


The Biz Boomer Magazine Editions, Areas Served & Timelines:

Edition . Circulation . Deadline . Mailing Dates 
Windermere, Bay Hill-Sand Lake, Winter Garden, Orlando SW: 15,987 Ad Deadline: 10th of every month Arrives in homes: 1st to 5th of following month
Dr. Phillips, Metrowest, Ocoee: 16,342 Ad Deadline: 20th of every month Arrives in homes: 5th to 10th of following month
Winter Park, Maitland, Altamonte: 15,756 Ad Deadline: 5th of every month Arrives in homes: 25th to 30th of that same month
Clermont, Oakland: 15,116 Ad Deadline: 15th of every month Arrives in homes: 5th to 10th of following month
College Park, Baldwin Park, Orlando Central & SE: 16,942 Ad Deadline: 25th of every month Arrives in homes: 15th to 20th of following month
Longwood, Wekiva, Apopka, Orlando NW: 16,342 Ad Deadline: 12th of every month Arrives in homes: 3rd to 7th of following month
Tuskawilla, Winter Springs, Casselberry, Orlando NE: 16,002 Ad Deadline: 23rd of every month Arrives in homes: 14th to 19th of following month
Kissimmee, Hunters Creek, Celebration, Orlando S: 15,411 Ad Deadline: 28th of every month Arrives in homes: 18th to 23rd of following month
Oviedo: 17,022 Ad Deadline: 18th of every month Arrives in homes: 8th to 14th of following month
Lake Mary, Sanford, Markham Woods: 18,208 Ad Deadline: 3rd of every month Arrives in homes: 23rd to 28th of that same month

Prime-time Distribution:

A week ahead of all of the competition! ...Be there First, not last!
Homeowners are calling you while the competition is printing their magazine !

Distributed monthly by mail direct to homeowners by the U.S. Postal Service.

Ad Sizes & Monthly Rates:

Business Card:	3-1/2 W x 2 H	\$ 88 per issue
Three-inch:	3-1/2 W x 3 H	\$ 118 per issue
1/4 Page:	3-1/2 W x 5 H or 7-1/2 W x 2-1/2 H	\$ 188 per issue
1/3 Page:	7-1/2 W x 3-1/4 H	\$ 248 per issue
1/2 Page:	3-1/2 W x 10 H or 7-1/2 W x 5 H	\$ 298 per issue
Full Page:	7-1/2 x 10	\$ 488 per issue
Text Ad:	30 words maximum (Includes headline words, each side of split "/" and all single characters as separate word - no images or graphics)	\$ 58 per issue

Forms - Insertion Orders; Ad Corrections; Proof Approval:

Click links below to view or download:
<input type="checkbox"/> Rates, Issues & Schedules
<input type="checkbox"/> Insertion Order / Payment Form
<input type="checkbox"/> Change Order Form
<input type="checkbox"/> Online Ad Layout/Proof Approval...click here
<input type="checkbox"/> Ad Layout/Proof Approval Form - for Fax In
<input type="checkbox"/> Blank Layout Templates
<input type="checkbox"/> Ad Sales Rep Contacts

Ad Digital Production Specifications

*Below is probably far more information that you will ever need--but most everything you **might** need should be here!*

If The Biz Boomer is Creating Your Ad In-house for You:

We can create an ad for you if you like. You will need to send us specific information before we can get started--and your ad must already be paid-in-full.

Send us any of the following that is APPLICABLE: *(spelled EXACTLY as you want it to appear in your ad and use the EXACT case you would like)*

- Special case requests--space permitting (...like TheBizBoomer vs. Thebizboomer) to be included in your ad.
- Company Name, Address, City, State, Zip to be included in your ad
- Phone Number, Fax Number to be included in your ad.
- Email Address (all in LOWER case), Website URL (like ...www.TheBizBoomer.com) to be included in your ad.
- HEADLINE COPY you want.
- SUBHEADLINE COPY you want, if any.
- ALL of the AD COPY you want included (space permitting).
- Any DIGITAL IMAGES or DIGITAL PHOTOS you want to use in your ad -- See below for more information.
- Any LINE ART you want us to use in your ad.
- Any ROUGH SKETCH you want us to work from.
- Any EXAMPLES of other ads you really like (we cannot, and will not "copy" someone else's ad for your use. We can create something with a similar style or layout)
- ANYTHING you want us to see, use, consider, use as a reference, etc in creating your ad.

Contact your [Sales Rep](#) if you have questions or need more information. Or, use the "Contact Us" menu selection on this website.

Images - Digital Photos, Digital Art, etc:

Photos (color or grayscale) 300 dpi minimum.

All images submitted for use in your ad must be of adequate resolution (dpi) at the dimensions at which they will be used.

Images COPIED FROM WEBSITES are of TOO LOW a resolution for use in print ads.

Web images are only 72 dpi and will be either completely illegible, fuzzy, flat, unreadable and always of extremely low-quality when printed.

PDF, JPG, or TIF ("high" or better) are preferred.

We CANNOT use PICT, GIF, BMP, PCX, etc.

Bitmapped Line Art - 600 dpi minimum

Acceptable "Press-Ready" Ad Submission Formats:

We accept ONLY PC files in order to avoid potential cross-platform compatibility issues.

PREFERRED FILE FORMATS: .PDF, .JPG or .TIF

PDF INFORMATION: .PDF files must be high-resolution and properly created using Acrobat Distiller's "Press" setting. All fonts must be properly embedded. Do not use "PDFWriter" which is not suitable for an acceptable printing result.

JPG and TIFF INFORMATION: .JPG and .TIF files must be high-resolution (300 dpi minimum) and properly created. Any mode is acceptable - RGB, CMYK or GRAYSCALE.

FONT INFORMATION: If you plan to supply us with special or specific fonts--either TrueType or Type 1-- for Type 1 (Postscript) fonts, you must supply both the screen and printer fonts. Do not apply styles (bold, italic, shadow, etc.) from an application menu or palette. Use the specific typeface (i.e. Times BoldItalic, ArialBold, etc).

If Your Ad is NOT Submitted in .PDF, .JPG or .TIF Format:

WE can ONLY accept "Press-Ready" ads created in the following applications:

Adobe Photoshop (CS2 or earlier)

Adobe InDesign (CS2 or earlier)

Adobe Illustrator (CS2 or earlier)

We CANNOT accept "press-ready" production files created in any application or software except those specified above -- unless you have already converted it to .PDF or .TIFF format in the EXACT size needed for your ad and submitted the .PDF or .TIF as your "press-ready" file.

UNACCEPTABLE FORMATS for "press-ready" production files include: CorelDraw, Microsoft Publisher, Microsoft Word, Microsoft PowerPoint, Print Master, Print Shop, or any other non-professional graphics software. We cannot use ANY word processing files for "press-ready" production !

DISK SUBMISSION: CD (PC format only)

Correspondence & Email Attachments:

All email submissions, correspondence, requests, insertion orders, change orders, files, disks, proofs and printed materials should be addressed to:

Email: ***Click "Contact Us" on the top menu***

Email submission attachments should be under 5MB. To send larger files please use "Contact Us", or contact your Sales Rep for ftp login information.

Regular Mail to:

The Biz Boomer
643 Lake Beulah Cove
Winter Garden, FL 34787