



MEDIAKIT

To reserve your ad space today, contact Tonya Daniels
305.673.7000 x6940 | tonyadaniels@miamibeachfl.gov

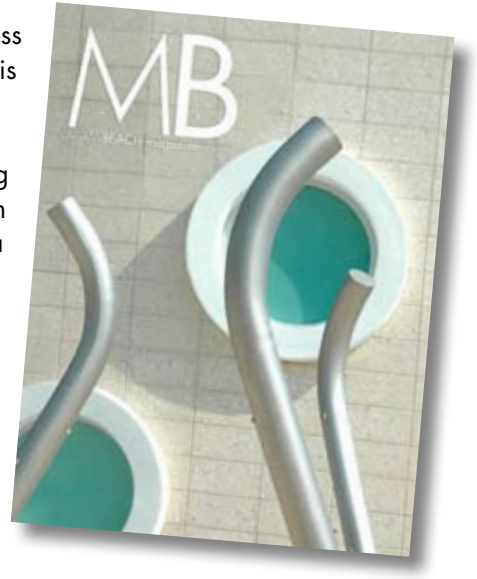
Have you ever wanted to reach all 65,000 residences in Miami Beach? Advertising in MB magazine is the quickest way to reach every resident plus countless visitors to this island paradise. Cheaper than an ad in a local newspaper and more effective than an expensive direct-mail campaign, advertising in MB magazine makes economic sense. Paired with editorial content directly related to every resident, your ad will surely be seen and get passed along to others.

AT A GLANCE

MB is a free, bilingual publication produced in response to resident and business surveys that reflected an interest in receiving more information about the city. MB is mailed to every household in Miami Beach, as well as distributed at city facilities.

Not only is MB informative and well-designed, it is also a great value when considering promoting your business to the Miami Beach community. For as little as a fraction of a penny, it is by far the best value available for citywide advertising directly to a highly coveted demographic.

The MB communications team strives to create meaningful and interesting features that directly target issues that concern residents and businesses in the Miami Beach community. MB is a 52-page award-winning publication, including a 3CMA Award of Excellence.



SECTIONS

MB magazine is written specifically for Miami Beach residents. Information related to parks and recreation, cultural events, free things to do and countless other topics are spread out through nine sections:

- Safety First Topics
- Next Generation
- Planned Progress
- Your Space
- Green Space
- Since You Asked
- Health and Fitness
- Cultural Corner
- At Your Service

VALUE

MB is the choice for businesses that want to advertise directly to residents in Miami Beach. With the lowest cost per impression and direct mailing to every residence, advertising in MB is a great, economical choice.

	MB	DAILY NEWSPAPER	COMMUNITY WEEKLY ENGLISH	COMMUNITY MONTHLY SPANISH	DIRECT MAIL
NO SUBSCRIPTION	✓		✓	✓	✓
MAILED TO EVERY RESIDENT	✓				✓
GLOSSY+FULL COLOR	✓				✓
SHELF LIFE	3 MONTHS	1 DAY	1 WEEK	1 MONTH	1 DAY
EDITORIAL EXCLUSIVE TO M.B. RESIDENTS	✓				✓
BILINGUAL	✓	✓			✓
COST PER IMPRESSION*	\$0.02	\$0.05	\$0.03	N/A	\$0.37

*Based on full-page ad rate.

READER PROFILE

155,000
Readership

65,000
MB distribution

RESIDENTIAL PROFILE

- **55%** of Miami Beach residents are male and **45%** are female.
- Miami Beach has one of the highest housing densities in the United States, with over 9,000 units per square mile.

AGE RANGE	15-24	25-34	35-54	55-74	75+
% OF POPULATION	11%	18%	33%	17%	9%

ECONOMICS

INDUSTRY	REVENUE
Accommodations & Food Services	\$1,711,082,435
Arts, Entertainment & Recreation	254,881,868
Construction	616,659,990
Educational Services	21,889,937
Finance & Insurance	475,336,190
Healthcare & Social Assistance	1,083,455,488
Information	386,269,608
Manufacturing	16,831,552
Other Services (except public administration)	139,402,908
Professional, Scientific & Technical Services	901,840,104
Public Administration	359,472,872
Real Estate, Rental & Leasing	399,211,998
Retail Trade	877,059,599
Transportation, Warehousing & Utilities	N/A
Wholesale Trade	615,251,179
TOTAL	\$7,858,645,729

INCOME

MEDIAN HOUSEHOLD INCOME **\$44,739**
MEDIAN HOME/CONDO VALUE **\$1.15M / \$339,000**

- From 2005 to 2006, family income increased **14%** and non-family income increased **24%**.
- From 2000 to 2006, the number of jobs in Miami Beach increased by 30%.

