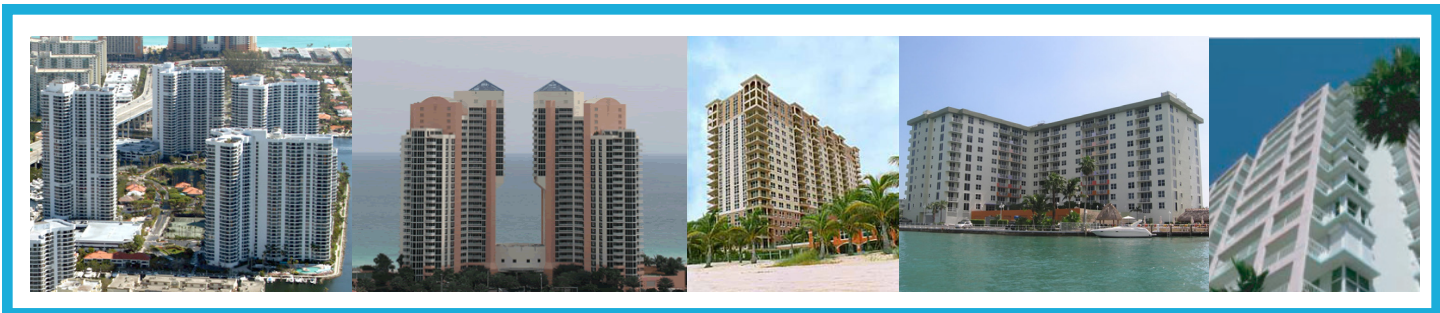




# Community Newsletters... Community Advertising



O. 305-981-3503 | C. 786-223-9417 | info@cgpnewsletters.com  
 www.cgpnewsletters.com



# Company Background

## Who Is Coastal Group Publications, Inc.?

Coastal Group Publications, Inc. (CGP) is a family-owned & operated business, which publishes monthly, proprietary newsletters for condominiums and homeowners associations throughout South Florida and sells ad space within each newsletter. CGP was established in 2001 and continues to expand its services throughout Florida.

## What Sets CGP Apart From Other Newsletter Service Providers?

CGP does not charge our communities for our newsletter publishing services. That's right! Even though many communities pay a high price each month to have their newsletters professionally published, we charge nothing, nada, zero, etc.

Each month, our properties send us the information they would like to convey to their residents. This may include but is certainly not limited to; reminders of rules & regulations, board meeting minutes, community-sponsored events, newly imposed fine notices, treasurer's reports, a welcome to new residents, and etc. CGP then lays out this info, adds appropriate graphics, supplies necessary fill articles, reviews all content for spelling/grammatical errors, and emails a draft to the property for their review. Once the draft is returned and all corrections have been made, CGP prints the newsletter, in black and white (with a full color option), on high-quality, 11X17 newsletter stock and delivers the appropriate amount of newsletters to the property each month. And yes, we do this all for free!

**CGP never limits the amount of content a property can send** whereas, other newsletter publishing companies place limitations regarding the amount of content a community can submit and will charge extra if they go over a certain amount of characters. CGP has been known to add a last minute "important notice", even if it means re-laying out and re-printing the entire newsletter or simply adding an extra page. Again, we charge \$00.00!

No one would expect our services to be free as we pride ourselves on consistently delivering a high-quality newsletter, focusing on readability, set in an attractive layout, and always accomplished in a friendly and professional manner. Our properties love our product, our service and employees. But above all else, we make certain the property knows that even though they are getting a free, customized newsletter, everything in it is left to their discretion. Their newsletter is not a "CGP Newsletter" it is theirs to do with as they please. If there is an ad they don't approve of or a generic article we've supplied that they'd rather not use, or there's something on the 4<sup>th</sup> page they want on the cover - we'll do it. It is because of all these reasons that current CGP properties are so loyal and countless properties are lining up to enlist our services.

- ✓ Bypass Condo's "No Solicitation Policy" ... newsletters are slid monthly under residents' doors and / or left in common areas, by property staff.
- ✓ Residents anticipate and routinely read their newsletters ensuring a captive audience.
- ✓ Free Ad Layout.
- ✓ Residents feel encouraged to patronize the advertisers who subsidize their newsletters.
- ✓ Volume discounts.
- ✓ Advertising space is limited, maintaining minimal advertising clutter.
- ✓ Target Your Market - Choose Your Property/Region(s).

## What Sets CGP Apart From Other Advertising Mediums?

Normally, the majority, if not ALL condos/apartments have a no solicitation policy. However, in exchange for the services mentioned above, our properties allow us to place advertisements within their newsletters. This allows CGP to offer businesses an economical, targeted and highly effective method of getting into these high-end buildings!

