



Jewish Journal

FORUM

GreatDeals

GAZETTE

SOUTH FLORIDA Parenting



Forum Publishing Group’s multiple publications enable you to target and reach your specific audience

Forum Publishing Group, a wholly owned subsidiary of Sun Sentinel Company, is the largest publisher of community papers in Florida, and its popular Jewish Journal is the largest weekly-distributed Jewish newspaper in the nation. Its publications are distributed weekly, monthly and quarterly, reaching age groups ranging from young children and parents to boomers and senior citizens. Whether you are a suburban homeowner, urban condo-dweller or a high-rise socialite, our award-winning journalists, ad designers and photographers cover South Florida to produce news and information that matter.

The papers, publishing under the Forum, Hi-Riser and Gazette brands, are specifically geared toward individual geographic areas or communities of interest. Each publication provides current, relevant content such as local news briefs, extensive coverage of city government and council meetings, sports, calendar of events and celebrations. In addition, Jewish Journal, South Florida Parenting, Boca Piquant and Young at Heart are popular publications that reach targeted South Florida demographics. The distribution area of FPG’s publications spans Broward, Palm Beach, and Miami-Dade counties, with combined weekly distribution of more than 519,000 and monthly distribution in excess of 844,000.

In addition to our print publications, Forum Publishing Group provides information and services through multiple websites such as forumpubs.com, floridajewishjournal.com & southfloridaparenting.com. Our commercial printing services help you to brand and customize your message on a postcard, a menu, business card or newsletter. Through multiple events such as South Florida Parenting’s Holiday Festival and Young at Heart, FPG brings unique audiences together for interaction at the grassroots level.

Forum Publishing Group is your one-stop-shop for marketing to your target audience, whether you want to reach one community or all of South Florida.

6501 Nob Hill Road, Tamarac, FL 33321

954-698-NEWS (6397), 1-800-275-8820, FAX: 954-698-6719

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A sample of our valued customers:



Audiences by Demographics

Forum Multi-Platform Audiences by Demo

Market Area: Miami-Ft. Lauderdale DMA + West Palm Beach DMA

Base Sample: 6,514 respondents, age 18+

	Forum Community Newspapers		Jewish Journal		South Florida Parenting	
	Adults	Comp	Adults	Comp	Adults	Comp
(Comp = Composition of audience)						
Total Adults	151,719	100%	143,793	100%	75,555	100%
Gender						
Males	69,212	46%	58,207	40%	19,630	26%
Females	82,507	54%	85,586	60%	55,926	74%
Age						
18 - 24	15,812	10%	6,009	4%	9,713	13%
25 - 34	11,605	8%	5,295	4%	19,688	26%
35 - 44	25,076	17%	3,671	3%	21,315	28%
45 - 54	26,772	18%	14,855	10%	15,333	20%
55 - 64	27,494	18%	26,327	18%	4,666	6%
65 +	44,960	30%	87,638	61%	4,841	6%
Median Age of Respondent	54		69		40	
Race/Hispanic origin						
White - non-Hispanic	94,633	62%	110,570	77%	23,746	31%
Black/Af Am - non-Hispanic	16,039	11%	13,042	9%	11,806	16%
Other - non-Hispanic	4,376	3%	1,934	1%	4,497	6%
Hispanic	36,672	24%	18,247	13%	35,507	47%
Presence of children by age						
Child age 5 or younger in hhld	17,547	12%	6,512	5%	30,508	40%
Child age 6 to 11 in hhld	18,063	12%	7,820	5%	30,720	41%
Child age 12 to 17 in hhld	27,709	18%	8,718	6%	29,438	39%
No Children in Household	105,329	69%	127,172	88%	16,375	22%
Housing						
Live in Owned Home	107,672	71%	110,718	77%	36,326	48%
Live in Rented Home	37,513	25%	30,335	21%	37,068	49%
Other Housing Status	6,535	4%	2,740	2%	2,161	3%
Median Value of Owned Home	\$ 189,200		\$ 141,300		\$ 180,800	
Median Household Income	\$ 61,700		\$ 47,600		\$ 56,000	



America's Most Convenient Bank®



Award-Winning Coverage You Can't Find Anywhere Else



Jewish Journal senior writer Shani McManus interviews Vice President Joe Biden during his visit to South Florida. *FPG FILE PHOTO*

Forum Publishing Group is the largest community newspaper chain in the state and one of the largest in the nation.

Forum's photographers, reporters and editors have won more than 200 state, regional and national awards. Our papers, published under the Forum, Jewish Journal, Teenlink, South Florida Parenting, Young at Heart and Gazette brands, are specifically geared toward a geographic location, niche or community.

We provide the latest neighborhood news, photos, calendar items, sports, features, opinions, school and city government coverage.

Forum offers its readers the best in community journalism and a targeted vehicle for our advertisers.

Our flagship paper, the **Jewish Journal**, plays an integral role in South Florida, covering all aspects of the community and providing a marketplace of ideas for our readers. Our award-winning website, floridajewishjournal.com, offers Jewish-focused news from around the world in addition to local opinions and stories.

From synagogue news and profiles on federation leaders and rabbis to coverage that shapes one of the largest Jewish areas in the country, the Journal is the definitive paper of record.

South Florida Parenting is the premiere magazine for families in the tri-county area, providing coverage on family life and child development, nutrition and health, toys, education and parenthood. The magazine features one of the most comprehensive event calendars for families in South Florida.

Forum's **Editorial Board** meets quarterly to craft opinion pieces on everything from state politics to local development and environmental issues. We have consistently won top honors for our opinion writing, which helps us maintain a dialog with our readers.

In each weekly issue of the Forum, readers can expect to find the best in community journalism.



Forum's editors, designers, reporters and photographers are part of an award-winning team committed to producing the very best in community journalism. *STAFF PHOTO/BETH BLACK*

Here are some of the highlights:

In the **Palm Beach Forum Group**, which includes coverage of **Boca Raton, Boynton Beach, Lake Worth, Wellington and Delray Beach**, weekly features include:

- Opinion, police blotter, On the Spot profile, Week in Pictures, sports, calendar, news, city government coverage, business, health and gardening tips.
- Specifically in Wellington, we cover the polo/equestrian community and chamber highlights.