RACE

WHITE	BLACK	OTHER (ONE RACE)	OTHER (MORE THAN ONE RACE)
87%	1%	8%	3%

ETHNICITY 54% of Miami Beach residents are Hispanic.

SPENDING

According to sales reported to the Florida Department of Revenue, Miami Beach had the highest spending density in the state in 2006: **\$1.1 Billion per square mile in consumer spending.**

GEOGRAPHY

Miami Beach is approximately 7.1 square miles of land and 10 miles of water. Total water frontage in Miami Beach is just over 63 miles.

WHAT READERS ARE SAYING

"I am a 29 year old Miami native, living on South Beach since 1998, who receives your magazine in the mail. As a resident, I appreciate a magazine that keeps our citizens in touch with the local happenings of the community."

– **Robert Sutherland-Cohen, resident**

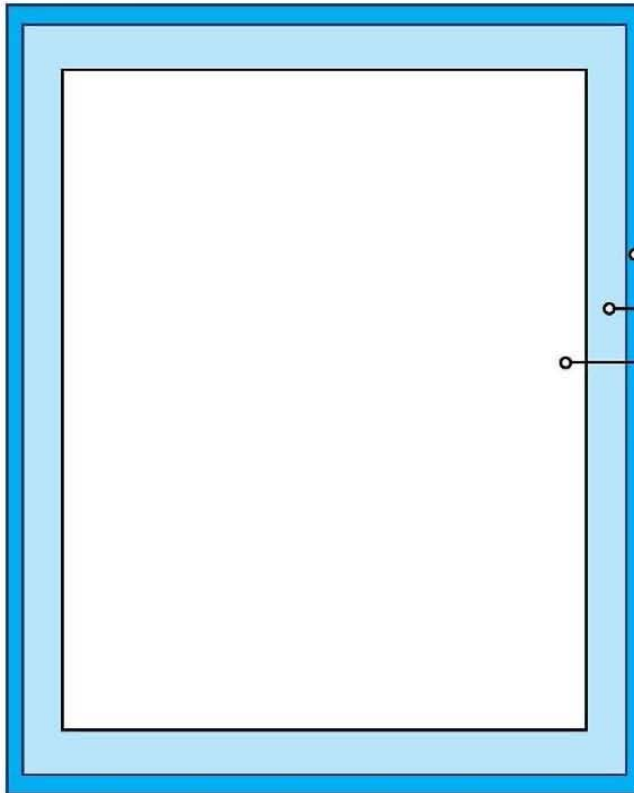
"As a long time resident of this beautiful island, I enjoy your charming magazine. Keep up with the good work!"

– **Grace Tagliabue, resident**

"I applaud your work in producing this charming and informative community magazine."

– **Francinelee Hand**

RATES AND SPECS



FULL-PAGE AD

Full-Page ads have bleed and need to be set up to specifications. Please follow the guidelines below. If you have any questions, please contact the Communications office at 305-673-7575

.125" Bleed

.375" No-Text Area

7.875"W x 10.5"H Final Live Area

AD PACKAGES INCLUDE:

- More than 20% discount off of per issue pricing
- Full color ad placed in all four issues
- Ability to change your ad for each magazine
- Preferred placement guarantee – only offered to package purchases

HURRY, RESERVE YOUR AD SPACE TODAY AND RECEIVE OVER 20% OFF PLUS PREFERRED AD PLACEMENT GUARANTEE!!!

