

## A Traveler's Guide to Downtown Pensacola and Pensacola Beach

Downtown Pensacola and Pensacola Beach have become one of the premier travel destinations in the US. With our powder white sands, thriving nightlife, world class museums, amazing wildlife and annual festivals, it's easy to see why people keep coming back again and again. Here Publications, is at your service to provide an easy to read and free of charge "Traveler's Guide" for downtown Pensacola and Pensacola Beach in an effort to help our local businesses make the most of our ever increasing tourism trade and to tie our two great locations **together**.

More than **2 million tourists** visit Pensacola each year and spend more than **\$2000 per trip** on average.

NAS Pensacola has approximately **14,544 service members** stationed there (not including family members) with a regular rotation of **new soldiers every year**.

Pensacola Beach and Gulf Islands National Seashore have been awarded:

📍 **Trip Advisor's 20 Best Winter Sun Getaways America Has To Offer 2017.**

📍 **Trip Advisor's 15 Best Honeymoon Destinations in the U.S. 2017.**

📍 **USA TODAY Voted #1 in Best Florida Attraction Reader's Choice 2018.**

Just to name a few!

## Why here?

### Unique

Here Magazine is a unique monthly publication intended to tie together both Pensacola Beach and Downtown Pensacola. With an easy to read format, Here Magazine serves as the go-to traveler's guide to our amazing city and everything it has to offer.

### Free and Easy

Here Magazine is available for FREE to tourists and residents alike and easy to find in most restaurant, bars, hotels and other hot spots around downtown and the beach. Here Magazine is a digest size, full color, glossy magazine that is easy to transport and to use as a resource guide for both travelers and residents.

### Positive

Unlike most area publications, Here Magazine is void of any commentary and opinion. Here Magazine is dedicated to providing a positive focus on the people, establishments and events that make our hometown so very special!

# RATE CARD

2019



Joshua Carré  
Editor in Chief

850.712.8619

Editor@HerePublications.com

www.HerePublications.com

P.O. Box 165

Pensacola, FL 32591

## A Traveler's Guide to Downtown Pensacola and Pensacola Beach

Here Magazine is a digest size, full-color, glossy publication that is distributed monthly and used as a **concierge service** by many area hotels. Here can be found at:

### Downtown Pensacola

- New World Inn
- Sole Inn and Suites
- The Pensacola Grand Hotel
- Days Inn Pensacola
- Courtyard by Marriott
- Holiday Inn Express
- Residence Inn
- Hampton Inn & Suites
- Lee House
- Quality Inn & Suites
- Several bars, restaurants and retail shops in the downtown area

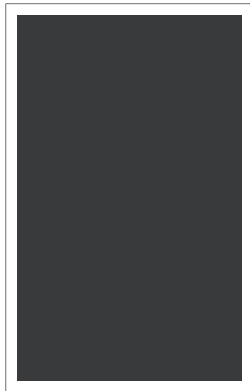
### Pensacola Beach

- Surf & Sand Hotel
- Best Western Beachside Resort
- Holiday Inn Resort Pensacola Beach
- Hilton Pensacola Beach
- Hampton Inn Pensacola Beach
- SpringHill Suites Pensacola Beach
- Holiday Inn Express Pensacola Beach
- Portofino Island Resort
- Paradise Inn
- Pensacola Beach Rentals Inc.
- Paradise Beach Homes
- Southern Vacation Rentals
- Resortquest by Wyndham Vacation Rentals
- Several bars, restaurants and retail shops on Pensacola Beach.

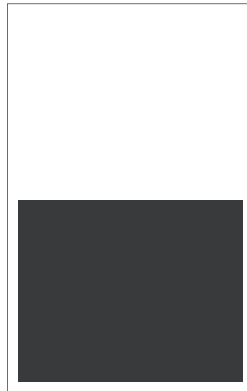
## Ad Specs



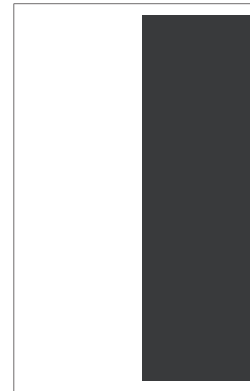
**Full Page (with bleed)**  
5.75"w x 8.75"h



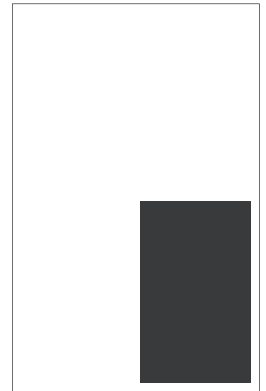
**Full Page (no bleed)**  
4.75"w x 7.75"h



