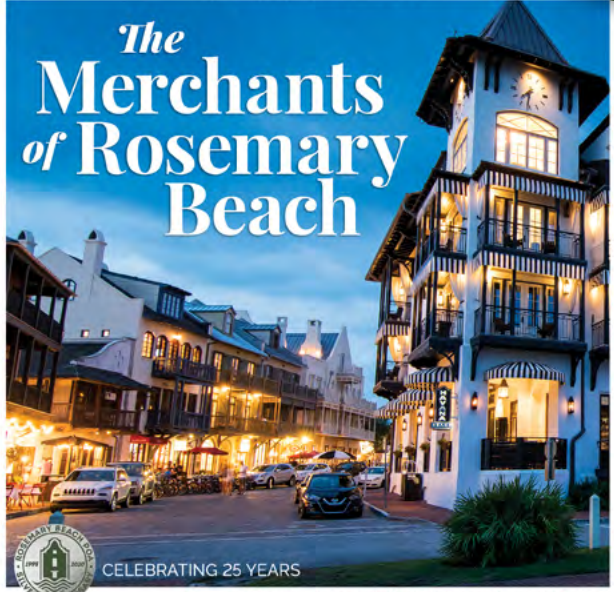
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WINTER 2020

Rosemary

THYMES™



The Merchants of Rosemary Beach



CELEBRATING 25 YEARS


The Ancient Horticulturist: The Garden Blues • Your Community Post Office

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WINTER 2020


Rosemary

THYMES™



Celebrating 25 Years

OF COMMUNITY, FAMILY, QUALITY & ENVIRONMENT



CELEBRATING 25 YEARS

The Ancient Horticulturist: Life Is Just a Bowl of Cherries, Maybe Not! • Who's Hungry?

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2021 ROSEMARY THYMES

ADVERTISING RATES



FULL PAGE (W x H) 9.5" x 11.5"	\$2,550
BACK COVER	SOLD
INSIDE FRONT / BACK	\$2,800
HALF PAGE 9.5" x 5.5" or 4.58" x 11.5"	\$1,650
QUARTER PAGE 4.58" x 5.5"	\$1,150
EIGHTH PAGE 4.58" x 2.67" or 2.175" x 5.5"	\$1,025

Each issue of the *Rosemary Thymes* is in circulation for approximately three months.

Artwork must be submitted at high resolution (300ppi) as a .jpg, .pdf or .tiff file only. Submit all artwork to garrett@ballingerpublishing.com

DISCOUNTS

1. Advertise in all four issues and receive a 10% discount.
This discount does not carry over from one calendar year to another.
2. Rosemary Beach Property Owners receive a 20% discount.

A property owner must be listed on the warranty deed for a property in Rosemary Beach.

3. Rosemary Beach Merchants receive a 20% discount.

A Rosemary Beach Merchant is defined as a business that is contributing to the Town Center Contribution.

4. Non-Profit Organizations receive a 25% discount.

This discount must be pre-approved by the POA and may include for example 501(c)(3)s, Florida Not-For-Profits, etc.

***All discounts are cumulative, but combined cannot exceed a 50% discount.**

2021 AD DEADLINES AND DELIVERY DATES

SPRING
Ad Deadline Feb 5
Delivery Monday, Feb 22

SUMMER
Ad Deadline May 5
Delivery Monday, May 24

FALL
Ad Deadline Aug 10
Delivery Tuesday, Aug 31

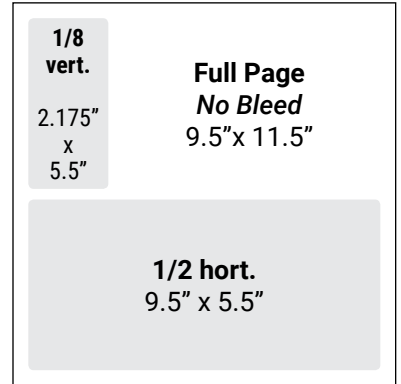
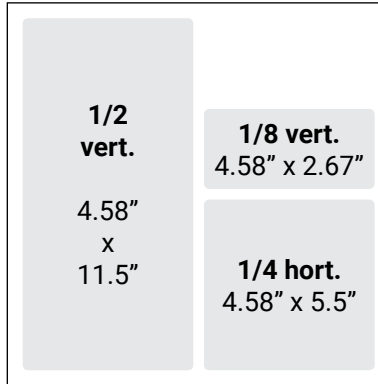
WINTER
Ad Deadline Nov 2
Delivery Tuesday, Nov 23

For Advertising Sales, contact Malcolm Ballinger at malcolm@ballingerpublishing.com or 850.433.1166, ext 27. *Rosemary Thymes* is produced by Ballinger Publishing for the Rosemary Beach Property Owner's Association.

Rosemary THYMES™

RATES & AGREEMENT

Full Page	\$2550	Back Cover	<i>SOLD</i>
1/2 Page	1650	Inside Front	\$2800
1/4 Page	1150	Inside Back	2800
1/8 Page	1025		



RATES: Rates are Agency Commissionable to authorized agencies where placement originates.

COMPOSITION: Ad composition fee of \$50 minimum.

Please submit your high resolution ad to garrett@ballingerpublishing.com

Ads should be built to 100% of their actual size at a resolution of 300ppi.

Ads built by Ballinger Publishing's in-house design team may undergo a maximum of 3 proofs at the discretion of the designer.

Content for ad builds should be sent to the designer no fewer than 3 days before the set ad deadline.

ROSEMARY THYMES is produced by BALLINGER PUBLISHING for the Rosemary Beach Property Owners Association. Advertisers will be invoiced by the Rosemary Beach Property Owners Association. Published quarterly beginning with the February issue.

AD ARTWORK DEADLINES

Spring - February 5th | **Summer** - May 6th | **Fall** - August 10th | **Winter** - November 5th

ADVERTISING AGREEMENT

It is agreed that you are authorized to place advertisements in **ROSEMARY THYMES**.

Advertiser (Corporate) Name	Advertiser Email	Billing Email
Billing Address		
Phone #	Advertising Agency & Contact Info	

Ad Size	Horizontal or Vertical	Build/Pick-Up/Camera Ready	# of Issues	Starting Date
Gross Rate Per Insertion	Agency or Other Discount	Net Per Insertion	Contract Total	

Credit Card

number: _____

expiration date: _____

code: _____ Signature: _____

TERMS: It is agreed that ROSEMARY BEACH PROPERTY OWNERS ASSOCIATION 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 RBPOA 45 days prior to the printed deadline date of the next publication. Shortrate will be billed at a frequency rate according to the number of insertions in *ROSEMARY THYMES* 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. In the event that litigation is initiated, client agrees to pay all attorney fees for any and all legal action, law suits, and judgements. All camera-ready materials submitted to RBPOA are accepted upon the express condition that the advertiser agrees to hold RBPOA 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 advertisement 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 1/2% per month (18% annually) finance charge. The advertiser agrees to pay a finance charge, of 1 1/2% per month (18% annually). The advertiser agrees to pay all legal fees, court and/or collection costs on balances delinquent over 30 days.

Advertiser Authorized Signature	Advertiser Authorized Signature (printed)	Date
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