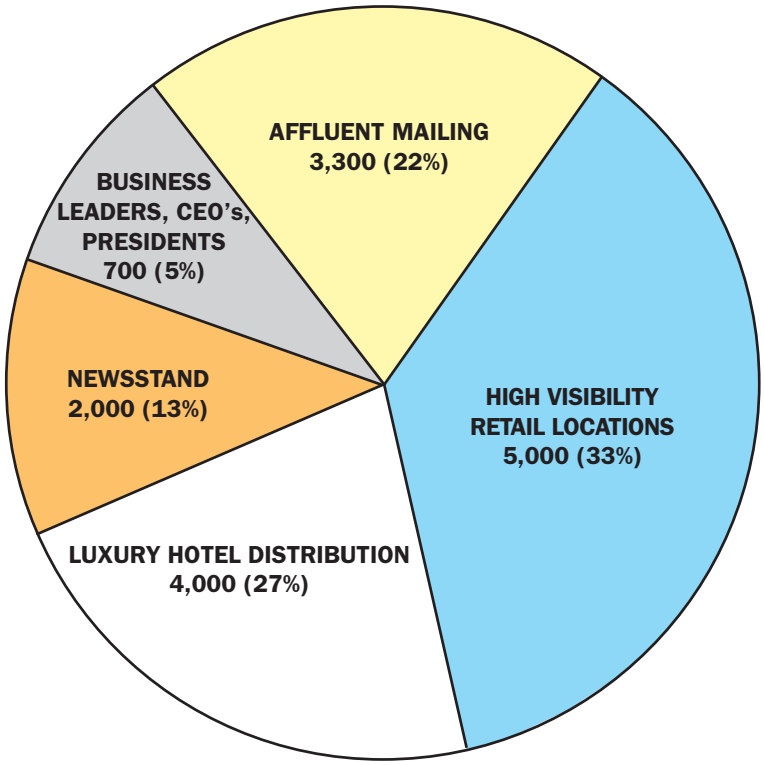
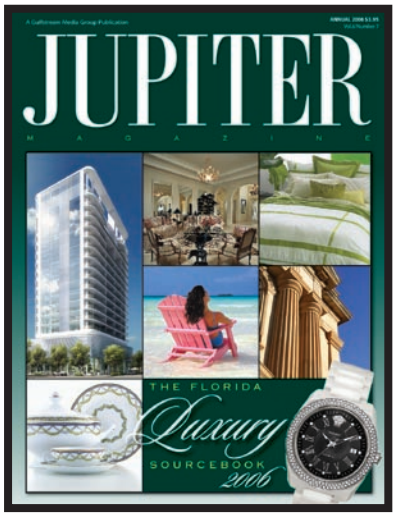
Gulfstream
MEDIA GROUP

circulation

Jupiter Magazine





TOTAL CIRCULATION 15,000
TOTAL READERSHIP: 49,500*

*Mailed to residences in Northern Palm Beach and Southern Martin County assessed at $800,000 and above. Includes coverage in affluent areas such as Jupiter, Palm Beach Gardens, North Palm Beach, Juno Beach, Tequesta, Hobe Sound and Jupiter Island.

*Newsstands include Publix, CVS, Waldenbooks, B.Dalton Bookseller, Barnes & Noble, Walgreens, Books-A-Million.

*In-Room Hotel Distribution: Jupiter Beach Resort, PGA National Resort & Spa, Embassy Suites Palm Beach Gardens, Doubletree Hotel Palm Beach Gardens, Hampton Inn. Distribution at the Ritz Carlton Golf Club & Spa Jupiter.

*Specialty distribution to affluent retail locations include Downtown at the Gardens, PGA Commons and affluent shopping areas in the market.

*Influential Readership: Jupiter Magazine grabs the attention of Northern Palm Beach's elite including distribution to CEO's, presidents and company owners as well as doctors and local celebrities - a group that influences buying trends in the market.

