

INSIDE POLK

WELCOME TO INSIDE POLK

Showcasing the Best of Polk County



Published monthly, **INSIDE POLK** is an entertainment magazine for Polk County residents and visitors who want to keep up with local people, places and events.



FOR MORE INFORMATION CONTACT YOUR LEDGER MEDIA GROUP REPRESENTATIVE OR CALL DARLENE SALZLEIN AT 863-802-7436

POLK

INSIDE

at a glance

- Local articles featuring the arts, people, events, social happenings, trends, homes, places, and lifestyles inside Polk County.
- Sharing the great diversity inside our county through professional photography and in-depth articles.
- Distribution Total of 40,000* copies.
- 38,500 copies are topped monthly on The Ledger to 7-Day a week subscribers.
- 1,500 are distributed throughout Polk County at local retailers, book and magazine outlets, and will sell for \$3.95 per issue.
- Residents will be offered the opportunity to receive a very special introductory mail subscription.
- Published monthly.

Category Theme/Publication	Publication Dates	Deadline Dates
Welcome to the Sunshine State	Wednesday, January 25, 2012	Wednesday, December 21, 2011
Attorneys/Financial/Banking	Wednesday, February 22, 2012	Friday, January 20, 2012
Bridal/Fashion	Wednesday, March 21, 2012	Friday, February 17, 2012
Parenting/Summer Camps	Wednesday, April 25, 2012	Friday, March 23, 2012
Home Improvement	Wednesday, May 23, 2012	Friday, April 20, 2012
Health & Fitness	Wednesday, June 20, 2012	Friday, May 18, 2012
Back To School	Wednesday, July 25, 2012	Friday, June 22, 2012
Real Estate/Builders	Wednesday, August 22, 2012	Friday, July 20, 2012
Medical	Wednesday, September 19, 2012	Friday, August 17, 2012
Active Lifestyles 55+	Wednesday, October 24, 2012	Friday, September 21, 2012
Thanksgiving	Wednesday, November 21, 2012	Friday, October 19, 2012
Holiday Gifts	Wednesday, December 12, 2012	Friday, November 9, 2012

Size	Open	Prepress Specifications
	Full Color	
Outside Back Cover	\$1,525	All art, photographs and/or graphics, color or b/w must be 300 dpi
Inside Front Page	\$1,225	Do not enlarge 300 dpi art in layout as it reduces dpi
Inside Back Page	\$1,225	Use CMYK color profiles
Full Page	\$999	Line Art 1200 dpi
Half Page	\$599	Follow PDF settings (which will be faxed)
Quarter Page	\$349	Line Screen... minimum 150

Payment Terms - All display advertising orders require payment with artwork, unless agency or client has approved credit 30 days prior to closing. Full payment is due upon receipt of invoice.

Cancellations - Inside Polk requires a 60-day advance written notice of cancellations prior to deadline date. Advertisers will be short-rate invoiced at the rate card rate.

Inserts - Call for Quote

*Distribution based on Ledger circulation for March 2012. Monthly circulation will vary.



*Category Banners Available - Ask For Details