In **Broward Forums**, which include coverage of **Coral Springs, Coconut Creek, Margate, Parkland, Sunrise, Tamarac, Lauderdalehill and North Lauderdale**, features include:

- Week in Pictures, school menus and school news, Higher Thoughts feature, Know Your neighbor, Game of the Week.
- Community Snapshots and Critter Corner, concert listings, real estate news and comprehensive coverage of youth sports and recreation leagues.
- City hall and development news

The **Pompano/Deerfield Forum** also includes **Lighthouse Point and East Fort Lauderdale**. This coastally focused edition includes condo lawyers' advice columns, a real estate Q&A, city hall coverage, and public safety and society news.

The monthly **Gazette**, covering **Weston and Pembroke Pines**, features sports, crime and safety, On the Spot, school news, sports and events.

Weekly Publications



Boca Raton Forum - 26,499
Community news publication **Boca Raton**. Wednesday delivery to homes and inserted into Wednesday's Sun Sentinel.



Coral Springs Forum - 56,665
Community news publication serving **Coral Springs, Parkland, Margate** and **Coconut Creek**. Wednesday delivery to homes and businesses and inserted into Wednesday's Sun Sentinel.



West Boca Forum - 22,031
Community news publication serving areas of **West Boca Raton**. Wednesday delivery to homes and inserted into Wednesday's Sun Sentinel.



Plantation & Davie Forum - 59,115
Community news publication serving **Sunrise, Tamarac North Lauderdale** and **Lauderhill**. Wednesday delivery to homes and businesses.



Boynton Forum - 70,681
Community news publication serving **Boynton Beach** and **West Boynton**. Wednesday delivery to homes and inserted into Wednesday's Sun Sentinel.



Jewish Journal - 154,195
America's largest weekly Jewish newspaper with six zoned editions. Wednesday delivery throughout **Miami-Dade, Broward** and **Palm Beach** counties. FloridaJewishJournal.com



Delray Forum - 22,048
Community news publication serving **Delray Beach**. Wednesday delivery to homes and inserted into Wednesday's Sun Sentinel.



Deerfield/Pompano Forum 90,396
Community news publication serving **Deerfield Beach, Pompano Beach** and **Lighthouse Point**. Wednesday delivery to homes and businesses.

Monthly & Quarterly Publications



Weston & Pembroke Pines Gazette - 40,501
Also serving **Miramar**. Publishes the 7th of each month with home and bulk delivery.



Shalom - 65,000
Jewish lifestyle and news publication. Monthly delivery to select zip codes inside the Thursday Sun Sentinel and bulk-drops throughout **Broward** and **Palm Beach** counties.



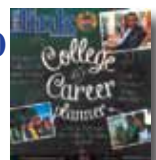
Young at Heart - 65,000
Quarterly publication targeting seniors in **Broward & Palm Beach** counties.



South Florida Parenting - 100,000
Enhancing the lives of families since 1990. Publishes the first of each month with distribution throughout **Broward, Miami/Dade & Palm Beach** counties. SouthFloridaParenting.com



Community Coupons - 500,000
Monthly coupon books distributed in 10 select geographic areas in **Broward & Palm Beach** counties.



Teenlink South Florida - 105,000
College & career are delivered 3 times a year to high schools and public libraries in **Broward, Miami/Dade** and **Palm Beach** counties.

JEWISH JOURNAL

America's Largest Weekly Jewish Newspaper



South Florida is home to the second largest Jewish population in the United States and the Jewish Journal is an effective way to reach this targeted group. The Jewish Journal is a local weekly newspaper that targets the affluent Jewish communities along Florida's Gold Coast, from Miami to West Palm Beach.

Loyal Readership

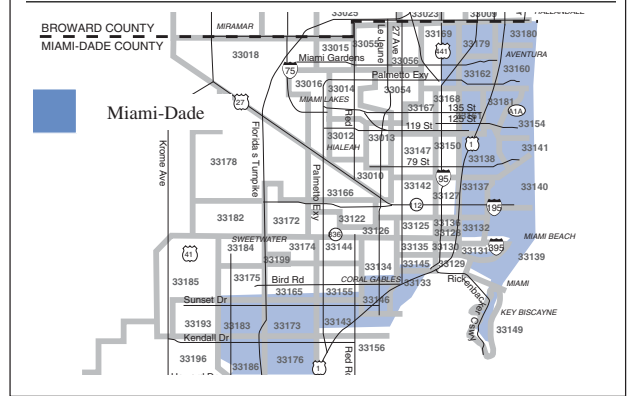
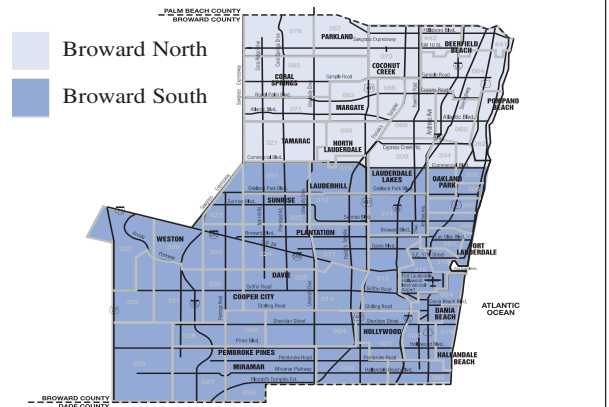
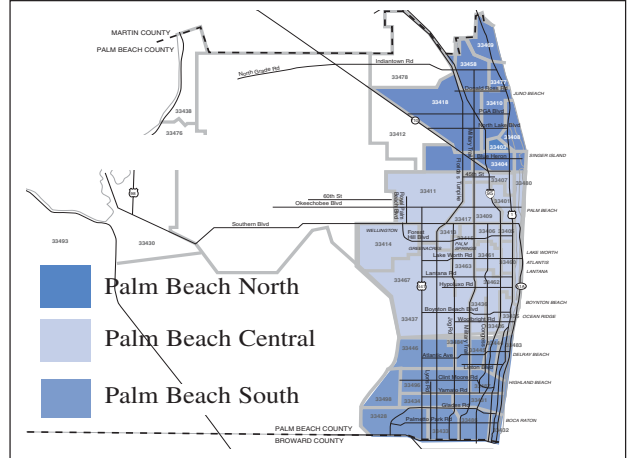
Each edition of the Jewish Journal features opinion/editorial pages, national and local news, special sections such as Health, Travel, Dining and listings of area happenings. With such comprehensive coverage of community news and special events, it's no wonder the Jewish Journal is America's largest weekly Jewish newspaper.