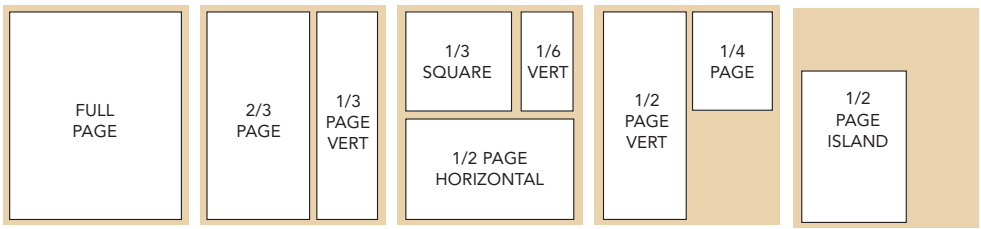
**3.3 readers per copy*

800 E. Broward Blvd. • Fort Lauderdale, FL 33301
Phone 800-831-5479 • Fax 954-462-5588

Gulfstream
MEDIA GROUP

JUPITER Rates

Unit	1X	4X	7X
Four Color			
Full Page	$2,200	$2,090	$1,985
2/3 Page	1,870	1,777	1,687
1/2 Page	1,590	1,510	1,434
1/3 Page	1,113	1,057	1,004
1/4 Page	779	740	703
1/6 Page	545	518	492
Jupiter Covers *(Non-Cancelable)*			
Inside Front	$2,574	$2,316	$2,084
Inside Back	2,574	2,316	2,084
Back	2,794	2,514	2,262



ADDITIONAL CHARGES

Guaranteed position – 10% premium. Available 1/3 page or larger. Rates available for **Gatefolds, Inserts, Postal Reply Cards, Reprints** and **Overruns**.

CLOSING DATES

FOR RESERVED SPACE

15th of the month, two months prior to issue date. Deadline for advertorials, cover positions, gatefolds and centerspreads is 15 days prior to regular closing date.

PUBLISHER POLICIES

RATE PROTECTION

Rates are guaranteed for all space ordered on contract for a period of 1, 4 and 6 issues. Cancellation of any portion of a contract voids all rate and position protection.

SHORT RATE

Advertisers will be short-rated if, within a 12-month period from date of the first insertion, they do not use the amount of space upon which their billings have been based.

TERMS

Invoices are due and payable upon receipt. Accounts not paid according to the terms are subject to a late payment finance charge computed at 1½% per month (18% annual percentage rate) on any balance 30 days after billing date. Cancellations are not accepted after closing date. Cancellations will be accepted in writing only and must be made directly to the advertising sales manager. Verbal cancellations are not acceptable under any circumstances.

AGENCY DISCOUNT

Fifteen percent of gross billing on space, color and position to recognized advertising agencies. In the event of nonpayment, publisher reserves the right to hold the advertiser and/or its agency jointly and severally liable for such monies as are due and payable to the publisher.

Note: *Agency discount does not apply to bills left outstanding more than 60 days from publication date and/or if Gulfstream Media Group must do production/creation work to the ad.*

CONTRACT REGULATIONS

Acceptance of all advertising is subject to publisher's approval and agreement by the advertiser and agency, who will be jointly and severally liable, to indemnify and protect the publisher from losses or expenses and claims or legal action arising from the content or subject matter of such advertisements, including suits or actions or libel, plagiarism, copyright infringement and unauthorized use of the names or photographs or invasions of privacy. All advertisements are accepted and published by the publisher on the representation of the agency and the advertiser that both are authorized to publish the entire contents and subject matter of the advertisement. Publisher's liability for error shall not exceed cost of advertising space. Publisher must be notified of any error, in writing, within 10 days of invoice date. The publisher reserves the right to reject advertising he feels is not in keeping with the publication's standard.