PACKAGE RATES

Back Cover Package
Only one space available
Full Page **SOLD OUT**
\$9,000

Inside Front Cover Package
Only two spaces available
Full Page **SOLD OUT**
\$8,400

Inside Back Cover Package
Only two spaces available
Full Page **SOLD OUT**
\$8,400

Full Page Package
Full size, full color ad placed on one of the two first inside pages
\$7,600

1/2 Page Package
Full size, full color ad placed on one of the two first inside pages
\$4,400

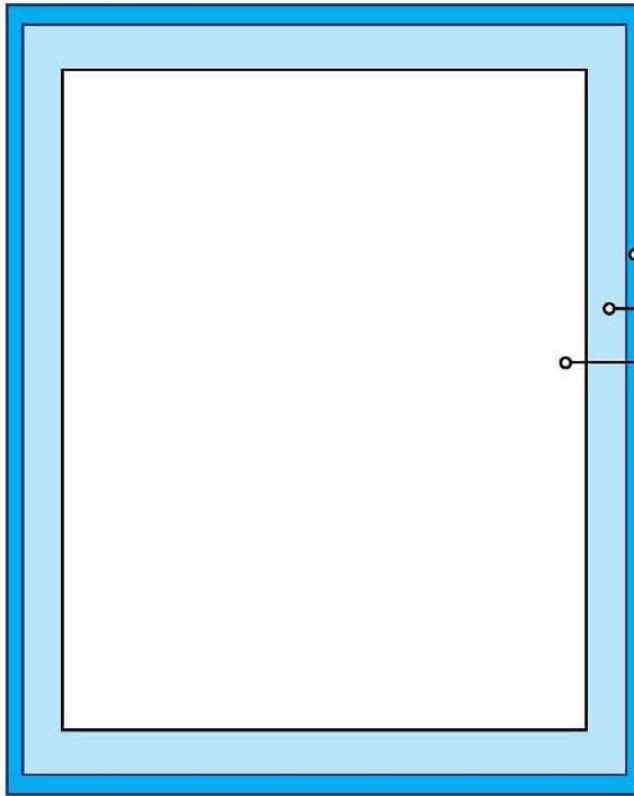
1/4 Page Package
Full size, full color ad placed on one of the two first inside pages
\$2,600

Packages include advertising in Spring, Summer, Fall, and Winter MB Magazines

PRODUCTION NOTES

All Ads that are not full-page do not have bleed. Acceptable formats for ads are CMYK, High-resolution (300 dpi) PDF or JPG files supplied on disk or in E-mail. Please call 305.673.7575 for additional information. Ads must be supplied camera-ready. Please outline all text prior to sending. 4-color only. No PMS colors in ads.

RATES AND SPECS



FULL-PAGE AD

Full-Page ads have bleed and need to be set up to specifications. Please follow the guidelines below. If you have any questions, please contact the Communications office at 305-673-7575

.125" Bleed

.375" No-Text Area

7.875" W x 10.5" H Final Live Area

SINGLE-ISSUE RATES

Back Cover Package
Only one space available
Full Page **SOLD OUT**

Inside Front Cover Package
Only two spaces available
Full Page **SOLD OUT**

Inside Back Cover Package
Only two spaces available
Full Page **SOLD OUT**

Full Page Package
Full size, full color ad placed on one of the two first inside pages
\$2,350

1/2 Page Package
Full size, full color ad placed on one of the two first inside pages
\$1,350

1/4 Page Package
Full size, full color ad placed on one of the two first inside pages
\$850

Packages include advertising in Spring, Summer, Fall, and Winter MB Magazines

PRODUCTION NOTES

All Ads that are not full-page do not have bleed. Acceptable formats for ads are CMYK, High-resolution (300 dpi) PDF or JPG files supplied on disk or in E-mail. Please call 305.673.7575 for additional information. Ads must be supplied camera-ready. Please outline all text prior to sending. 4-color only. No PMS colors in ads.