Typically, advertisers will "junk-mail" their way in, place expensive print ads to be amongst thousands of others, attempt telemarketing, or sneak onto these properties in order to slip their flyers under doors. Although, all of these methods may generate some business, this type of advertising is more often than not, thrown away, never seen or never heard.

However, our concept guarantees a business's ad will be seen, as not only will it be one of only a few ads, but each property helps ensure residents have ample opportunity to read their newsletter's important notices. Property staff distribute newsletters monthly using one or more of the following methods: sliding a newsletter under each resident's door, making newsletters available in com-

mon areas such as lobbies and mail rooms, and many choose to make electronic copies available on their websites or will email to out of town owners. Your ad will be dispersed amongst very important community information, which is both vital and entertaining to the readers, whom welcome the familiar monthly publication. Additionally, residents feel encouraged to patronize the advertisers that subsidize their community newsletter. When an advertiser is in their newsletter, and the resident needs that type of product or service, it is almost guaranteed that the advertiser will be at least in the running for their business.

Finally... the price of advertising in a CGP published newsletter, is much less than the cost of a single stamp! Nowhere will a business owner find a more cost-effective means of advertising and with such an attentive audience, returns should be much higher than usual!

The success of Coastal Group Publications, Inc. revolves around the success of our newsletters, our advertisers and our employees. Our goal is to ensure that all involved remain satisfied beyond their expectations. Give us a try...and let us exceed your expectations!



# Ad Choices, Rates and Sizes

## NEWSLETTER ADS OR INSERTIONS

- Your ad appears amongst the content of the actual newsletter(s)
- Target your audience: you pick your Property(s) or Region(s)
- Large ad sizes
- Space is extremely limited, resulting in minimal advertising clutter

- FULL COLOR OPTION**
- Separate from all other newsletter advertisements.
- As small as a postcard or as large as 8.5 X 11 (front & back).
- Inserted / delivered with each newsletter(s) selected. 50 (+/-) properties; over 15,000+ units, (est. 30,000+ people) to choose from!

### Newsletter Ad Rates Per Region

Ad Size	1x	3x	6x	pick & choose*
1/8 Page	\$160	\$140	\$130	\$0.06*
1/4 Page	\$285	\$240	\$230	\$0.11*
1/2 Page	\$550	\$470	\$440	\$0.18*
Full Page	\$1030	\$880	\$835	\$0.32*

\*Per unit/per month rate, 1000 unit minimum, or add \$50.

### Insertion Rates Per Region

Insertion Only	1x	3x	6x	pick & choose*
	\$550	\$500	\$450	\$0.20*
<i>Rates are for Insertion only. Advertiser provides flyer.</i>				
Insert & Print	1x	3x	6x	pick & choose*
Color 1 side	\$850	\$790	\$745	\$0.30*
Color 2 sided	\$1000	\$900	\$865	\$0.36*
B&W 1 side	\$675	\$625	\$600	\$0.24*
B&W 2 sided	\$750	\$700	\$675	\$0.26*

*Rates include insertion & printing costs. Color inserts are printed on 8.5 X 11, 80lb gloss paper. B/W inserts are printed on 8.5 X 11 20lb paper. Advertiser provides artwork.*

\*Per unit/per month rate, 1000 unit minimum, or add \$50.

### River Front Assoc. Ad Rates

Ad Size	1x	3x	6x	Distributed monthly by the River Front Master Association to multiple Downtown Riverfront Condo Associations.
1/8 Page	\$85	\$70	\$60	
1/4 Page	\$145	\$125	\$115	
1/2 Page	\$250	\$220	\$200	
Full Page	\$450	\$415	\$355	
Inserts	See Pick & Choose Insertion rates			

### NEWSLETTER AD SIZES

	A		B	
	Wide	High	Wide	High
1/8 Page	3.6"	2"	2"	3.6"
1/4 Page	3.6"	5"	5"	3.6"
1/2 Page	7.5"	5"	3.6"	9.5"
Full Page	7.5"	9.5"		

Business Card A  
3.6"W x 2" H

Business Card B  
2"W x 3.6" H

Half Page A  
7.5"W x 5" H

Half Page B  
3.6"W x 9.5" H

1/4 Page A  
3.6"W x 5" H

1/4 Page B  
5"W x 3.6" H

Full Page  
7.5"W x 9.5" H

**SPACE IS LIMITED...**  
All newsletters must be able to be slid under the door...reserve your ad space today!

**SPACE IS LIMITED...**  
CALL TO CHECK AVAILABILITY & RESERVE YOUR AD SPACE TODAY!

For more information, or to place an Ad/Insert Contact:  
**Coastal Group Publications**  
[www.cgpnnewsletters.com](http://www.cgpnnewsletters.com)

**305-981-3503**

All rates and specifications subject to change without notice.



