

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 15 NO 2 HOLIDAY 2021

Space Reservation Date..... October 2021
Distribution Date..... November 2021
Projected Distribution20,000
Impressions.....36,000

2022 VISITOR'S MAP OF OLD FLORIDA

Space Reservation Date..... December 2021
Distribution Date..... January 2022
Projected Distribution72,000
Impressions.....130,000

MUST SEE VOL 16 NO 1 SPRING 2022

Space Reservation Date..... January 2022
Distribution Date..... February 2022
Projected Distribution20,000
Impressions.....36,000

MUST SEE VOL 16 NO 2 SUMMER 2022

Space Reservation Date..... April 2022
Distribution Date..... May 2022
Projected Distribution28,000
Impressions.....50,000

MUST SEE VOL 16 NO 3 LATE SUMMER 2022

Space Reservation Date..... July 2022
Distribution Date..... August 2022
Projected Distribution28,000
Impressions.....50,000

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.

MUST SEE MAGAZINE Since 2007

Must See Magazine is a full-size, full-color publication published and distributed along Florida's incredible Forgotten Coast. 2021 marks *Must See's* 15th year in print and online. *Must See* is published four 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.



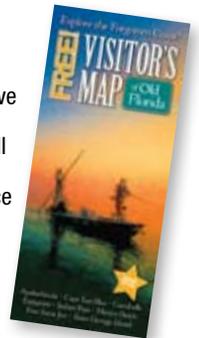
RATES & SPECIFICATIONS - MUST SEE MAGAZINE

AD SIZE	DIMENSIONS	1x RATE	4x RATE
Full Page	8.5" w x 11.0" h + bleed	\$2,200	\$1,900
2/3 Page	5.455" w x 11.0" h + bleed	\$1,700	\$1,500
1/2 Page	8.5" w x 5.375" h + bleed	\$1,400	\$1,200
1/3 Page Vertical	2.8" w x 11.0" h + bleed	\$1,000	\$800
1/3 Page Island	5.087" w x 5.0" h	\$900	\$700
1/6 Page Vertical	2.425" w x 5.0" h	\$600	\$500
1/6 Page Horizontal	5.087" w x 2.375" h	\$600	\$500
1/12 Page	2.425" w x 2.375" h	\$400	\$300
PREMIUM POSITIONS		1x RATE	4x RATE
Back Cover (full page ad only)		\$2,700	\$2,300
Inside Front Cover (full page ad only)		\$2,500	\$2,100
Opposite Inside Front Cover (full page ad only)		\$2,500	\$2,100
Opposite Table of Contents (full page ad only)		\$2,500	\$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*. 2022 will mark the 11th year in print for this information packed, easy-to-use locator map! 65,000 copies will be distributed starting in January 2020 at over two 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 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	31	3.0" w x 1.25" h	\$800
Premium	10	3.0" w x 2.625" h	\$1,000
Back Cover	1	3.125" w x 8.75" h	\$1,800

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
9/21