Surrounded by the glistening waters of Biscayne Bay and the Atlantic Ocean, bordered by the lush greenery of Crandon Park and Bill Baggs Cape Florida State Park, Key Biscayne earns its reputation as an Island Paradise and one of America’s best places to live.

Key Biscayne itself is a 4 mile long, 2 mile wide barrier island perched between the ocean and bay; the Village is in the central 1.25 square miles.

Along with its proximity to beaches and parks, the Village is located about 10 miles from Miami’s Brickell business district and just 21 miles from Miami International Airport.

Welcome to Key Biscayne
When you want to reach the affluent market of Key Biscayne, you want to advertise in The Islander News.

104 Crandon Boulevard, Suite 301
Key Biscayne, FL 33149
www.islandernews.com

Key Biscayne’s No. 1 Source of Information Since 1966.

READERSHIP PROFILE

College Graduate: 74.7%
Average Listing Price of Home: $3.91 million
Single: 38%
Married: 62%
Net Worth: $2.3 million
Average Household Income: $475,000
Median Home Value: $1.2 million
Average Age: 42

Who reads The Islander News?

Editorial Calendar 2017

JANUARY
Island Life Magazine 2017

FEBRUARY
Miami International Boat Show 2/16
Miami Boat Show days are 2/16-2/20

MARCH
Miami Open Special Supplement 3/23-3/30
Miami Open days are 3/20-4/2

APRIL
Mother’s Day 5/11
Mother’s Day is 5/14

MAY
Summer Camp Special Supplement 5/4
Memorial Day 5/25
Memorial Day is 5/29

JUNE
Father’s Day 6/15
Father’s Day is 6/18
Independence Day 6/29
Independence Day is 7/4

JULY
Back to School Special Supplement 8/17
Labor Day 8/31
Labor Day is 9/4

AUGUST

SEPTEMBER
Breast Cancer Awareness 10/12
Halloween 10/26
Halloween Day is 10/31

OCTOBER
Thanksgiving 11/22
Thanksgiving Day is 11/23

NOVEMBER

DECEMBER
Holiday Gift Guide 12/7
Christmas 12/21
Christmas Day is 12/25
New Year’s 12/28
New Year’s Day is 1/1

For information on how to start your subscription to The Islander News, call Peter Black at 305-361-3133, extension 11, or email peter@islandernews.com.
Specifications
(Files can be sent through email)

Formats
- JPEG High Resolution 300 DPI - CMYK
- TIFF 300 DPI - CMYK
- EPS Text outlined
- PDF High resolution

Premium Placement / Glossy Paper: Available at additional charge.
Inserts: (Maximum size 8.5" x 11") - (Maximum number of pages: 12)  $550

Advertisements cancelled after noon Monday before the following Thursday publication date are subject to a cancellation fee of 50% of the price of the advertisement.
## Display Advertising Rates
Rates are per week, Per Insertion

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1-3 WEEKS</th>
<th>4-12 WEEKS</th>
<th>13-26+ WEEKS</th>
<th>52+ WEEKS</th>
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<tbody>
<tr>
<td><strong>Double Truck</strong></td>
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</tr>
<tr>
<td>Color</td>
<td>$2,050</td>
<td>$1,860</td>
<td>$1,675</td>
<td>$1,500</td>
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<tr>
<td><strong>Full Page</strong></td>
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<tr>
<td>Color</td>
<td>$1,250</td>
<td>$1,015</td>
<td>$820</td>
<td>$760</td>
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<tr>
<td>B/W</td>
<td>$880</td>
<td>$710</td>
<td>$575</td>
<td>$520</td>
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<tr>
<td><strong>Half Page</strong></td>
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<tr>
<td>Color</td>
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<td>$670</td>
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<td>$500</td>
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<tr>
<td>B/W</td>
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<td>$460</td>
<td>$375</td>
<td>$340</td>
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<td><strong>Quarter Page</strong></td>
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<tr>
<td>Color</td>
<td>$500</td>
<td>$405</td>
<td>$330</td>
<td>$305</td>
</tr>
<tr>
<td>B/W</td>
<td>$350</td>
<td>$280</td>
<td>$225</td>
<td>$205</td>
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<tr>
<td><strong>Eighth Page</strong></td>
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<tr>
<td>Color</td>
<td>$295</td>
<td>$240</td>
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<tr>
<td>B/W</td>
<td>$215</td>
<td>$175</td>
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<tr>
<td><strong>Inside Banner</strong></td>
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<tr>
<td>Color</td>
<td>$250</td>
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<tr>
<td>B/W</td>
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<tr>
<td><strong>Business Card</strong></td>
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<tr>
<td>B/W</td>
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<tr>
<td><strong>Front Page Banner</strong></td>
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</tbody>
</table>

**Space Deadline** Friday 5p.m. • **Camera ready arts Monday 5p.m.**

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**ADVERTISEMENTS CANCELLED AFTER NOON MONDAY BEFORE THE FOLLOWING THURSDAY PUBLICATION DATE ARE SUBJECT TO A CANCELLATION FEE OF 50% OF THE PRICE OF THE ADVERTISEMENT**