

Rosemary

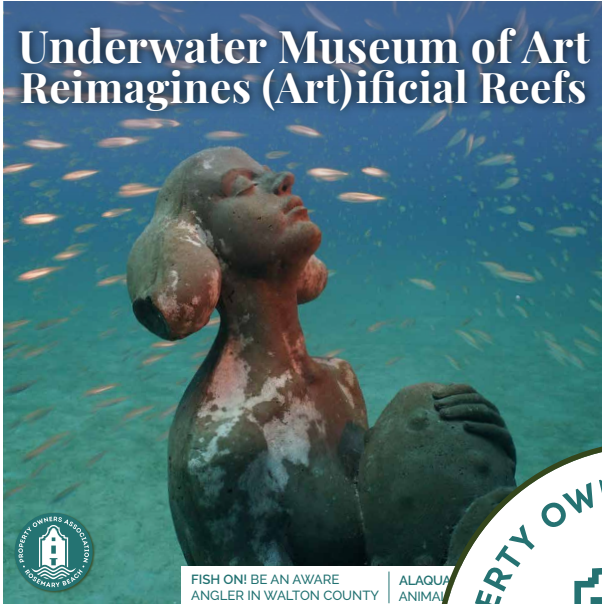
THYMES™

Rosemary

THYMES™

SPRING 2024

Underwater Museum of Art Reimagines (Art)ificial Reefs



FISH ON! BE AN AWARE
ANGLER IN WALTON COUNTY

ALAQUA
ANIMAL

A Rosemary Beach POA Newspaper

Rosemary

THYMES™

SUMMER 2024

SUMMER STYLE Cool • Casual • Coastal



PERFORMING ARTS TAKE
CENTER STAGE THIS SUMMER

CHILL OUT: EXPLORE
LOCAL WATER SPORTS

A Rosemary Beach POA Newspaper • rosemarythymes.org

Rosemary

THYMES™

Rosemary

THYMES™

WINTER 2024



Building a Town Legacy

ROSEMARY BEACH
SCULPTURE EXHIBITION

BIKING
SOUTH WALTON

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ART ON DISPLAY



ROSEMARY BEACH
SCULPTURE EXHIBITION

INLET BEACH
UNDERPASS

30A SONGWRITERS
FESTIVAL

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2025 MEDIA KIT

2025 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 advertise@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.*

2025 AD DEADLINES AND DELIVERY DATES

SPRING

Ad Deadline Feb 3
Delivery Tuesday, Feb 25

SUMMER

Ad Deadline May 5
Delivery Friday, May 23

FALL

Ad Deadline Aug 8
Delivery Thursday, Aug 28

WINTER

Ad Deadline Nov 3
Delivery Monday, Nov 24

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™

Notes:

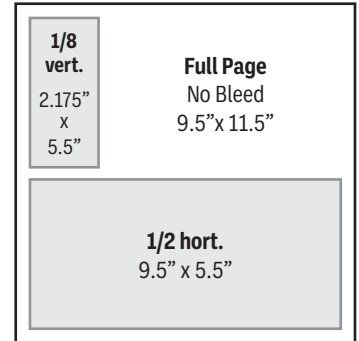
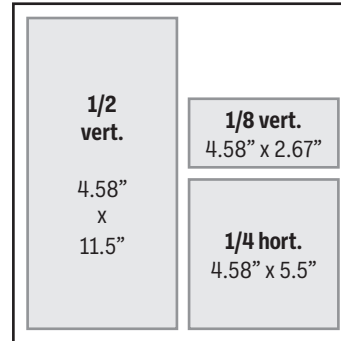
RATES & AGREEMENT

Full Page	\$2550	Back Cover	SOLD
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. 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.

COMPOSITION: Ad design fee of \$50 minimum. Ads built by Ballinger Publishing's in-house design team may undergo a maximum of 3 proofs at the discretion of the designer. **Ads should be built to 100% of their actual size at a resolution of 300ppi.**

SUBMISSION: Content for ad builds should be sent to the designer no fewer than 3 days before the set ad deadline. Please submit your high resolution ad to advertise@ballingerpublishing.com.



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 - Feb. 3rd **Summer** - May 5th
Fall - Aug. 8th **Winter** - Nov. 3rd

ADVERTISING AGREEMENT

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

Advertiser (Corporate) Name

Billing Address

Advertiser Email

Billing Email

Phone #

Advertising Agency & Contact Info

Ad Size	Horizontal or Vertical	Build/Print Ready/ Re-Run/Revise	# of Issues	Starting Date
Gross Rate Per Insertion	Agency or Other Discount	Net Per Insertion	Contract Total	

Credit Card

CC 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 1½% per month (18% annually) finance charge. The advertiser agrees to pay a finance charge, of 1½% 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