800 E. Broward Blvd. • Fort Lauderdale, FL 33301 • Phone 800-831-5479 • Fax 954-462-5588

Gulfstream
MEDIA GROUP

Lifestyle Publishing Schedule

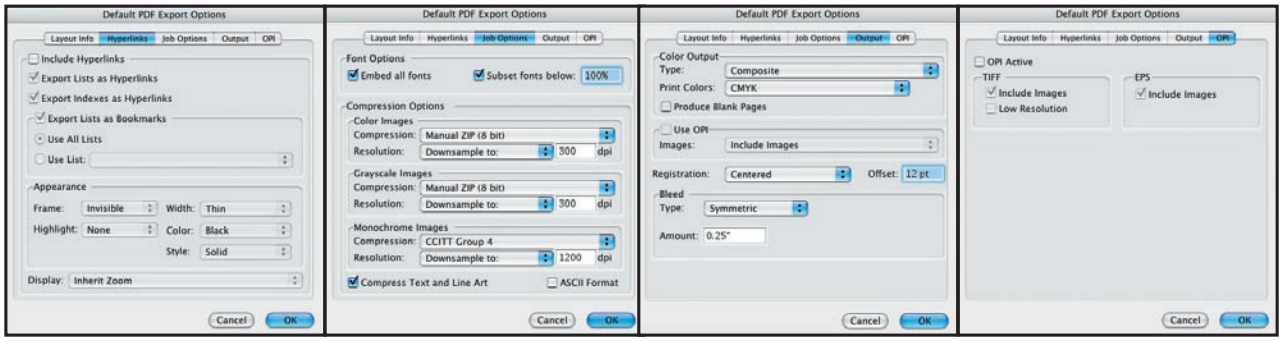
	January	February	March	April	May	June	July-Sept Annual	October	November	December
	Gold Coast	Gold Coast	Gold Coast	Gold Coast	Gold Coast	Gold Coast	Gold Coast	Gold Coast	Gold Coast	Gold Coast
	Boca Life	Boca Life	Boca Life	Boca Life	Boca Life	Boca Life	Boca Life	Boca Life	Boca Life	Boca Life
	The Palm Beacher	The Palm Beacher	The Palm Beacher	The Palm Beacher	The Palm Beacher	The Palm Beacher	The Palm Beacher	The Palm Beacher	The Palm Beacher	The Palm Beacher
	Jupiter	Jupiter	Jupiter	Jupiter			Jupiter		Jupiter	Jupiter
	Stuart	Stuart	Stuart	Stuart			Stuart		Stuart	Stuart
	Vero Life Magazine	Vero Life Magazine	Vero Life Magazine	Vero Life Magazine			Vero Life Magazine		Vero Life Magazine	Vero Life Magazine
materials due	nov. 15th	dec. 15th	jan. 15th	feb. 15th	march 15th	april 15th	may 15th	aug. 15th	sept. 15th	oct. 15th

GULFSTREAM MEDIA GROUP CUSTOMER SPECS/SUBMISSIONS

CAMERA-READY SUBMISSIONS

When supplying camera ready material as a high resolution PDF, please **embed all fonts** and make sure **all images are CMYK TIFFs** in their native file and make sure **all images are linked before creating the PDF.** If your ad has to be saved as a JPEG in Photoshop, **set the file to MAXIMUM (12).** When supplying a camera ready ad in it's native form (such as Quark or InDesign), **please collect the file** to include all the fonts, images (links), and elements. Then stuff the file and send via the methods below, preferable on disk or via our FTP.

Please use these settings when making a high resolution PDF in Quark. **OPI CANNOT be active!!!**



AD SPECS

- **Full Page BLEED**

  *** Document size/Bleed size: 8.75" x 11.375"**
  Trim size: 8.25" x 10.875"
  Live Area: 7.75" x 10.375" (This is the area that is 1/2" in from all sides of the document).

  ***** ***ALL*** Full page BLEED ads ***MUST*** have a document size of **8.75" x 11.375,"** and ***ALL*** important elements (logos, ALL text, important photos that are not meant to bleed off the page) should be ***AT LEAST 1/2"*** in from the edge of the document. ***Otherwise IMPORTANT ELEMENTS OF YOUR AD WILL BE CROPPED!***

• Full Page NON-Bleed	**7.75" x 10.375"**	**• 1/3 Vertical**	**2.223" x 9.875"**
• 2/3 Vertical	**4.562" x 9.875"**	**• 1/3 Square**	**4.612" x 4.875"**
• 1/2 Vertical	**3.4" x 9.875"**	**• 1/4 Page**	**3.4" x 4.875"**
• 1/2 Horizontal	**7" x 4.875"**	**• 1/6 Vertical**	**2.223" x 4.875"**
• 1/2 Island	**4.612" x 7.312"**		

*** Materials that **do not meet the above specifications** and must be converted or require additional work **will be billed at the rate of $50/hr and $25 per scan. Ask** questions if you are not sure about how to build or how to properly submit your ad.

HOW TO SUBMIT YOUR AD

FTP

Files may be uploaded to our FTP site via your web browser. *(Please note: the ftp site works optimally with the Safari or Firefox web browser).*
Address: www.box.net • **User ID:** gulfstream-client • **Password:** ftp
Upload your file into the **MyBox** folder. Name your file according to the advertiser.

***** Send an email with the name of the file(s) uploaded to:** ***karen@gulfstreammediagroup.com.***

OVERNIGHT

If submitting your materials via mail, it is best to use a service that enables you to track your package, such as FedEx, UPS, DHL, etc. Please send the high resolution PDF and/or the properly collected file on disc accompanied by a color proof.

