

**SHORE & BEACH**  
**Advertising rate schedule**  
*Effective beginning with 2008 Issues*

Business card size (3½" x 2"):

ASBPA member annual rate -- \$200/year (four issues)  
Non-member annual rate -- \$300/year (four issues)

Quarter-page B&W ad (3½" x 5" or 7" x 2½"):

ASBPA member rate -- \$500 per year  
Non-member rate -- \$600 per year  
Color: Add \$600 per year

Half-page B&W ad (7" x 5" or 3½" x 10"):

ASBPA member rate -- \$250 per issue or \$1,000 per year  
Non-member rate -- \$350 per issue or \$1,100 per year  
Color: Add \$200 per issue or \$600 per year

Full-page ad (7" x 10") (back cover if available):

ASBPA members: Black & white -- \$500 per issue or \$1,800 per year  
Full color -- \$1,100 per issue or \$4,000 per year  
(back or inside cover if available)  
Non-member: Black & white \$600 per issue or \$1,900 per year  
Full color \$1,200 per issue or \$4,100 per year

All ads must be paid in advance (prior to publication).  
All rates based on camera-ready artwork being provided by the advertiser.  
Any production charges for ad creation will be quoted separately.

Send camera-ready ads and payment to:

ASBPA  
5460 Beaujolais Lane  
Fort Myers, FL 33919-2704  
Phone: (239) 489-2616 ■ Fax: (239) 489-9917  
Web site: [www.asbpa.org](http://www.asbpa.org) ■ E-mail: [exdir@asbpa.org](mailto:exdir@asbpa.org)

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EXECUTIVE OFFICE

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