

The SunDial

- ❑ A free publication tightly targeted at naturists, nudists, and skinny-dippers.
- ❑ Reader demographics (2003 survey): local residents (tri-county): 50% – visitors & tourists: 50%
- ❑ Print run: 10,000 Readership: x 2
- ❑ Distribution: Haulover Beach (9000); by mail (500); through other naturist organizations (500)
- ❑ Duplication of audience reached by *AANR Bulletin* or *Naturist Society N Magazine*: 5%
- ❑ Additional banner ad placement online on SunDial page at www.sffb.com included.

South Florida Free Beaches / FNA, Inc.
PO Box 530306, Miami Shores, FL 33153-0306
www.sffb.com

for ad sales contact Albert Pantaleon:
 305-216-9282
panta@gate.net

FOUR COLOR PROCESS ADS – Standard Sizes

AD SIZE (width x height)	1 X	2X (5% discount)	3X (10% discount)	4 X (15% discount)
Full Page 7.5" x 10"	\$1,200	\$1,140	\$1,080	\$1,020
Half Page 7.5" x 4.75"	\$800	\$760	\$720	\$680
Quarter Page 3.5" x 4.75"	\$400	\$380	\$360	\$340
Business Card 3.5" x 2"	\$300	\$285	\$270	\$255

Quarterly Publication Schedule

WINTER January 1st
 SPRING April 1st
 SUMMER July 1st
 AUTUMN October 1st

Ad copy due 30 days before
 publication date.

Payment must be received 10 days
 prior to publication date.
 Most major credit cards accepted.

Deduct 10% from above prices for black-and-white ads.
 Please contact us for acceptability and pricing for non-standard size ads.

Technical Requirements

300 dpi digital file
Accepted formats :

TIF
 PDF: (with embedded fonts, or with
 text converted to curves)
 JPG: (lossless or standard
 minimum compression)

Please read [Advertisement Technical Requirements](#) bulletin for additional
 details & file transmission information.