**Half Page (Horiz)**  
4.75"w x 3.84" h



**Half Page (Vert)**  
3.84"w x 7.75" h



**Quarter Page**  
2.34"w x 3.84" h

### Designer Info

- Publication size is 5.25"w x 8.25"h. Safe area is .5" in from all sides of Full Page with bleed artwork.
- All submitted artwork should be CMYK, a minimum of 300 dpi resolution and meet Here Publication's size requirements.
- Please send files in PDF, PSD, JPG, AI, TIFF or EPS file formats (Please make sure all fonts are outlined).
- Artwork submission deadline is the 15th of the month prior to issue month.

here Publications will design your ad for **FREE!**

## Ad Rates

Ad Size	Price Per Month
Two-Page Spread	\$375
Page 3 - Full Page - (SOLD OUT)	\$220
Inside Front Cover - Full Page	\$215
Page 5 - Full Page	\$210
Full Page	\$200
Half Page (Horiz or Vert)	\$110
Quarter Page	\$65

### Frequency Discounts

- Three month contract = 10% discount
- six month contract = 15% discount
- nine month contract = 20% discount

Here Magazine is guaranteed to be fully delivered by the 5th of the issue month.

# ADVERTISING CONTRACT

2019



Joshua Carré  
Editor/Owner  
850.712.8619  
Editor@HerePublications.com  
www.HerePublications.com  
P.O. Box 165  
Pensacola, FL 32591

## A Traveler's Guide to Downtown Pensacola and Pensacola Beach

**Advertiser Information:** (Please Print)

Company Name	Contact Person
Billing Address	City, State, Zip
Contact Phone	Contact Email

**Ad Information:** (Ad deadline - 15th of the month prior to issue month)

<b>Ad Size</b>	<b>Special Placement</b>
<input type="checkbox"/> Two-Page Spread	<input type="checkbox"/> Page 3
<input type="checkbox"/> Full Page	<input type="checkbox"/> Inside Front Cover
<input type="checkbox"/> Half Page (Verticle)	<input type="checkbox"/> Page 5
<input type="checkbox"/> Half Page (Horizontal)	Starting Issue Month _____
<input type="checkbox"/> Quarter Page	Final Issue Month _____

**Billing Information:**

<input type="checkbox"/> Month to Month	Per Month = \$ _____
<input type="checkbox"/> Three Month Contract (10% Discount)	Discounts = \$ _____
<input type="checkbox"/> Six Month Contract (15% Discount)	Ad Design = \$ _____
<input type="checkbox"/> Nine Month Contract (20% Discount)	<b>TOTAL PER MONTH = \$ _____</b>

**Payment Information:**

Credit Card:  Visa  Mastercard  Other \_\_\_\_\_

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ CVC Number \_\_\_\_\_

Name on Card \_\_\_\_\_

Full Billing Address \_\_\_\_\_

**Check** - Please make check payable to: **Here Publications**  
Checks or Money Orders may be mailed to:  
**Here Publications**  
P.O. Box 165  
Pensacola, FL 32591

**Preferred Billing Cycle:**

**Monthly** (Due by the 10th of the issue month)  **Total** (Pay for all advertising months at once)


**Credit Card Authorization:**

I authorize Here Publications to charge my credit card:

Monthly for the amount of \$ \_\_\_\_\_ on the 10th of the month for \_\_\_\_\_ Months

One time for the total amount of \$ \_\_\_\_\_

I agree to pay for this purchase in accordance with the issuing bank cardholder agreement

 Signature \_\_\_\_\_ Date \_\_\_\_\_


Printed Name \_\_\_\_\_

**Special Instructions:**

**Terms & Conditions:**

Unless otherwise stated in contract, each ad will run consecutively from issue to issue beginning with the starting issue month of the contract and running in each consecutive issue to the final issue month of the contract. No ad cancellations or changes will be accepted after the ad deadline of the 15th of the month prior to issue month. If the ad is cancelled or changed after the ad deadline, publisher will run the last ad provided by the advertiser prior to the deadline and the advertiser/agency will receive an invoice and/or the credit card will be charged at the above agreement. Any ad changes must be submitted by the advertiser to the publisher by the ad deadline to be included in that issue. Here Publications is not responsible for any errors once an ad has been submitted or approved and has gone to print after the deadline.

By signing below, I hereby acknowledge that I have received, reviewed and understand the terms and provisions contained in this contract and Here Publications media kit, including ad deadlines contained therein.

 Signature \_\_\_\_\_ Printed Name \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_