Mail ATTN Production Dept.: 800 E. Broward Blvd. Ste. 506, Fort Lauderdale, FL 33301. Phone: (954) 462.4488.

EMAIL

If choosing to email your ad, please send only hi-res PDF's no larger than 10MB. If sending images for your ad to be built, please send tifs or jpegs at 300 dpi to: *karen@gulfstreammediagroup.com.*

* Images larger than 10MB must be uploaded to our FTP site via your web browser at: *www.box.net,* or mailed on disk using a service that enables you to track your package, such as FedEx, UPS, DHL, etc.

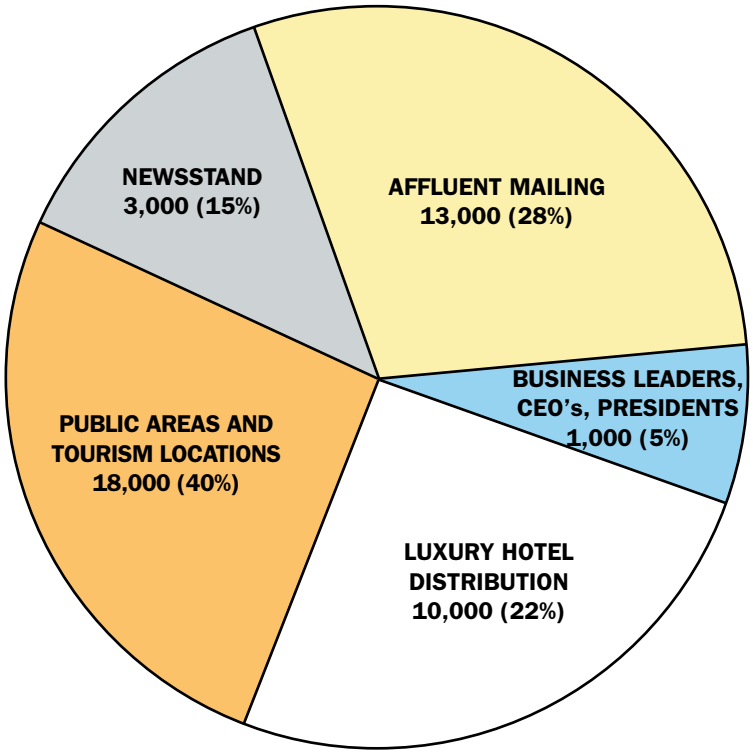
CONTACT PERSON

Please Direct ***ALL* ads & questions concerning ad material** to: **Karen Fortunato** at:
karen@gulfstreammediagroup.com • T. 954.462.4488 ext232 • F. 954.462.5588
Gulfstream Media Group: 800 E. Broward Blvd. Ste. 506 • Ft. Lauderdale, FL 33301

Gulfstream
MEDIA GROUP

circulation

Jupiter, *Stuart*, *Vero Life* Package



TOTAL CIRCULATION 45,000 - TOTAL READERSHIP: 150,000*

*Mailed to residences in Central and Northern Palm Beach and Southern Martin County assessed at $800,000 and above. Includes coverage in affluent areas such as Palm Beach, West Palm Beach, Wellington, Jupiter, Palm Beach Gardens, North Palm Beach, Juno Beach, Tequesta, Hobe Sound and Jupiter Island. Community distribution includes Sailfish Point, Sewall's Point, John's Island, The Moorings, Sea Oaks, Orchid Island, Riomar, Bent Pine, Windsor, Indian Harbor and The Dunes.

*Newsstands include Publix, CVS, Waldenbooks, B.Dalton Bookseller, Barnes & Noble, Walgreens, Palm Beach International Airport, Borders, The Breakers, Beach News Center, Vero Beach Book Center, Village Beach Market, Chuck's Newsstand, Books-A-Million.

*In-Room Hotel Distribution: Jupiter Beach Resort, Embassy Suites Palm Beach Gardens, Doubletree Hotel Palm Beach Gardens, Hampton Inn, The Colony Palm Beach, The Chesterfield Hotel, Ritz Carlton Manalapan, Brazilian Court and Heart of Palm Beach Hotel, The Palm Court Hotel, Driftwood Inn, Ocean Guest Suites, Marriott Courtyard in Jensen Beach, Hutchinson Island Marriott and The Holiday Inn at Jensen Beach. Distribution at the Ritz Carlton Golf Club & Spa Jupiter.