Company/Business Name: _____

Contact Person's Name: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Is billing address same as mailing address? Yes No If "No," please provide billing address:

Contact Numbers: Office: (____) _____ Cell: (____) _____ Fax: (____) _____

E-mail Address: _____

The Advertiser, _____, hereby contracts to purchase advertising space in the City of Miami Beach MB (magazine) under the following terms and conditions:

Ad Package: Includes ads placed in 4 MB Magazine books: Winter, Spring, Summer, Fall

- Back Cover Annual Ad Package **\$9,000** Full Page Annual Ad Package **\$7,600**
- Inside Front Cover Annual Ad Package **\$8,400** 1/2 Page Annual Ad Package **\$4,400**
- Inside Back Cover Annual Ad Package **\$8,400** 1/4 Page Annual Ad Package **\$2,600**
- Other \$ _____

Beginning: Winter (Jan- March) _____ **Spring** (April-June) _____ **Summer** (July-Sept) _____ **Fall** (Oct -Dec) _____

Artwork: Advertiser will furnish completed high-resolution artwork, camera-ready PDF or JPG format to magazine no later than ten (10) business days prior to print run.

Payment: CREDIT CARD PAYMENTS ONLY. Advertiser agrees to pay upfront (prior to insertion/print) the total cost of this advertisement contract, pursuant to this Agreement, within five working days of execution. Subsequent charges pursuant to this Agreement are to be automatically invoiced and charged within fifteen (15) days of printing to the Advertiser's credit card on file. Alternative payment options may be considered on a case-by-case basis and at the sole discretion of the City of Miami Beach.

Truth in Advertising: Advertiser is solely responsible for any legal liability arising out of or relating to (1) the advertisement, (2) any material to which readers can link through the advertisement. Advertiser represents and warrants that it holds any necessary rights to permit use of the advertisement and that publication of the advertisement will not violate any codes, statutes or other laws, or any rights of any third parties.

Litigation Jurisdiction and Venue: This Advertising Agreement shall be enforceable in Miami-Dade County, Florida, and if legal action is necessary by either party with respect to the enforcement of any or all of the terms or conditions herein, exclusive venue for the enforcement of same shall lie in Miami-Dade County. By entering into this Advertising Agreement, Advertiser and the City of Miami Beach expressly waive any rights either party may have to a trial by jury of any civil litigation related to or arising out of this Advertising Agreement. Advertiser shall specifically bind its employees, sub-contractors, and agents to the provisions of this Advertising Contract. This Advertising Agreement shall be construed in accordance with the laws of the State of Florida.

Limitation on City's Liability: The City desires to enter into this Advertising Agreement only if in doing so the City can place a limit on the City's liability for any cause of action of money damages due to an alleged breach by the City of this Advertising Agreement, so that its liability for any such breach never exceeds \$1,000. Advertiser hereby expresses its willingness to enter into this Advertising Agreement with Advertiser's recovery from the City limited to a maximum amount of \$1,000. Accordingly, and notwithstanding any other term or condition of this Advertising Agreement, Advertiser hereby agrees that the City shall not be liable to the Advertiser for damages in an amount in excess of \$1,000 for any action or claim of breach of contract arising out of the performance or non-performance of any obligations imposed upon the City by this Advertising Agreement. Nothing contained in this paragraph or elsewhere in this Advertising Agreement is in any way intended to be a waiver of the limitation placed upon the City's liability as set forth in Section 768.28, Florida Statutes.

Attorney's Fees: In the event that any party to this Advertising Agreement should seek legal or administrative recourse to enforce the terms of this Advertising Agreement, the breaching party shall be obliged to pay the prevailing party the reasonable attorney's fees and costs incurred by the prevailing party.

Indemnification For Liability Advertiser agrees to indemnify and hold harmless the City and its officers, employees and agents, from and against any and all actions, claims, liabilities, losses, and expenses, including, but not limited to, attorney's fees and costs, for personal, economic or bodily injury, wrongful death, loss of or damage to property, at law or in equity, which may arise or be alleged to have arisen from the negligent acts, errors, omissions or other wrongful conduct of the Advertiser, its employees, agents, sub-contractors, or any other person or entity acting under Advertiser's control, in connection with performance of the terms of this Advertising Agreement; and to that extent, the Advertiser shall pay all such claims and losses and shall pay all such costs and judgments which may arise from any lawsuit from such claims and losses, and shall pay all costs and attorney's fees expended by the City in the defense of such claims and losses, including appeals.

