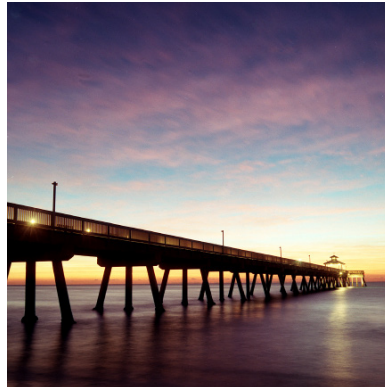


# 2023 MEDIA KIT



**Point!**  
PUBLISHING

## **PRINT MAGAZINES**

- Lighthouse Point
- Pompano!
- Deerfield Beach!
- Yellow

## **ANNUAL PRINT VISITOR GUIDES**

- The Official Pompano Beach Visitor Guide
- The Official Deerfield Beach Visitor Guide

## **ONLINE**

- Coastal News (email)
- 7 Instagram brands
- 8 Facebook pages

## **MORE OPPORTUNITIES TO GROW WITH US**

- Insider Excursions, media travel
- Sponsored Content

**CALL US! 954-603-4553**

# MAGAZINE RATES



## LIGHTHOUSE POINT *monthly* DEERFIELD BEACH! *5 issues per year*

7,000 circulation • Prices are per insertion.

SIZE	1X	3 X	6X	12X
Two Page Spread	1,963	1,808	1,695	1,545
Full Page	979	912	861	799
Half	675	549	515	482
Quarter	515	328	310	289
Eighth (Marketplace)	N/A	117	112	107



## POMPANO! *monthly*

7,000 circulation • Prices are per insertion.

SIZE	1X	3 X	6X	12X
Two Page Spread	1,926	1,581	1,491	1,433
Full Page	992	827	794	755
Half	658	487	476	455
Quarter	521	312	284	261
Eighth (Marketplace)	N/A	110	105	100

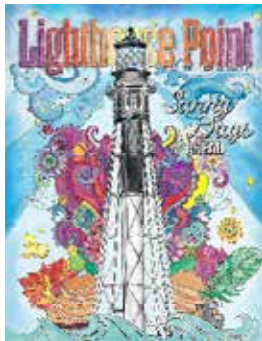


## DEERFIELD BEACH!

Expand your reach. Take advantage of discounted prices in Deerfield Beach! magazine when you place an ad in Lighthouse Point magazine. Prices are per insertion.

SIZE	1X	3 X	6X	12X
Two Page Spread	1,361	1,020	850	810
Full Page	650	600	562	526
Half	447	369	340	323
Quarter	283	225	210	193
Eighth (Marketplace)	N/A	85	80	75

# MAGAZINE SPECS



SIZE	WIDTH	HEIGHT
Two-page spread	16.75" (17" w/ bleed)	10.875" (11.125" w/ bleed)
Full Page	8.375" (8.625" w/ bleed)	10.875" (11.125" w/ bleed)
Half Horizontal	7.25"	4.75"
Half Vertical	3.5"	9.825"
Quarter	3.5"	4.75"
Marketplace (Eighth)	3.5"	2.25"

## DESIGN FEES

<b>TWO-PAGE SPREAD</b>	\$200	<b>HALF</b>	..... \$150
<b>FULL</b>	\$200	<b>QUARTER</b>	..... \$100
		<b>MP</b>	..... \$50

**Full Page (Trim)**  
8.375" X 10.875"

**Full Page (Live Area)**  
7.375" X 9.875"  
keep all crucial elements  
half-inch away from trim

**Full Page (Bleed)**  
8.625" X 11.125"

**HALF HORIZONTAL**  
7.25" x 4.75"

**HALF VERTICAL**  
3.5"  
x  
9.825"

**QUARTER**  
3.5"  
x  
4.75"

## BLEED SIZE INSTRUCTIONS

Two-page and Full-page ads must include a bleed. This means artwork must extend 1/8" past the trim size on all sides and include in PDF.

**Live Area:** Keep all essential art and type at least 1/2 inch away from the trim. (See left.)

## PREFERRED FORMAT SUBMIT YOUR AD

PDF with high resolution images at 300 DPI.

Other acceptable formats:  
JPG, TIFF at 300 DPI CMYK

Upload your ad using our client center.  
Simply click the link in your artwork reminder email.

—or—  
email: [FinishedAds@pointpubs.com](mailto:FinishedAds@pointpubs.com)

# E-NEWSLETTER

Lighthouse Point | Pompano! | Deerfield Beach!

## COASTAL NEWS

**COASTAL NEWS** 3,200 e-subscribers • Prices are per insertion.

BANNER POSITION	2X	4X	6X
Top (1200w x 500h pixels)	145	125	99
Premium (1200w x 500h pixels)	125	105	89
Middle (1200w x 500h pixels)	110	95	79
Marketplace (550w x 710h pixels)	55	45	25

***If you want to really stand out, we will send your stand alone email message to our subscribers. We will only send a maximum of two exclusive emails per month so book yours now. \$550 per email.***

Coastal News is a semi-monthly e-newsletter distributed to readers who sign up on our website [pointpubs.com](http://pointpubs.com). Every two weeks, we touch base with our subscribers to keep them up to date about upcoming community events, local news stories, restaurant openings and more! Have some news you need to get out to the masses quickly? Let us help!

Call now to buy an ad in Coastal News at **954-603-4553**.

## MORE OPPORTUNITIES TO GROW WITH US

### SPONSORED CONTENT

In addition to traditional advertising we also offer opportunities for sponsored content. Do you have an interesting story to tell or an event you would like to promote? Work with our editorial team to write, edit, illustrate and design your story. Or you may provide finished pages. Either way, sponsored content is an effective way to get your message out to the community. Call your sales rep about pricing and availability.

### ANNUAL VISITOR GUIDES AND MAPS

Our Visitor Guides are a cost effective way to reach tourists and locals. We have guides planned for Pompano Beach, Deerfield Beach and Lauderdale-By-The-Sea. Each guide features a local illustrated map of the featured town, plus a map of South Florida. We print 20,000 units of each and the guides are distributed at local attractions, hotels and other high-traffic locations. The guides are in their ninth year of production after a brief Covid-hiatus. Put your business on the map.



### INSIDER EXCURSIONS

Check out our most recent trip to Mexico City featured in the December, 2022 issues of Lighthouse Point and Pompano magazines!.

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PUBLISHING

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