



Connecting Your Community Since 2001

Hollywood Gazette is Hollywood, Florida's only city-specific, free, community newspaper mailed directly to Hollywood's most established neighborhoods and dropped at key locations monthly since September 2001.

We offer a blend of healthy lifestyle features, municipal news and neighborhood happenings. A comprehensive community calendar is designed to give the newspaper a 30-day shelf life.

Our digital reach allows us to engage with our audience and report stories, comments and poll results to reflect the diverse voices of the community we serve.

We also produce events to connect, inspire and engage the community.

Frequency, Distribution and Circulation

Hollywood Gazette is published 12 times a year the first week of each month. Our total monthly circulation is 25,000.

We directly mail 15,000 publications via the United State Postal Service's Every Door Direct Mail (EDDM) program to Hollywood, Florida's most established neighborhoods in zip codes 33019 and 33021.

An additional 10,000 copies are dropped off at over 100 high-traffic locations throughout Hollywood.



Professional affiliations

Hollywood Gazette is a proud member of:

Greater Hollywood Chamber of Commerce • Hollywood Beach Business Association
Downtown Hollywood Business Association • ITEX • TradeFirst



PHOTO: KIM SENG

Color Print Ad Rates

Why choose full color? Adding color to your ad will increase reader recall by 20%. It will also increase in-depth reading by 60%. Full color ads have a 62% higher retention rate than black and white ads.

Rates (per month)			
Ad Size	Frequency		
	1-3x	6x	12x
1/8 Page	\$300	\$275	\$250
1/4 Page	\$455	\$400	\$360
1/2 Page	\$850	\$750	\$650
Jr. Page	\$1100	\$1040	\$900
Full Page	\$1600	\$1400	\$1200
Advertorial	\$650 (Runs 1x)		

Specs	
Ad Size	Dimensions
1/8 Page (vertical)	2.375w x 6"h
1/8 Page (horizontal)	4.875w x 2.875"h
1/4 Page	4.875w x 6"h
1/2 Page (vertical)	4.875w x 12.375"h
1/2 Page (horizontal)	10w x 6"h
Jr. Page	7.5w x 10"h
Full Page	10w x 12.375"h

20% Discount for Black & White Ad Space

Ad production fee \$100, 3 proofs included. Additional charges (25%) will be applied for specific premium positions including page 3, page 5, back cover, inside front cover, center spread and inside back cover.

**Have a special request?
Call us at 954-962-8180.**

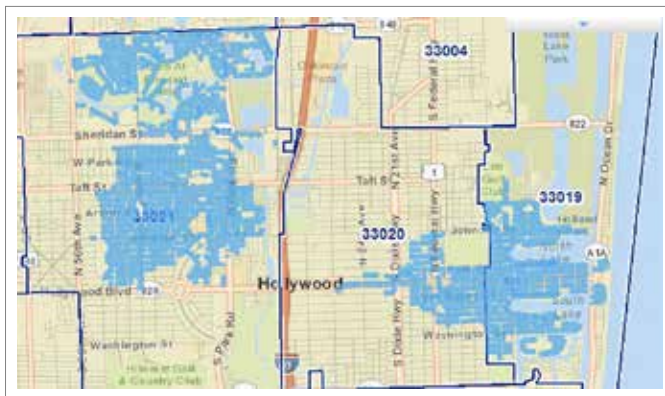


Frequency, Distribution and Circulation

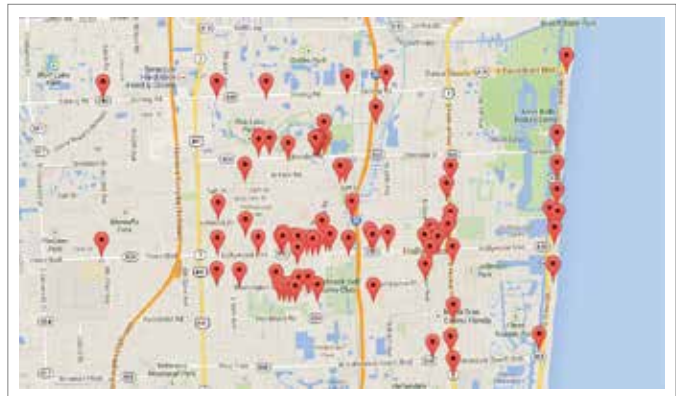
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Our weekly e-newsletter summarizes the week's current events and our web site is updated daily with stories shared throughout major social media platforms.