In Lobby Distribution: Amrit Resort & Residences Singer Island, Four Seasons Resort, Hilton Singer Island Oceanfront Resort and Marriott Vacation Club International.

*Specialty distribution to affluent retail locations include Worth Avenue, CityPlace, Downtown at the Gardens, PGA Commons and affluent shopping areas in the market.

*Influential Readership: Jupiter, Stuart and Vero Life Magazine grab the attention of South Florida's elite including distribution to CEO's, presidents and company owners as well as doctors and local celebrities-a group that influences buying trends in the market.

**3.3 readers per copy*

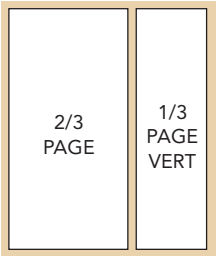
800 E. Broward Blvd. Suite 506 • Fort Lauderdale, FL 33301
Phone 800-831-5479 • Fax 954-462-5588

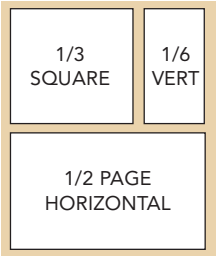
Gulfstream
MEDIA GROUP

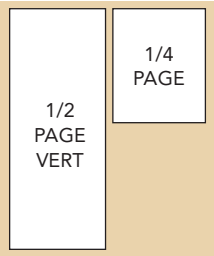
REGIONAL ADVERTISING PACKAGE

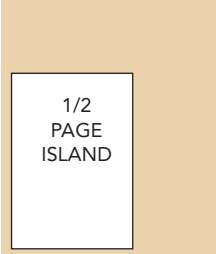
Jupiter/Stuart/Vero Life Combination

Unit	1X	4X	7X
Four Color			
Full Page	$3,200	$3,040	$2,888
2/3 Page	2,720	2,584	2,455
1/2 Page	2,312	2,196	2,087
1/3 Page	1,618	1,537	1,460
1/4 Page	1,133	1,076	1,022
1/6 Page	793	754	716









ADDITIONAL CHARGES

Guaranteed position – 10% premium. Available 1/3 page or larger. Rates available for **Gatefolds, Inserts, Postal Reply Cards, Reprints** and **Overruns**.

CLOSING DATES

FOR RESERVED SPACE

15th of the month, two months prior to issue date. Deadline for advertorials, cover positions, gatefolds and centerspreads is 15 days prior to regular closing date.

PUBLISHER POLICIES

RATE PROTECTION

Rates are guaranteed for all space ordered on contract for a period of 1, 4 and 6 issues. Cancellation of any portion of a contract voids all rate and position protection.

SHORT RATE

Advertisers will be short-rated if, within a 12-month period from date of the first insertion, they do not use the amount of space upon which their billings have been based.

TERMS

Invoices are due and payable upon receipt. Accounts not paid according to the terms are subject to a late payment finance charge computed at 1½% per month (18% annual percentage rate) on any balance 30 days after billing date. Cancellations are not accepted after closing date. Cancellations will be accepted in writing only and must be made directly to the advertising sales manager. Verbal cancellations are not acceptable under any circumstances.

AGENCY DISCOUNT

Fifteen percent of gross billing on space, color and position to recognized advertising agencies. In the event of nonpayment, publisher reserves the right to hold the advertiser and/or its agency jointly and severally liable for such monies as are due and payable to the publisher.

Note: *Agency discount does not apply to bills left outstanding more than 60 days from publication date and/or if Gulfstream Media Group must do production/creation work to the ad.*

CONTRACT REGULATIONS

Acceptance of all advertising is subject to publisher's approval and agreement by the advertiser and agency, who will be jointly and severally liable, to indemnify and protect the publisher from losses or expenses and claims or legal action arising from the content or subject matter of such advertisements, including suits or actions or libel, plagiarism, copyright infringement and unauthorized use of the names or photographs or invasions of privacy. All advertisements are accepted and published by the publisher on the representation of the agency and the advertiser that both are authorized to publish the entire contents and subject matter of the advertisement. Publisher's liability for error shall not exceed cost of advertising space. Publisher must be notified of any error, in writing, within 10 days of invoice date. The publisher reserves the right to reject advertising he feels is not in keeping with the publication's standard.

800 E. Broward Blvd. • Fort Lauderdale, FL 33301 • Phone 800-831-5479 • Fax 954-462-5588