Widespread Distribution

The Jewish Journal is distributed via newsstands, inside the Sun-Sentinel in areas, and bulk dropped to synagogues, Jewish community centers, restaurants, condominiums, shopping centers and other high-traffic, high-visibility locations.

Targeted Advertising Opportunities

Divided into six zones throughout Palm Beach, Broward and Miami-Dade counties, the Jewish Journal allows your business to best target advertising messages geographically. This special feature helps attract advertisers in personal health services, investment and professional services, specialty stores, dining and entertainment establishments, travel planners and technology products. Your ad in the Jewish Journal not only reaches South Florida's Jewish community, it targets your best potential customers for your products and services.



Publication day: Wednesday
 Audited distribution: 154,195
 Ad space deadline: Wednesday 5 p.m.



TABLOID COLUMN WIDTH SIZES:			
1 column	1.525"	4 column	6.61"
2 column	3.22"	5 column	8.305"
3 column	4.915"	6 column	10"
Tabloid page size: 6 columns x 10.5" deep = 63"			



www.forumpubs.com • www.floridajewishjournal.com

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2016 Forum Publications Calendar – Events, Holidays and Sections

January

National Hobby Month

1: New Year's Day

18: MLK Day

Private School Guide (SFP Jan 3rd)

College Planner (SFP–28th)

Living Healthy Expo (SS Event 23rd)

February

American Heart Month

Black History Month

7: The Big Game (NFL)

9: Mardi Gras

14: Valentine's Day

15: Presidents Day

March

National Nutrition Month

NCAA Championships

4: Employee Appreciation Day

13: Day Light Savings Time Change

17: St Patrick's Day

20: Spring begins

27: Easter

Camp Fun Fest (SFP- Mar. 6th)

Spring Festival/Egg-a-Palooza Event (SFP- Mar. 20th)

Best of Boca (FPG – Mar. 18th)

Young at Heart Event/Section (FPG – Mar. 31st)

April

15: Tax Day

27: Admin Professionals Day

28: Take your child to work

Baby & Maternity Section (SFP- April 15th)

College Planner Section (SFP– April 28th)

May

National Barbecue Month

National Bike Month

3: Teachers Day

5: Cinco de Mayo

8: Mother's Day

20: Bike to work day

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May cont.

30: Memorial Day

After School and Field Guide (SFP- May 15th)

Prime Magazine (C&S)

June

NHL & NBA Finals

Gay Pride Month

19: Father's Day

20: Summer begins

24: Take your Dog to work Day

Baby Fair (SFP – June 5th)

Best of Davie/Cooper City (FPG- June 9th)

Best of Coral Springs (FPG- June 25th)

Holidays & Observances	
Jan. 01	New Year's Day
Jan. 18	Martin Luther King Day
Feb. 08	Chinese New Year
Feb. 12	Lincoln's Birthday
Feb. 14	Valentine's Day
Feb. 15	President's Day
Mar. 13	Daylight Savings Starts
Mar. 17	St. Patrick's Day
Mar. 27	Easter
April. 15	Tax Day
May. 05	Cinco de Mayo
May. 08	Mother's Day
May. 30	Memorial Day
June. 19	Father's Day

2016 Forum Publications Calendar – Events, Holidays and Sections

July

Special Olympics

National Ice Cream Month

4: Independence Day

23: National Hot Dog Day

Best of Jewish Journal (FPG– July 30th)

August

National Golf Month

5-21: Summer Olympics (Brazil)

Back to School Event (SFP-TBD)

Back to School (FPG- TBD)

September

NFL Football begins

Baby Safety Month

Little League Month

5: Labor Day

11: National Grandparents Day

22: Fall begins

Best of West (FPG- Sept. 30th)

October

Breast Cancer Awareness Month

World Series (MLB)

2: Rosh Hashanah

10: Columbus Day

11: Yom Kippur

16: Boss's Day

31: Halloween

November

6: Day Light Savings Change

8: US Election (Presidential)

11: Veterans Day

17: Great American Smoke out

24: Thanksgiving Day

25: Black Friday

26: Small Business Saturday

28: Cyber Monday

Family Resource Guide (SFP- Nov. 15th)

Holiday Festival (SFP Nov. 19 & 20)

Best of Boynton (FPG- Nov. 10th)

Young at Heart Event (FPG-30th)

Prime Magazine (C&S)

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December

21: Winter begins

25: Christmas

31: New Year's Eve









Mazel Tov (SFP- Dec. 15th)

