

GAZETTE

Marco Island & Naples

Advertising Sizes

- Ad creation included at no extra charge.
- All prices include full color.
- Prices listed are per issue, discounts available with yearly contract. Premium page placement may incur an additional charge. Prices are the same in and out of season, each issue.

Front Page

Advertorial 10" wide x 6" tall

Quarter page ads 4.875" wide x 6.5" tall

Full Page 10" wide x 15" tall

Half Page 10" wide x 7.375" tall

or 4.875" wide x 15" tall

Quarter Page 4.875" wide x 7.375" tall

Eighth Page 4.875" wide x 3.572" tall

Coupon Ads 3.2" wide x 3" tall

Business Cards 3.2" wide x 2" tall

Scan Business cards at 200-300% for submission

Classifieds 20 words or less

FRONT PAGE

Half Page
Advertorial
10" wide 6" tall

Quarter Page
4.875" wide
6.5" tall

Quarter Page
4.875" wide
7.375" tall

Half Page
Horizontal
10" wide
7.375" tall

Half Page
Vertical
4.875" wide
15" tall

Eighth Page
4.875" wide
3.572" tall

Full Page
10" wide
15" tall



Business Cards, Coupon Ads, Classifieds

Deadlines for 2024

11 issues Published Annually

Mailing and Distribution
During the 1st Week of Each
Month's Issue Date

Issue/Critical Dates	Ads In	Print
January 2024	12/15-20	12/28
New Year's Day, M, 1/1		
February 2024	1/15-20	1/30
Valentine's Day, W, 2/14		
Presidents Day, M, 2/19		
March 2024	2/15-20	2/28
St Patrick's Day, Sun, 3/17		
April 2024	3/15-20	3/28
Easter Sunday, 3/31		
May 2023	4/15-20	4/29
Cinco de Mayo, Sun, 5/5		
Mother's Day, Sun, 5/12		
Memorial Day, M, 5/27		
June 2024	5/15-20	5/30
Flag Day, F, 6/14		
Father's Day, Sun, 6/16		
July 2024	6/15-20	6/27
4th of July, Th, 7/4		
August/September 2024	7/15-20	7/30
Labor Day, M, 9/2		
October 2024	9/15-20	9/27
Columbus Day, M, 10/14		
Halloween, Th, 10/31		
November 2024	10/15-20	10/30
Veteran's Day, M, 11/11		
Thanksgiving, Th, 11/28		
December 2024	11/15-20	11/29
Hanukkah, Thu, 12/26		
Christmas Day, W, 12/25		
New Year's Eve, T, 12/31		

Inserts

Min Insert size 4x6" postcard, Max 8.5 x 11". Finished maximum Single Sheet 70# weight minimum. We can tailor to fulfill individual mailing routes.

Ad Submission Deadlines

Ad space must be reserved by the 15th of the month prior to the issue. Ads will be sent as proofs for approval or corrections. Final ads must be Approved by the 22nd, ie: February issue corrected and approved by January 22nd.

Acceptable Materials for Advertising

To maintain the highest possible reproduction quality:

- **Format:** pdf, jpg or tif versions. **CMYK color** (we can change RGB to CMYK).
- **Black MUST be** 100% black (**100% K only**) no other colors/layers.
- **Digital photographs MUST be 200 to 300 ppi** (pixels per inch) and **large in size**. Internet images are at 72 ppi and **will not** reproduce sharply in print.
- **Do not** submit ads done in **Microsoft Publisher, Word or Excel**.

Effective Ad Layout Tips

- **Headline Focus:** Entice the reader to read the rest of the copy.
- **Typefaces:** Utilize bold, italics and spacing without mixing too many fonts.
- **White Space:** Enough open space in your ad so it's not too busy.
- **Reason:** Create a sense of urgency; give a reason for the reader to buy now.
- **Simplify:** Say what you want to say but keep it simple, not wordy.
- **Images:** Logos and photos attract attention and are recognizable.

Looking for a new logo or to upgrade your letterhead?

Professional Design & Creation:

- Logos • Business Cards
- Rack Cards • Postcards
- Brochures • Booklets
- Flyers • Magnets



Advertise in Paradise
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