# Properties/Regions & Technical Specs

## REGION I

Property	Address	Zip	Units	Pick & Choose
Brickell Harbour Condo	200 SE 15th Road	33129	161	<input type="checkbox"/>
Brickell Place I Condo	1865 & 1901 Brickell Ave.	33129	580	<input type="checkbox"/>
Brickell Place II Condo	1915 & 1925 Brickell Ave.	33129	437	<input type="checkbox"/>
Brickell Ten Condo	1010 SW 2nd Ave.	33130	160	<input type="checkbox"/>
Brickell Key II Condo	540 Brickell Key Dr.	33131	396	<input type="checkbox"/>
Centro Downtown Condo	151 SE 1st St	33131	358	<input type="checkbox"/>
Emerald Condo	218 SE 14 St.	33131	142	<input type="checkbox"/>
Isola Condo	770 Claughton Island Dr.	33131	302	<input type="checkbox"/>
Solaris at Brickell Condo	186 SE 12 Terrace	33131	142	<input type="checkbox"/>
Biltmore II Condo	600 Biltmore Way	33134	232	<input type="checkbox"/>
<b>Region Total Properties: 10</b>	<b>Distribution: 2910</b>	<b>Pick &amp; Choose Total:</b> _____		

## River Front Master Assoc.

Address	Zip	Units	Pick & Choose
92 SW 3rd St Ste. 100	33130	1549	<input type="checkbox"/>
<b>Pick &amp; Choose Total:</b> _____			See River Front pricing

## REGION II

Property	Address	Zip	Units	Pick & Choose
Octagon Towers Condo	1881 Washington Ave.	33139	117	<input type="checkbox"/>
5900 Collins Ave Condo	5900 Collins Ave.	33140	123	<input type="checkbox"/>
Corinthian Condo	5828 Collins Ave.	33140	138	<input type="checkbox"/>
Le Trianon Condo	6061 Collins Ave.	33140	112	<input type="checkbox"/>
Maison Grande Condo	6039 Collins Ave.	33140	502	<input type="checkbox"/>
Mirasol Ocean Towers Condo	2655 Collins Ave.	33140	252	<input type="checkbox"/>
Mimosa Condo	4747 Collins Ave.	33140	210	<input type="checkbox"/>
360 Condo	7900 Harbor Island Dr.	33141	414	<input type="checkbox"/>
401 Blu of North Beach Condo	401 69th Steet	33141	208	<input type="checkbox"/>
Burleigh House Condo	7135 Collins Ave.	33141	360	<input type="checkbox"/>
Gardens on the Bay Condo	6484 Indian Creek Dr.	33141	102	<input type="checkbox"/>
Grandview Palace Condo	7601 East Treasure Dr.	33141	506	<input type="checkbox"/>
Lexi Condo	7901 Hispanola Way	33141	164	<input type="checkbox"/>
Mar del Plata Condo	6423 Collins Ave.	33141	151	<input type="checkbox"/>
Parkview Point Condo	7441 Wayne Ave.	33141	244	<input type="checkbox"/>
<b>Region Total Properties: 15</b>	<b>Distribution: 3603</b>	<b>Pick &amp; Choose Total:</b> _____		

## REGION III

Property	Address	Zip	Units	Pick & Choose
Island Pointe Condo	10350 W. Bay Harbor Dr	33154	168	<input type="checkbox"/>
Marbella Condo	9341 Collins Ave.	33154	88	<input type="checkbox"/>
Mirage on the Ocean Condo	8925 Collins Ave.	33154	99	<input type="checkbox"/>
Coastal Tower Condo	400 Kings Point Dr.	33160	428	<input type="checkbox"/>
Del Prado Condo	18071 Biscayne Blvd.	33160	621	<input type="checkbox"/>
Mediterranean Village Condo	3700 Island Blvd.	33160	105	<input type="checkbox"/>
Ocean One Condo	19333 Collins Ave.	33160	241	<input type="checkbox"/>
Reef Club Condo	16558 NE 26th Ave.	33160	200	<input type="checkbox"/>
Mystic Pointe T-100 Condo	19195 Mystic Pointe Dr.	33180	294	<input type="checkbox"/>
Mystic Pointe T-300 Condo	3600 Mystic Pointe Drive	33180	313	<input type="checkbox"/>
Bayview Towers Condo	2150 Sans Souci Blvd.	33181	328	<input type="checkbox"/>
Keystone Towers Condo	2000-2020 NE 135th St.	33181	200	<input type="checkbox"/>
<b>Region Total Properties: 12</b>	<b>Distribution: 3085</b>	<b>Pick &amp; Choose Total:</b> _____		