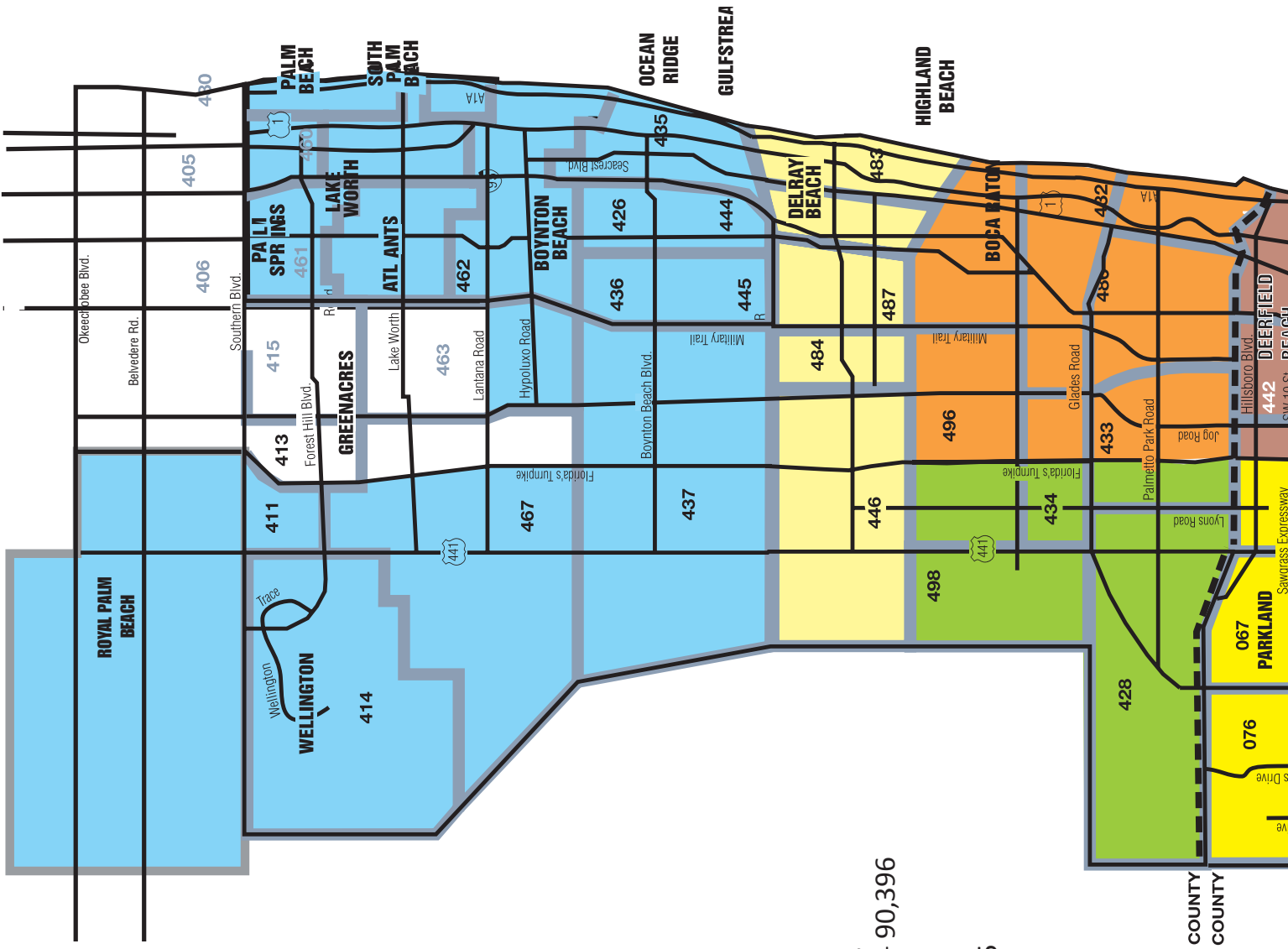
Best of Delray (FPG- Dec.2nd)

Jewish Almanac (FPG- Dec. 23rd)

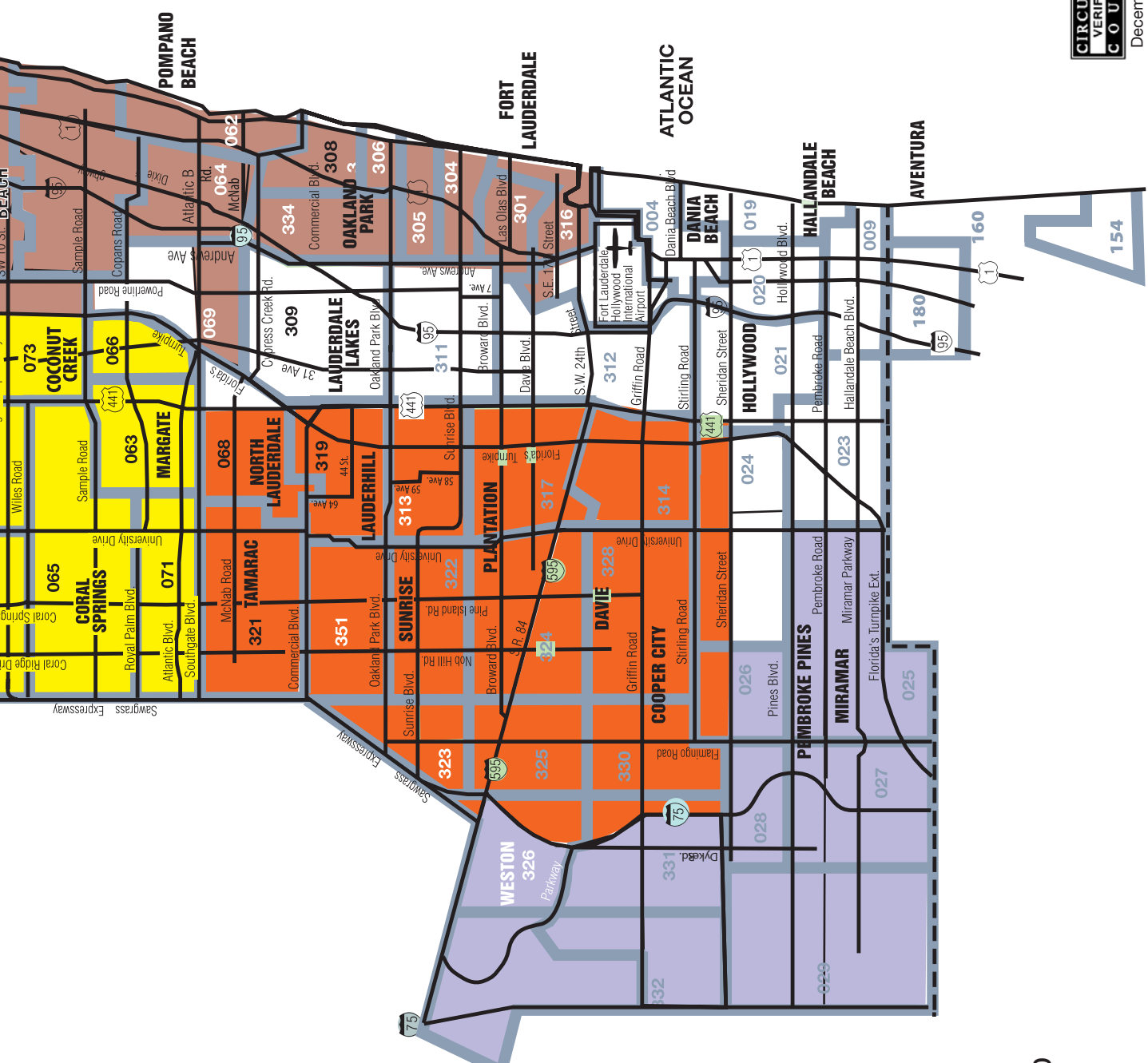
Holidays & Observances	
July. 04	Independence Day
Sept. 05	Labor Day
Sept. 11	Patriot Day
Oct. 03	Rosh Hashanah
Oct. 10	Columbus Day
Oct. 16	Boss's Day
Oct. 31	Halloween
Nov. 06	Day Light Saving Ends
Nov. 11	Veterans Day
Nov. 24	Thanksgiving Day
Dec. 24	Chanukah (8 Days)
Dec. 25	Christmas Day
Dec. 26	Kwanzaa Begins
Dec. 31	New Year's Eve



