

We're changing with the times

The Waterfront Times covers the issues, challenges and trends of South Florida's unique coastal neighborhoods. As the only home-delivered boating newspaper in South Florida, the Waterfront Times goes directly to the people needing your company's goods and services. Our monthly publication provides timely info on the waterfront lifestyle including boating, dining, local waterways, water sports and other water-related activities. The Waterfront Times is a trusted source for waterfront news.

Editorial

The Waterfront Times has a loyal readership. We take pride in offering quality news and features pertinent to our coastal communities. We are members of the Florida Press Association and subscribe to the New York Times wire service. We have seasoned local writers on staff.

Every issue of the Waterfront Times includes...

- **News** — Timely local waterfront and boating issues
- **Fishing** — Articles from our award-winning writer
- **Admiralty Law** — Legal info by our maritime attorney
- **Tide Tables** — Important monthly tide info
- **Events Calendar** — Upcoming local nautical events
- **Galley** — Recipes for boaters and food lovers
- **Waypoints** — Water-themed travel destinations
- **Classifieds** — The best source for nautical bargains!

Waterfronttimes.com

Our website receives 15,000 visits per month and 500 visits per day. The web edition features our listing of Marine Resources for Broward, Dade and Palm Beach counties. You can find our entire edition online every month, plus back issues. Other timely information such as upcoming tide tables and restaurants offering boat dockage can also be found at waterfronttimes.com.

Advertisers will appreciate that ads appearing in our print edition are accessible on our website when pages are downloaded as pdf files. Ad URLs are hyperlinked to the company website or e-mail for convenience.

Circulation

We are the only recreational boating publication delivered to waterfront homeowners living on Broward's Intracoastal Waterway, New River and the Dania Cut-off Canal, along with Keystone Point in Miami-Dade County. We are also distributed to marine businesses, marinas, offices and restaurants in Broward County. We have paid subscribers all across America and in Puerto Rico. The total print edition circulation is 15,000. Our waterfront home delivery breaks down as follows:

Fort Lauderdale

Bayview	33305/08	750
Sunrise Key	33301	100
Victoria Park	33301	100
Las Olas Isles	33301	1,000
Harbor Beach	33316	350
Harbor Isles	33316	550
Rio Vista	33301	200
New River docks	33301	100
Sailboat Bend	33312	150
Tarpon River	33315	400
Citrus Isles	33312	450
Lauderdale Isles	33312	850

North Broward

Lighthouse Point & Pompano Beach	33062/64	4,000
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South Broward

Dania Cut-off Canal	33312	650
Hollywood	33019	375

Miami Dade County

Keystone Point	33181	750
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Advertise with us

We offer many different advertising options to fit your company's marketing style, concept and budget. Pay for three months advertising up front and receive 10% off the ad base rate. Optional color and art fees additional. Other discounts currently available...

● **Pay in full for six months advertising and get one additional month free.**

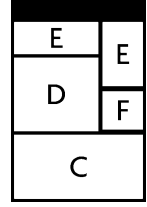
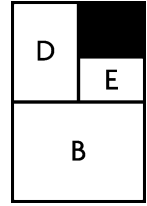
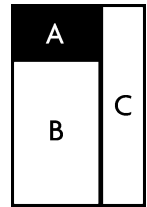
● **Pay in full for 10 months advertising and get two additional months free.**

We prefer fully composed ads provided as pdf files. Please remember to download all fonts and art to the file. We can accept composed ads saved as tif, jpeg or eps files. For an additional art fee, we can create an ad that gets your message to the boating and waterfront public. Timely proofs can be provided for approval. Please call for questions or more detailed information. E-mail ad files to: ads@waterfronttimes.com.

Display advertising

All ad measurements are width x height.

A Full page	10" x 15"	
	Inside page:	\$1200.	
	Back cover:	\$1400.	
B Half page	Vertical.....	6.5" x 10.5"	
	Horizontal.....	10" x 7.25"	\$625.
C Third page	Vertical.....	3.125" x 15"	
	Horizontal.....	10" x 4.75"	\$450.
D Quarter page	Vertical.....	4.875" x 7.25"	
	Horizontal.....	6.5" x 5.5"	\$325.
E Ninth page	Vertical.....	3.125" x 4.625"	
	Horizontal.....	4.875" x 3.125"	
	'Dollar bill'.....	6.5" x 2.375"	\$150.
F Square	3.125" x 2.875"	\$90.
Business card	3.125" x 1.75"	\$75.



Color starts at \$25 for spot color and increases according to ad size. Additional art fees may apply. Please call for rates.

Inserts We can insert your 8.5" x 11" flier into the Waterfront Times at a cost of \$75 per 1,000 fliers plus a small insertion fee. You will also be required to deliver your inserts to our printer in Stuart, Florida. Please call for additional information.

Classified advertising

National boating publications have cited our classified section as one of the best places to look for dock space or boat repair information. We offer both line ads and display advertising. Rates start at \$30 per column inch (2.4" x 1") for display classified ads. Line ads are \$25 for a two-line minimum and \$5 for each additional line.

Call today to get on board next month's issue!

Waterfront Times

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