## REGION IV

Property	Address	Zip	Units	Pick & Choose
Bonavida Condo	20100 W. Country Club Dr.	33180	144	<input type="checkbox"/>
Coronado Condo	20301 W. Country Club Dr.	33180	760	<input type="checkbox"/>
Delvista Towers Condo	20225 NE 34th Court	33180	433	<input type="checkbox"/>
Eldorado Condo	3675 N. Country Club Dr.	33180	516	<input type="checkbox"/>
Villa Dorada Condo	20250 W. Country Club Dr.	33180	360	<input type="checkbox"/>
Yacht Club at Aventura Condo	19777 E Country Club Dr.	33180	431	<input type="checkbox"/>
The Lofts at Hollywood Station	2100 Van Buren Street	33020	93	<input type="checkbox"/>
Parker Tower Condo	3140 South Ocean Dr.	33009	276	<input type="checkbox"/>
Parker Plaza Estates Condo	2030 South Ocean Drive	33009	520	<input type="checkbox"/>
2080 Ocean Drive Condo	2080 South Ocean Dr.	33009	233	<input type="checkbox"/>
Lake Point Tower Condo	100 Golden Isles Dr.	33009	208	<input type="checkbox"/>
<b>Region Total Properties: 11</b>	<b>Distribution: 3974</b>	<b>Pick &amp; Choose Total:</b> _____		

(Property list subject to change without notice)

## FOR ALL ADVERTISING:

Pick the Property(s) or Region(s) in which you'd like your ad to appear and then prepare your Ad using the following specs:

## TECHNICAL SPECS:

File formats accepted: TIFF, EPS, PDF, JPG.

All artwork must be High Resolution, at least 300 dpi.

If you do not have an existing ad and need assistance, simply provide CGP with the information you would like to include in your advertisement and we will prepare one simple layout for you at no additional cost.

Changes to ads within the contract period is the sole responsibility of the advertiser. All new ads must be submitted by the issue deadline.

## DEADLINES

To ensure your ad will run: Ad Submission Form, Art-work & Payment must be received by CGP no later than the **30th of the month** preceding the first month your ad is scheduled to run.

Email artwork to:  
[info@cgpnewsletters.com](mailto:info@cgpnewsletters.com)



# Ad Submission Form

Date: \_\_\_\_\_

## ADVERTISER INFORMATION

Contact: \_\_\_\_\_  
*Name* *Signature*

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_  
Street Address City State Zip Code

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

## AD/PAYMENT INFORMATION

Ad Type:  Newsletter  Inserts Ad Start Month/Year: \_\_\_\_\_ Ad End Month/Year: \_\_\_\_\_

Select Region(s):  I  II  III  IV Ad Size:  1/8 Page  1/4 Page  1/2 Page  Full Page  
 River Front Master Association

Ad Rate: \_\_\_\_\_ Other: \_\_\_\_\_

# of Regions/Units: x \_\_\_\_\_ : \_\_\_\_\_

# of Months/Quarters: x \_\_\_\_\_ : \_\_\_\_\_

Subtotal: = \$ \_\_\_\_\_ AD TOTAL: = \$ \_\_\_\_\_

*Please Pay This Amount*

Select Payment Type:  Paypal  Check (enter check #): \_\_\_\_\_  Other (Zelle, Cash App, Venmo)

### Payment Terms: 50% due with signed agreement, 50% due with upon ad approval

Signed Ad Submission Form (ASF) along with 50% of total payment is due immediately to secure your ad placement. The remaining 50% is due once your ad has been laid out & approved. Artwork, payment & ASF **must be received by CGP no later than the last day of the month prior to the month you wish your ad to begin.** Checks should be made out/sent to: Coastal Group Publications PO BOX 545873, Surfside, FL 33154.

## NOTES

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If we lay out your ad, CGP will fax/email you a draft of your ad before going to print. We will make every attempt to ensure your ad is error-free, however, CGP will not be held responsible for errors that may occur. Please make sure to check the draft we send you. Notify us, as soon as possible, in the event an error has occurred so that corrections can be made. **Ad runs are consecutive & no refunds are available.**

CGP Agent: \_\_\_\_\_