-  Boynton Forum also serving Lake Worth & Wellington - 70,681
-  Delray Forum - 22,048
-  West Boca Forum - 22,031
-  Boca Raton Forum - 26,499
-  Coral Springs serving Coconut Creek, Margate & Parkland - 56,665
-  The Forum serving Deerfield, Pompano, East Ft. Lauderdale & Lighthouse Point - 90,396
-  Plantation & Davie Forum also serving Cooper City, Sunrise & Tamarac - 59,115
-  Weston & Pembroke Pines Gazette also serving Miramar - 40,501



PALM BEACH COUNTY
BROWARD COUNTY



Forum Publishing Group
6501 Nob Hill Road
Tamarac, FL 33321
954.698.6397



Digital Marketing

Complete your Forum marketing program with a digitally enhanced program



• The Jewish Journal - serving South Florida's vibrant Jewish community at FloridaJewishJournal.com

Jewish Journal

• Above Scroll Cube:	\$396 per month (100% Share of Voice)
• Leaderboard:	\$396 per month (100% Share of Voice)
• Below Scroll Cube:	\$140 per month (100% Share of Voice)
• Pushdown with Collapsed Leave Behind:	\$150 per day (100% Share of Voice)

• South Florida Parenting - Striving to be the most valuable source of parenting information and must-read resources for families at SouthFloridaParenting.com

SOUTH FLORIDA Parenting

• Front/Homepage:	\$35 per day (100% Share of Voice)
• Inside Channels:	\$25 per day (100% Share of Voice)
• Cube and/or Leaderboard/or Half Banner:	\$15 CPM (Cost per 1,000)
• Any Rising Star Rich Media Ad Unit:	\$1,815 per day (100% Share of Voice)
• Any Non-Rising Star Rich Media Ad Unit:	\$275 per day (100% Share of Voice)

SunSentinel SunSentinel.com

• 20,000 Targeted Emails	\$1,300
• 50,000 Targeted Emails	\$2,750
• TribX Reach Extension	\$1,000 (see expert for est. impressions)
• 100,000 ROS Impressions	\$700
• 100,000 Targeted Impressions	\$980
• Homepage Top Cube Single Day	\$220/day 10% SOV

Call for a **FREE**

- Marketing Analysis
- Digital Training Session
- Website Analysis
- Digital Strategy Session

Call your digital specialist today!

Fadua Villarroel
954.397.5555

Danielle Oranchak
954.330.5770

Digital Marketing

- Affordable **On-Site Video** Creation - \$1,500 one-time fee.
Fact 46% of users prefer to watch a video rather than read content.
Sample Videos: examplevideos.com



- Google 360 degree **Virtual Tour** of your Business - \$1450 one-time fee. Enhance your “Google My Business” profile with a look inside your location.

- Responsive **Websites** for business of all sizes with ongoing support, troubleshooting and a dedicated account manager.

- Increase your websites visibility to search engines with **Search Engine Optimization** using our proven and effective tactics.
Fact 93% of online experiences begin with a search engine.



- Get your business listed where it matters with our **SEO Local Listings**.
\$750 one-time fee per location.

- **Search Engine Marketing** plan for all size businesses.
Don't throw your marketing money in the wind, work with our specialist to get optimal performance!
Quickly and accurately reach your audience with a highly targeted, keyword specific based PPC.



- Forget “Likes” – **Social Media** is all about Engagement.
Work with our experts to create a social media strategy that addresses your business objectives and sets goals for success.
Fact **74%** of consumers rely on social media to make their buying decisions.
81% of consumers are influenced by their friends posts when making buying decisions.

- Blogs can create **4X** more traffic. **Blog/Article Content Program** offers your audience authoritative, relevant, fresh content that incites more interest in the products and services you offer! **80%** of daily blog visits are new!