Appropriateness: Advertiser agrees that MB magazine has the right to reject any advertisement deemed to be inappropriate to appear in an official publication of the City of Miami Beach, or that is in violation of the City's advertising policies. A copy of MB magazine advertising policies is available upon request.

Short Rating: Failure of the Advertiser to fully perform on a multiple-run (two- or four-time runs) will result in cancellation of the Advertising Agreement and Advertiser will be responsible for paying the difference between the originally contracted rate and the highest applicable rate. A new Advertising Agreement will be required in order to resume advertising. Current Advertisers will have the first right of refusal for advertising placement location should the contract expire and need to be renewed. 30 days written notice must be sent to MB Magazine for any cancellations or alterations to ad or run schedule.

Entire Agreement: This Advertising Agreement constitutes the complete and exclusive agreement between Advertiser and the City of Miami Beach, Florida with respect to the subject matter hereof, superseding and replacing all similar agreements between the parties.

AUTHORIZED SIGNATURES – ADVERTISING AGREEMENT:

Printed Name of Advertiser: _____
Signature of Advertiser: _____
Date: ____/____/_____
Printed Name/Authorized Agent, City of Miami Beach: _____
Signature/Authorized Agent, City of Miami Beach: _____
Date: ____/____/_____

CREDIT CARD BILLING INFORMATION:

Type: Visa Mastercard American Express Other: _____
Name on Card: _____
Credit Card Number: _____
Expiration Date (mo/year): ____/_____
Cardholder Address: _____

CARDHOLDER SIGNATURE/AUTHORIZATION:

By signing below, the Cardholder authorizes the City of Miami Beach to bill the above credit card the amount owed pursuant to the terms and conditions of this Agreement.

Signature Date

City of Miami Beach
Office of Communications
Office: 305.673.7575 Fax: 786.394.5426
E-mail: mbmagazine@miamibeachfl.gov
1700 Convention Center Drive, Miami Beach, FL 33139

ADVERTISING TERMS AND CONDITIONS

MB Magazine

Payment Terms. All invoices are due within thirty (30) days of executing this contract. If paid after that time, payment will be considered late. Late amounts will bear interest at the maximum rate allowed by law. Advertiser shall pay all applicable taxes. If any invoice is not timely paid, then City of Miami Beach reserves the right to suspend its performance at any time and/or cancel this Agreement without notice. In the event of such a cancellation, all charges for advertising since the 1st Run Date will be re-invoiced to reflect the Corrected Rate, as described herein. All disputes of any kind must be reported in writing to City of Miami Beach no later than 30 days from the date the invoice containing such disputed item or such item will be deemed correct and conclusively accepted by Advertiser. Advertiser waives any claim after said 30-day period.

Submission of a written dispute notice by Advertiser shall not relieve Advertiser of its obligation to timely pay all undisputed amounts. Credits, refunds or payments must be used or claimed within 1 year from the date of such credit, refund or payment or shall be deemed to have been earned and correctly applied or paid. Unless agreed in writing, multiple discounts shall not apply for the same advertising purchase. City of Miami Beach is not obligated to extend credit to Advertiser unless in writing. If Advertiser breaches this Agreement, Advertiser agrees to pay all of City of Miami Beach's collection agency fees and expenses, investigation, court and litigation expenses along with attorney fees equal to the greater of: (i) 25% of the amount owed, or (ii) the amount awarded by the court.

Additional Terms and Conditions. This Agreement is subject to: (i) **the Advertising Citywide Advertising Policies**; (ii) the applicable MB rate card; and, (iii) MB's publication deadlines, policies and procedures, all as amended by City of Miami Beach from time to time. Rates may be amended by City of Miami Beach upon 30 days' written notice to Advertiser.

Contract Terms. Advertiser must consume and pay for the minimum space indicated herein within one year from the 1st Run Date (the "Minimum Amount"). If Advertiser fails to satisfy the Minimum Commitment, Advertiser shall not be entitled to the rates or discounts set forth herein and will be retroactively billed for all advertising during the Term at the applicable then current standard published rate card rate (the "Corrected Rate"). Advertiser will pay City of Miami Beach any such Corrected Rate balance immediately. Advertiser agrees to pay this Corrected Rate in addition to all amounts paid or payable by Advertiser under this Agreement. Payment of any Corrected Rate does not count toward the Minimum Commitment. Contract will be automatically renewed unless advertiser submits cancellation request in writing 30 days prior to renewal. Current advertiser will have first right of refusal on all premium ad space and must submit cancellation in writing 5 days prior to contract expiring or space will be re-sold to another advertiser.