Direct Mail to Homes (15,000)

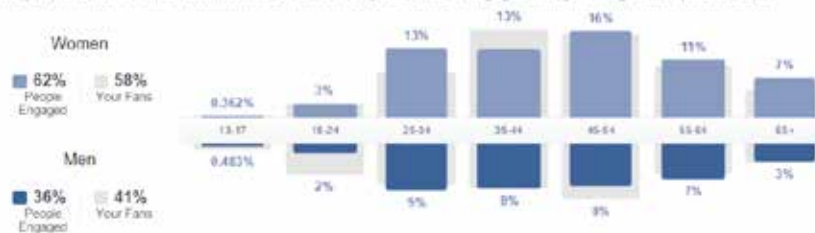


High Traffic Drop-off Locations (10,000)



2016 Facebook Audience + Engagement (4,920 likes)

The people who have liked, commented on, or shared your posts or engaged with your Page in the past 28 days.



Weekly E-newsletter Stats

6,457 Active Subscribers
 92% Average Delivery rate
 18.94% Average Open Rate / week

2015 Website Stats

11,209 Avg. Unique Visitors / month
 24,794 Avg. Number of Visits / month
 284,302 Avg. Hits / month

A SMART CHOICE...

“ When I started my business, I knew I had to make smart choices on where to spend my advertising dollars because I know it takes money to make money.

The Hollywood Gazette has always been my source for what’s happening in the community, so it made sense to check them out.

Based on a rate comparison, I calculated that if one person sees my ad in the Gazette and uses my services, I will make a profit. If two or more people use my services after seeing my ad – it pays for itself and I make a profit.

After 3 years of advertising with the Gazette, I continue to get calls from people saying, “I’m looking at your ad in the Gazette and....” Prospective customers have come into my studio with the Gazette in hand inquiring about my services.

When registering new customers, the top three results of what led them to my business include a referral, the internet and The Hollywood Gazette.

Advertising with the Hollywood Gazette has been a smart choice for me.”



- Kyle Harris Owner, Harris Art Studio

PHOTO: CARLOS PEREZ



Sticky Note Ads

Use Sticky Notes to place your message up front. Standard Sticky Notes are 3 x 3" re-positional notes that are hand applied to the front page of Hollywood Gazette.

Based on availability, they can be applied to the full circulation or zoned by zip code.

Rate includes design, color printing (3 x 3"; 4-color on white or pale yellow), shipping to one location, hand application to publication, zoning to desired areas within Hollywood Gazette's current distribution.



Rates (per month)

Pieces per month	Frequency		
	3x	6x	12x
5,000	\$781	\$737	\$685

Inserts

You choose the zip codes, provide us with your pre printed materials, and we will insert them into the Hollywood Gazette issue of your choice.



Price (per month)

\$50 per thousand
*Minimum 5,000

Professional Ad Design

Have our team design your ad for \$100.

Call Tracking

A custom call tracking number and monthly reports is \$45/month with a minimum of a 3 month commitment.

Community Introduction Package



PHOTO: DAVID VOLZ

Opening a new business in Hollywood? We have created the perfect opportunity to showcase your grand opening, expansion or special announcement.

1/2 page advertorial with color photos showcasing your "Local New Business." One of our writers will interview and photograph your key staff and write an informative review of your business to introduce you to the Hollywood community.

(\$650 value)

18 x 24" full color reproduction of the story mounted on foam core to display in your business.

(\$150 value)

Five (5) months of a quarter page color advertising in Hollywood Gazette beginning the month after your advertorial

(\$2,000 value)

Professional Ad Design. Trust our creative team to help clarify your message, offer and design.

(\$100 value)

Total package value: ~~\$2,900~~

Offered at \$2,400

TERMS: \$600 deposit and **FOUR (4)** monthly installments of \$450