Weekly Publications

Plantation & Davie Forum also serving Cooper City, Sunrise & Tamarac

Boynton Forum also serving Lake Worth & Wellington

Coral Springs/Margate/Coconut Creek Forum

Deerfield & Pompano Forum serving Lighthouse Point & East Ft. Lauderdale

	Ad Size	1x	8x	13x	26x	52x
Full	6 x 10.5	\$1,317	\$1,161	\$1,081	\$1,053	\$844
Junior Full	4 x 10.5	\$922	\$813	\$751	\$732	\$588
Half Vertical	3 x 10.5	\$661	\$580	\$541	\$526	\$421
Half Horiz.	6 x 5.25	\$661	\$580	\$541	\$526	\$421
Quarter	3 x 5.25	\$387	\$340	\$318	\$310	\$247
Jr. Quarter	2 x 5.25	\$264	\$232	\$217	\$211	\$169
Strip	6 x 1.5	\$250	\$220	\$205	\$201	\$160
Eighth	3 x 2.625	\$195	\$172	\$160	\$157	\$123
Cube	2 x 3.5	\$175	\$151	\$141	\$138	\$111

	Ad Size	1x	8x	13x	26x	52x
Full	6 x 10.5	\$966	\$851	\$793	\$722	\$636
Junior Full	4 x 10.5	\$677	\$596	\$551	\$537	\$440
Half Vertical	3 x 10.5	\$485	\$426	\$397	\$386	\$316
Half Horiz.	6 x 5.25	\$485	\$426	\$397	\$386	\$316
Quarter	3 x 5.25	\$284	\$250	\$233	\$228	\$186
Jr. Quarter	2 x 5.25	\$194	\$171	\$160	\$155	\$129
Strip	6 x 1.5	\$184	\$162	\$151	\$147	\$122
Eighth	3 x 2.625	\$143	\$127	\$118	\$115	\$92
Cube	2 x 3.5	\$129	\$111	\$103	\$101	\$84

Jewish Journals

Broward North

Broward South

Palm Beach North

Palm Beach Central

Palm Beach South

Miami-Dade

	Ad Size	1x	8x	13x	26x	52x
Full	6 x 10.5	\$985	\$868	\$809	\$787	\$648
Junior Full	4 x 10.5	\$690	\$607	\$561	\$547	\$448
Half Vertical	3 x 10.5	\$494	\$433	\$405	\$393	\$321
Half Horiz.	6 x 5.25	\$494	\$433	\$405	\$393	\$321
Quarter	3 x 5.25	\$289	\$254	\$238	\$232	\$189
Jr. Quarter	2 x 5.25	\$197	\$174	\$162	\$157	\$131
Strip	6 x 1.5	\$180	\$164	\$153	\$150	\$124
Eighth	3 x 2.625	\$145	\$129	\$120	\$118	\$94
Cube	2 x 3.5	\$131	\$112	\$106	\$103	\$85

Monthly Publications

The Gazette

	Ad Size	1x	Multi
Full	6 x 10.5	\$1,317	\$883
Junior Full	4 x 10.5	\$922	\$610
Half Vertical	3 x 10.5	\$661	\$438
Half Horiz.	6 x 5.25	\$661	\$438
Quarter	3 x 5.25	\$387	\$258
Jr. Quarter	2 x 5.25	\$264	\$178
Strip	6 x 1.5	\$250	\$169
Eighth	3 x 2.625	\$195	\$127
Cube	2 x 3.5	\$175	\$115

All Forum advertisers (including special sections) will be included in a print digitization and SEO package, designed to extend your print ad online to SunSentinel.com and increase search visibility. Digitization will appear in addition to the above rates as a \$10 line item rate for each unique ad per week.

COLUMN SIZES

1 = 1.525" • 2 = 3.22" • 3 = 4.915"

4 = 6.61" • 5 = 8.305" • 6 = 10"

All rates are B&W and NET • Color rates: Full color 35% of ad cost.

Enhancing the lives of families since 1990.



Editorial

South Florida Parenting's editorial content offers readers the most complete and in-depth coverage of local issues, resources and activities for families. The magazine is an indispensable source for parents, teachers and caregivers. The high journalistic standards have earned South Florida Parenting over 80 national awards for comprehensive features and insightful columns.

Demographics

General Profile of Readers

- 81.6% are homeowners
- 78% between 25 and 54 years old
- 81% are female
- 28% are Hispanic
- Median income is \$82,460
- 66% college educated
- 53% hold white collar jobs

Source: Scarborough Research 2010

Our Readers are Loyal

- 88% are regular readers and spend about an hour each month reading South Florida Parenting
- 75% of readers get most parenting information from South Florida Parenting

Source: Readers' Survey 2001

Distribution

- Over 2,800 distribution locations
- Total circulation is 100,000 monthly - 98,000 at family-related businesses & 2,000 at events
- 800 reception copies to pediatricians and OB/GYNs
- Verified by the Circulation Verification Council

Strategically Located

South Florida Parenting is strategically located in high-traffic family-related locations in Miami-Dade, Broward and Palm Beach counties.

- | | |
|----------------------------|-----------------------------|
| Public libraries | Most major hospitals |
| Activity centers | Learning centers |
| Private schools | Pediatrician/OB-GYN offices |
| Children's clothing stores | Day care centers |
| Children's bookstores | |

South Florida Market Breakdown

South Florida Parenting is an audited publication distributed in the country's seventh largest MSA (Metropolitan Statistical Area) — Miami-Fort Lauderdale-Miami Beach which combines Broward, Miami-Dade and Palm Beach counties.

ROP DISPLAY RATES

All rates are per insertion and based on contracted frequency of insertions in a 12-month period. Please contact your sales rep for space and ad material deadlines.

	BLACK & WHITE		FREQUENCY		COLOR	
	SIZE	12X	6X	3X	1X	SPOT 4-C
NEWSPRINT	FULL PAGE	\$2,055	\$2,285	\$2,550	\$3,190	150 275
	TWO-THIRDS	1,499	1,658	1,857	2,323	150 275
	ONE-HALF	1,183	1,346	1,513	1,892	100 225
	ONE-THIRD	877	1,024	1,139	1,426	100 225
	ONE-SIXTH	481	537	602	753	75 175

ENAMEL	BACK COVER	4,730	5,210	5,780	7,225
	FULL PAGE	3,550	3,955	4,380	5,475
	TWO-THIRDS	2,195	2,450	2,720	3,400
	HALF PAGE	2,070	2,235	2,485	3,105
	ONE-THIRD	1,240	1,365	1,540	1,925
	ONE-SIXTH	615	720	805	1,005

• Color is included in enamel rates.

