



# Advertising Rate Sheet NET RATES PER ISSUE

## Greater Daytona Beach Business Guild



PO Box 263148  
Daytona Beach FL 32126-3148

Advertising mediums  
available

Halifaxbiz.com  
Gaydaytona.com  
Quarterly Business Directory  
Monthly Magazine

Web Advertising pricing  
is available upon request.

Phone: 386-256-0095  
Email:  
info@halifaxbiz.com

Greater Daytona Beach Business Guild Advertising Rate Sheet

Perspective is published Monthly for the members of the Business guild, printed at 240 Ridgewood Ave Holly Hill FL 32117 and mailed from Holly Hill FL by the Greater Daytona Beach Business Guild. Opinions expressed in perspective don't necessarily represent the views of the association, its members, or it's Board of Directors. Deadline for submission is 20th day of the month for all ads and articles for each issue which is published on the 1st of the month. Membership is open to any business or individual who subscribes to the purposes of the association. For more information, contact the Business Guild at info@halifaxbiz.com Members that wish to get a mailed copy of the month publication must subscribe at additional fee for publication to cover handling and postage fees.



### Black and White Advertising

Ad Sizes (height x width)	1 month	3 months	6 months	1 year
<b>Full Page</b> (9 x 7.5 inches)	100.00	90.00	85.00	80.00
<b>3/4 Page</b> (7.5 x 5.5 inches)	80.00	72.00	68.00	64.00
<b>1/2 Vertical</b> (9 x 4.5 inches)	60.00	54.00	51.00	48.00
<b>1/2 horizontal</b> (4.5 x 7.5 inches)	60.00	54.00	51.00	48.00
<b>1/4 Vertical</b> (4.5 x 3.75 inches)	30.00	27.00	25.50	24.00
<b>1/4 horizontal</b> (3.75 x 4.5 inches)	30.00	27.00	25.50	24.00
<b>Business Card</b> (2 x 3.5 inches)	25.00	22.50	21.25	20.00

### Full Color Advertising

Ad Sizes (height x width)	1 month	3 months	6 months	1 year
<b>Full Page</b> (9 x 7.5 inches)	125.00	112.50	106.25	100.00
<b>3/4 Page</b> (7.5 x 5.5 inches)	90.00	81.00	76.50	72.00
<b>1/2 Vertical</b> (9 x 4.5 inches)	75.00	67.50	63.75	60.00
<b>1/2 horizontal</b> (4.5 x 7.5 inches)	75.00	67.50	63.75	60.00
<b>1/4 vertical</b> (4.5 x 3.75 inches)	40.00	36.00	34.00	32.00
<b>1/4 horizontal</b> (3.75 x 4.5 inches)	40.00	36.00	34.00	32.00
<b>Business Card</b> (2 x 3.5 inches)	35.00	31.50	29.75	28.00

**Advertising on Front Page is only available from month to month. Front Page \$250.00 (6 x 7.5 inches)**

All advertising must be paid in advance prior to deadline for printing, check with your sales rep for deadlines.

Ads can be changed monthly prior to the set date for print the 20th of the month.

**Individual Online Subscription \$20**

**Individual Postal Subscription \$38**