

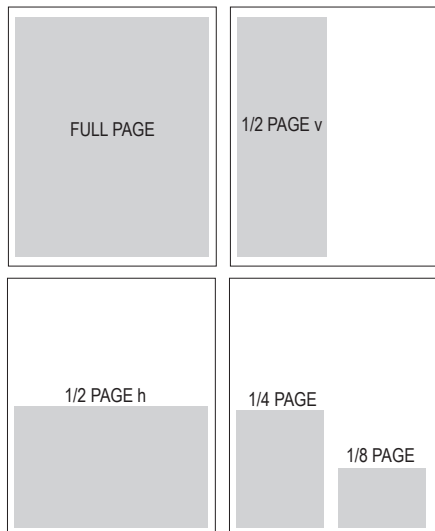
Insight

MAGAZINE

2008 MEDIA KIT

PRODUCT OF INSIGHT MARKETING GROUP

ADVERTISING SPECS



ADVERTISING SIZES

Full Page Glossy [for full bleed add .25]	10.75	x	13
Full Page Newsprint	10	x	12.2
1/2 Page Vertical	4.75	x	12.2
1/2 Page Vertical	10	x	6
1/4 Page	4.75	x	6
1/8 Page	4.75	x	3
Business Card	3.5	x	2

ADVERTISING RATES

FREQUENCY	1X		3X		6X		12X	
	BW	C	BW	C	BW	C	BW	C
FULL	\$940.00	\$1,020.00	\$910.00	\$990.00	\$880.00	\$965.00	\$856.00	\$940.00
HALF	\$580.00	\$745.00	\$550.00	\$720.00	\$525.00	\$690.00	\$495.00	\$660.00
QUARTER	\$390.00	\$500.00	\$360.00	\$470.00	\$330.00	\$440.00	\$305.00	\$415.00
EIGHT	\$250.00	\$305.00	\$220.00	\$285.00	\$200.00	\$250.00	\$170.00	\$220.00
BC	N/A	N/A	\$65.00	N/A	\$60.00	N/A	\$55.00	N/A

Artwork Requirement:

All advertisements must be submitted camera ready, to the size and file specifications on or before deadline.

Files Accepted:

All files must be in CMYK. Resolution 255 dpi. EPS, AI, PDF, TIFF. If adjustments are needed to make the file correct you will be notified. Adjustments and advertisement design can be provided by IMG with remuneration.

Advertising Design:

Insight Marketing Group can provide advertising design at a fee. Please contact your Insight representative for details on pricing.

Receive 20% OFF your second purchased advertisement in any IMG publication



Insight Magazine is an issue-focused free monthly print publication that is direct mailed to over 20,000 households with HHI of \$85K or above AND to over 1,000 small to medium size businesses and decision makers within the Eastern Central Florida region.

Each month Insight Magazine focuses on key issues specific to the changing needs of our community including healthcare, education, recreation, public safety, retirement and more. Insight Magazine is an oversized publication at 11 inches wide by 13 inches tall and features a gloss cover exterior and newsprint interior.

Insight Magazine was founded as a result of the 2003 East Orlando Visioning Study conducted by the East Orlando Chamber of Commerce. In 2006, Insight Magazine was recognized as the East Orlando Business of the Year by the East Orlando Chamber of Commerce.

CIRCULATION & DISTRIBUTION

Direct mailed to over 20,000 households with HHI of \$85K or above AND to over 1,000 small to medium size businesses.

Direct Mailed in 4 different zip codes including Lake Nona and Innovation Way Corridor.

Circulated at over 60 business locations throughout the distribution area and beyond.

CONTACT INFORMATION

Name of Your Company: _____
Address: _____ City: _____ Zip: _____
Telephone: (____) _____ Fax: (____) _____ Website: _____
Authorized Contact: _____
Email: _____ Direct Telephone:(____) _____ ext. _____

INSERTION MONTH(S) [PLEASE CHECK]

- | | |
|-----------------------------------|------------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> July |
| <input type="checkbox"/> February | <input type="checkbox"/> August |
| <input type="checkbox"/> March | <input type="checkbox"/> September |
| <input type="checkbox"/> April | <input type="checkbox"/> October |
| <input type="checkbox"/> May | <input type="checkbox"/> November |
| <input type="checkbox"/> June | <input type="checkbox"/> December |

INSERTION SIZE(S) [PLEASE CHECK]

- Ad Size Requested: Full 1/2 v 1/2h
 1/4 1/8 BC

INSERTION COLOR(S) [PLEASE CHECK]

- Color B/W

DESIGN SERVICES:

- | | |
|----------------|--|
| Full Page | \$120 |
| Half Page | \$95 |
| Quarter Page | \$75 |
| Eight Page | \$45 |
| Business Card | \$30 |
| Design needed? | <input type="checkbox"/> yes <input type="checkbox"/> no |

If the advertisers of this insertion order wishes to break the following agreement, they may do so at anytime with notification to Insight East Orlando, Inc. and by making a payment of the difference of the discount that has been applied for each month previously ran in Insight Magazine.

Cost Per Ad: _____ Discounted Rate: _____ **Total Monthly Invoice Amount:** _____

NOTES: _____

PAYMENT

Payment is due within 15 days of the invoice. Checks made payable to Insight East Orlando, Inc. Visa & MasterCard Accepted.

I, _____, an authorized agent of _____, hereby authorize INSIGHT EAST ORLANDO, Inc. to charge all outstanding balances due to VISA/MASTERCARD (circle one) account number _____, which has an expiration date of _____, and a CV code of _____ and zip code of _____

By: _____ Authorized Agent for _____
Print name _____

AGREEMENT/INSERTION ORDER FOR INSIGHT EAST ORLANDO, Inc.

On this the ____ day of _____, 20____, Insight East Orlando, Inc., (hereinafter referred to as Insight), and _____, (hereinafter referred to as CLIENT), agree that Insight shall provide marketing services for CLIENT as specifically set forth above and CLIENT agrees to pay for said advertising as specifically set forth above. CLIENT agrees to make monthly payment to Insight within 15 days of the monthly invoice date. Upon execution of this Agreement, CLIENT shall provide Insight with a credit card payment authorization which specifically authorizes Insight to charge to said credit card any outstanding invoice which shall become due and is not paid by CLIENT within 15 days of the invoice date. In the event that Insight is unable to obtain payment of any invoice through use of the CLIENT'S credit card, the CLIENT'S account shall be deemed in default. In the event of a default, Insight shall be entitled to recover from CLIENT all costs of collection, including attorney's fees and costs

By: _____
Authorized Agent for CLIENT

By: _____
INSIGHT EAST ORLANDO, Inc.

Agent's printed name: _____

CLIENT: _____