DIRECTORY RATES

	BLACK & WHITE		FREQUENCY		COLOR	
	SIZE	12X	6X	3X	1X	SPOT 4-C
NEWSPRINT	FULL PAGE	\$1,865	\$2,020	\$2,230	2,785	150 275
	TWO-THIRDS	1,370	1,445	1,630	2,030	150 275
	ONE-HALF	1,095	1,170	1,275	1,590	100 225
	ONE-THIRD	780	900	965	1,205	100 225
	ONE-SIXTH	400	445	510	635	75 175
	ONE-TWELFTH	205	250	275	340	75 175

- Nonprofit organizations are eligible for frequency discounts.
- Special positions add 25% (subject to availability).



SOUTH FLORIDA
Parenting

6501 Nob Hill Road, Tamarac, FL 33321

954-698-6397 • Fax: 954-726-0599 • www.SouthFloridaParenting.com

Forum Publishing Group's *GreatDeals* Great Deals

Forum Publishing Group has published monthly coupon books for the past ten years, which are distributed in 10 zones throughout South Florida. Coupon usage is at an all-time high and consumers actively seek coupons for all types of purchases. **Great Deals** offer local retailers a great way to interact with customers to increase foot traffic to their locations.

Great Deals are produced in full color and printed on glossy stock with four zones available in Palm Beach County and seven in Broward County. All zones are distributed monthly with an average circulation of 50,000 per zone.

Looking to grow your local business traffic? Look no further than **Great Deals**. Call your marketing representative or **1-800-275-8820** to receive a coupon program that will give you great results!

ZONE 1 – Boynton/Lake Worth

33415
33436
33437
33462
33463
33405
33406
33426
33435
33460
33461
33467
33480

The Forum
Jewish Journal
Saturday Sun Sentinel

ZONE 2 – West Boynton/Wellington Royal Palm Beach

33411
33414
33449
33467
33470
33472
33473

Live Wellington
The Forum
Jewish Journal
Saturday Sun Sentinel

ZONE 3 - East Boca/East Delray

33431
33432
33444
33445
33483
33486
33487

The Forum
Jewish Journal
Saturday Sun Sentinel

ZONE 4 – West Boca/West Delray

33428
33484
33433
33496
33434
33498
33446

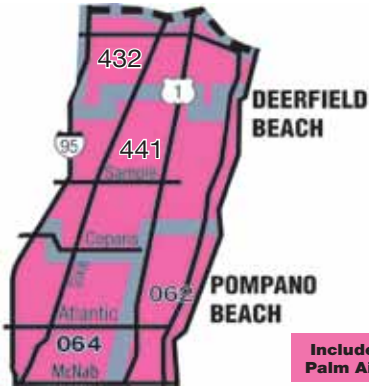
The Forum
Jewish Journal
Saturday Sun Sentinel

ZONE 5 – Coral Springs/Parkland/North Central Broward

33063
33065
33066
33067
33068
33069
33071
33073
33076

The Forum
Jewish Journal
Saturday Sun Sentinel

ZONE 7 – Deerfield/Pompano



Includes Palm Aire

33060
33062
33064
33441
33442

The Forum
Hi-Riser
Jewish Journal
Saturday Sun Sentinel

ZONE 9 – Weston/Davie/Cooper City

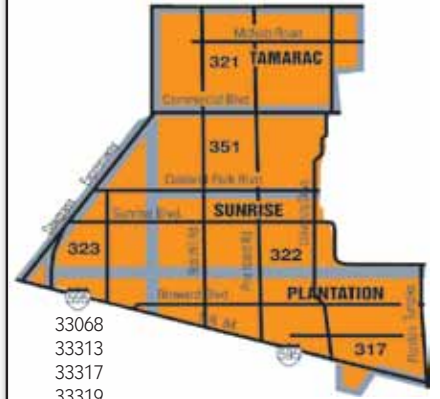


33314
33325
33326
33327

33328
33330
33331
33332

Weston Gazette
The Forum
Saturday Sun Sentinel

ZONE 11 – Plantation/Tamarac/Sunrise



33068
33313
33317
33319
33321
33322
33323
33351

The Forum
Jewish Journal
Saturday Sun Sentinel

ZONE 8 – East Ft. Lauderdale



33301
33304
33305
33306
33308
33315
33316
33334

The Forum
Hi-Riser
Jewish Journal
Saturday Sun Sentinel

ZONE 10 – Pembroke Pines/Miramar



33015
33018
33023
33024
33025
33026

33027
33028
33029
33330
33331

The Gazette serving
Pembroke Pines and Miramar
Saturday Sun Sentinel

Rates

Open Rate	1 Zone		2 Zones	
	1 Zone	2 Zones	1 Zone	2 Zones
Full page	\$386	\$523	\$367	\$468
Half page	\$224	\$325	\$213	\$303
Qtr page	\$127	\$204	\$120	\$193
Front Cover	\$473	\$605	\$449	\$567
Back Cover	\$473	\$605	\$449	\$567

3x Rate	1 Zone		2 Zones	
	1 Zone	2 Zones	1 Zone	2 Zones
Full Page	\$351	\$475	\$333	\$425
Half Page	\$204	\$295	\$194	\$275
Quarter Page	\$115	\$185	\$109	\$175
Front Cover	\$430	\$550	\$409	\$515
Back Cover	\$430	\$550	\$409	\$515

6x Rate	1 Zone		2 Zones	
	1 Zone	2 Zones	1 Zone	2 Zones
Full Page	\$326	\$435	\$310	\$395
Half Page	\$190	\$275	\$180	\$252
Quarter Page	\$107	\$165	\$102	\$148
Front Cover	\$400	\$520	\$380	\$495
Back Cover	\$400	\$520	\$380	\$495

All rates are per month.