Earned Rating/Agreement Review. No advertiser will receive an automatic rebate on past advertising purchases solely by qualifying for a lower Earned Rate during the contract term. Revenue agreements are automatically renewed for successive 12-month periods at the Earned Level unless (i) Advertiser failed to meet the contract requirements in any 12-month period or, (ii) either party gives written notice of cancellation at least 30 days prior to the anniversary date of the Agreement. City of Miami Beach reserves the right to review the volume of advertising placed on a quarterly basis and cancel this contract at its sole discretion, if advertising placed falls below the quarterly average of revenue needed to fulfill the twelve-month contract amount. Failure of City of Miami Beach to review the volume of advertising or cancel the contract for any reason shall not be deemed a waiver of the right to cancel in the future or to impose any applicable rate adjustments.

Ownership of Ads. City of Miami Beach retains all rights of ownership in and to all advertisements designed or created by City of Miami Beach. Advertiser grants City of Miami Beach a non-exclusive license to publish all camera-ready advertisements provided by Advertiser (or provided on Advertiser's behalf) to City of Miami Beach. City of Miami Beach is not obliged to return ads or ad materials to Advertiser and City of Miami Beach is not responsible for any damage or loss to any ads, copy, drawings, art or any other materials provided by Advertiser.

Copyrights. Advertiser hereby grants a non-exclusive license to City of Miami Beach for all copyrights and ownership rights in any advertisement of Advertiser submitted for insertion in any publication of City of Miami Beach, including the right to publish, reproduce, display, adapt, transmit, or produce derivative works in any medium, including any digital electronic medium. Advertiser authorizes City of Miami Beach to bring suit in City of Miami Beach's discretion and at City of Miami Beach's expense for any unauthorized use, reproduction, display, distribution, or performance of advertisement as it appears in the Magazine or for its unauthorized alteration.

Acceptance/Rejection of Advertising. City of Miami Beach reserves the right to revise, alter or reject any advertisement for any reason whatsoever, or to omit ads without notice. City of Miami Beach may cancel any ad at its sole discretion, even if previously accepted for publication. Advertising copy not timely submitted by Advertiser will be excluded. Special position for advertising is not guaranteed but may be available for a premium and if agreed to in writing. NO Alcohol, Tobacco, Illegal Drugs, Sexual Services, programs or products, Political candidates or political issues, Obscene or indecent matter, Libelous, slanderous or defamatory language ADVERTISING will be accepted. ALL ads are subject to approval.

Publication Errors and Omissions. City of Miami Beach is not liable for any omission of all or any portion of any ad, nor is City of Miami Beach responsible for orders, cancellations or corrections given by telephone, facsimile or telegraph. City of Miami Beach is also not liable for any error in a published ad unless an advertising proof is requested in writing, Advertiser clearly marks any error in the advertising proof for corrections, and City of Miami Beach is notified of the error in sufficient time before publication, in which case Advertiser's sole remedy is an appropriate credit to the extent of the error up to the cost of the first insertion of the error (if there is more than one incorrect insertion, credit shall be allowed only for the first incorrect insertion).

MB Magazine Rights Regarding Mechanical Specifications. City of Miami Beach reserves the right to alter any advertising material due to press/production requirements. This reservation of right includes the Magazine's right to reduce the size of any advertisement as long as the advertisement maintains the same proportion of the entire page. Advertising will be billed based on the space reserved/ordered.

Unavoidable Nonperformance. City of Miami Beach is not liable for failure to publish ads or distribute its publications because of flood, fire, riots, strikes, terrorists, storms, shortages of material, orders of government, failure of transportation, acts of God or other causes beyond City of Miami Beach's control. In such an event, this Agreement will be extended for a period equal to the time during which such performance was not possible.

Agreed and Accepted in Miami, Florida, to be effective as of the 1st Run Date set forth in agreement.