2016 Deadlines

EDITION	SPACE	CORRECTION	PUB DATE
DEADLINE			
Jan. 2016	Dec. 8	Dec. 10	Dec. 30
Feb. 2016	Jan. 5	Jan. 7	Feb. 3
March 2016	Feb. 2	Feb. 4	March 1
April 2016	March 1	March 3	March 29
May 2016	April 5	April 7	May 3
June 2016	May 3	May 5	May 31
July 2016	June 7	June 9	June 28
August 2016	July 5	July 7	Aug. 2
Sept. 2016	Aug. 2	Aug. 4	Aug. 30
October 2016	Sept. 6	Sept. 8	Sept. 27
Nov. 2016	Oct. 4	Oct. 6	Oct. 25
Dec. 2016	Nov. 8	Nov. 10	Nov. 29

Distribution date varies in monthly papers.
Ask your sales representative for details.

Great Deals
800.275.8820

021116sc

ADVERTISE ON THE FRONT PAGE!! OF ANY FORUM PUBLICATION

Stand out from the competition! Newsnotes provide the highest exposure for your message possible.

- **Newsnotes** are self-stick
- Are premium positions
- Are portable



Newsnotes RATES (rates are per/M circulation)

25,000 to 50,000	\$49.00/M
51,000 to 100,000	\$40.00
101,000 to 200,000	\$37.00
201,00 plus	\$32.50

MECHANICAL SPECS:

Finished size: 3" x 3"
 Image area: 2.875" x 2.875"
 Bleed: 3.125" x 3.125" (if desired)
 60# coated, spot color & process color available; 1-4 PMS Colors

Rates are per/M circulation. Can't run partial-pubs, Newsnotes must be adhered to the entire press-run of selected publication. Payment terms: 50% with order, 50% before Newsnotes runs. Quantity is based on FPG's projected distribution for requested date. All Newsnotes content must be approved by FPG management. Subject to availability on a first come first served basis.

DEADLINES: Camera Ready – 18 days prior to publication date • **Custom Die Cut Camera Ready** – 25 days prior to publication date.

PRESENTING FORUM'S FRONT COVER JEWEL BOX!

This exclusive position is the best way for your advertising to stand out from the competition. Your ad will be the **first thing** consumers see and more eyes on your ad translate to more traffic and sales for your business.



3.22" x 2" or 6.61" x 2"
Jewish Journals

Call for Pricing!



10" x 1.5"
The Forums

Contact Your Sales Representative Today To Reserve These Premium Positions!

954.698.6397

PRINT & DELIVER SOLUTIONS



BUSINESS SOLUTIONS

FORUM NOTES FRONT PAGE ADVERTISING

3" x 3" • 4 Colors - 1 Side

\$49⁰⁰ PER 1,000

Peel n' Stick, 25,000 Minimum
 (Price is \$40/1,000 for 51,000-100,000)
 Restrictions apply.



GLOS-E-4-U

5.5" x 11" • 4 Colors - 2 Sides • No Bleed

\$28⁰⁰ PER 1,000

80# Glossy Stock. Includes insertion. 50,000 Minimum



GLOS-E-2-U

5.5" x 11" • 2 Colors - 2 Sides • No Bleed

\$159⁷⁵ PER 5,000

80# gloss text. Includes insertion. \$31.95/M.
 5000 minimum. Any 2 standard FPG colors.



KEEP-IT-SIMPLE

Ideal for flyers - 8.5" x 11".
 2 colors - 1 side • No bleed.

\$149⁷⁵ PER 5,000

60# white offset. Includes insertion. \$29.95/M.
 5000 minimum. Any 2 standard FPG colors.



Fast Turnaround And Competitive Prices!

Menus • Business Cards • Flyers • Postcards
 Brochures • Letterheads • Envelopes

954-698-6397

1,000 4 Color Business Cards

1 side only.

\$19⁹⁵ PLUS TAX

5000 cards \$78.60.
 Printed on 12 pt. C2S.
 With or without bleed.

2 sides.

\$29⁹⁵ PLUS TAX

5000 cards \$90.21.
 Printed on 12 pt. C2S.
 With or without bleed.



With UV **\$35**
 Printed on 14 pt. C2S.
 With or without bleed.

Black & White Business Cards

500

\$9⁹⁵ PLUS TAX

1000

\$14⁹⁵ PLUS TAX

Printed on 12 pt. C2S. No bleed. Some restrictions apply.



1,000 - 8.5"x11" Gloss Flyer

\$124⁴⁵ PLUS TAX

Printed on 80# gloss text.
 4 Color/2 Sides.
 With or without bleed.

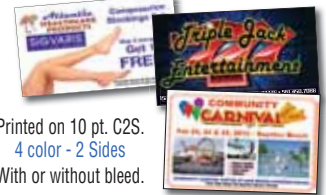
Folding: **\$13 per 1,000**



2,000 4"x6" Promotional Cards

\$99⁰⁰ PLUS TAX

Printed on 10 pt. C2S.
 4 color - 2 Sides
 With or without bleed.



2,000 Jumbo Promo Cards 6"x9"

\$159⁰⁰ PLUS TAX

1000 Cards **\$110**

Printed 10pt. C2S stock. 4 color - 2 sides.
 With or without bleed.



2,500 Doorhangers

4 Color-2 Sides

\$285⁰⁰

Printed on 10pt. C2S.
 4.25" x 11"
 with die cut for 1.25" hanger hole.
 No bleed.



Let Forum Publishing Group
help you target
your customers
the easy way



Every Door Direct Mail™

**Growing your business
has never been easier**

with the EDDM™ program from the USPS and FPG

Let FPG do the work for you.

We handle everything including print, postage and mailing. All you have to do is select the carrier routes you want. It's that easy.

Specs of printed piece:

9" x 6.25" full-color postcard on 10 pt.
coated stock.

Quantity	Price per piece
1,000.....	\$0.42
2,500.....	\$0.32
5,000.....	\$0.30
7,500.....	\$0.29
10,000.....	\$0.28

Pricing includes print, mail prep, postage and delivery to one post office. Additional post office drops @ \$75/ea.

Graphic design services are additional and estimate 3 hours @ \$35 per hour.

Every Door Direct Mail™ and EDDM™ are registered trademarks of the United States Postal Service

We do the work, you reap the benefits!
Call today to get started. 954-698-6397

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