



OLD NAPLES NEWS

NORTH NAPLES NEWS

FLORIDA NEIGHBORHOOD NEWS



2026-2027
 SPECIAL SECTIONS

If the Florida Neighborhood News staff is designing your ad/advertorial, materials must be sent one week prior to camera ready ad deadline. Email materials to onnrebecca@gmail.com

PRINT RATES

SIZE	RATE	RATE WITH PHOTOGRAPHY & WRITER
Spread	\$2000*	\$2500*
Full Page	\$1150*	\$1650*
Half Page	\$600*	NA
Quarter Page	\$300*	NA

**Photography and writer applies to Women in Business and Men of Vision Issues*

*****DOUBLE YOUR EXPOSURE BUY ONE PUBLICATION, GET THE OTHER 1/2 OFF!*****

MECHANICAL SPECS

PAGE DIMENSIONS	LIVE AREA	TRIM	SUPPLIED SIZE	GUTTER
Spread	16.25 x 9.625	17 x 10.375	17.25 x 10.625	.375"
Full Page Bleed	7.75 x 9.625	8.5 x 10.375	8.75 x 10.625	NA
Full Page (Non Bleed)	NA	NA	8 x 9.88	NA
Half Vertical	NA	NA	3.79 x 9.65	NA
Half Horizontal	NA	NA	7.84 x 4.72	NA
Quarter	NA	NA	3.8 x 4.77	NA

IN HOUSE AD DESIGN

If you need the Florida Neighborhood News Staff to design your ad for, please check box on contract.
(Please include price of ad design to your check or payment)

Spread: \$300 | Full: \$150 | Half: \$75 | QP: \$50 | Changes to Previous Ad: \$40

ACCEPTED FILE TYPES

IMAGES: Should be 300 dpi and converted to CMYK. **NO RGB IMAGES:** We can convert client supplied images, however, conversion may result in color variation.

CAMERA READY FILES: Please submit a press quality PDF, TIFF or JPG in CMYK color, minimum of 300 dpi. All files should be flattened and text converted to paths to avoid any font issues.

LOGOS: EPS format preferred. PDF, TIFF, JPG, PSD will be accepted as long as 300 dpi in CMYK color.

BLACK: If using black for a background, use *CMYK color values of 40, 30, 30, 100.*

WITH NO SUBSCRIPTION FEES

YOUR MESSAGE IS DELIVERED RIGHT INTO THE HOMES OF YOUR TARGET AUDIENCE.

READERSHIP

80K

AFFLUENT AUDIENCE

READERSHIP AVERAGE AGE

61

FEMALES

52%

MALES

48%

AVERAGE INCOME

\$200K

AVERAGE HOME VALUE

\$1.8M

GRADUATED COLLEGE

64%

OLD NAPLES NEWS DIRECT MAIL

- OLD NAPLES • PORT ROYAL • AQUALANE SHORES • ROYAL HARBOR • MOORINGS
- COQUINA SANDS • PARK SHORE • GULF SHORE BLVD • SEAGATE

NORTH NAPLES NEWS DIRECT MAIL

- GREY OAKS • ESTUARY AT GREY OAKS • PINE RIDGE ESTATES • TIBURÓN
- PELICAN MARSH • PELICAN BAY • COLLIER'S RESERVE • MONTEREY • VINEYARDS • BAY COLONY GOLF • HIGH RISES/BAY COLONY • TALIS PARK • MEDITERRA • BEAR'S PAW

LOCATION DISTRIBUTION

- EAST WEST FINE ART GALLERY
- JOHN R WOOD PROPERTIES
- DR'S OFFICES
- NCH HOSPITALS
- SWEET ART GALLERY

SPECIAL SECTIONS

ALL ABOUT THE ARTS

Space Close: **11/15/26**

Camera Ready Artwork: **11/24/26**

Our focus in January is on the arts, local artists, galleries and theatre. This month is filled with wonderful art fairs, festivals, and exhibitions. We celebrate the creativity and talent of our local artisans and recognize the positive impact the arts can have on our community. We want to support our local art scene and to encourage more people to take part in it.



WOMEN IN BUSINESS

Space Close: 12/15/26

Camera Ready Artwork: 12/28/26

This issue we focus on the strong women entrepreneurs and professionals that have made significant contributions to their industries. Their achievements and innovative ideas have not only inspired others, but have also paved the way for future generations of women in business. We are proud to showcase their stories and celebrate their remarkable accomplishments.



MED SPAS

Space Close: 1/15/27

Camera Ready Artwork: 1/28/27

In Southwest Florida, medical spas have become an essential part of the region's growing focus on wellness, beauty, and self-care. In a community where health, confidence, and an active lifestyle are highly valued, med spas provide residents and visitors with personalized care that enhances both appearance and overall well-being. This issue will highlight all that our area has to offer.



MEN OF VISION

Space Close: 2/15/27

Camera Ready Artwork: 2/24/27

This issue highlights local men in business, showcasing their visions, achievements, and the impact they have made within the community. By recognizing their efforts, we aim to encourage collaboration, innovation, and growth within the local business community. We want to celebrate these men by telling their stories, praising their individual accomplishments, and inspiring others to pursue entrepreneurial and philanthropic goals.



SIZZLE DINING/SUMMER PROMOS

Space Close: 7/15/27

Camera Ready Artwork: 7/20/27

It is time to showcase your happy hours, off-season promotions, and your participation in Sizzle Dining. Showing support has never tasted so delicious! Now is the perfect time to get the word out to the locals to remind them why you're one of their favorites. Make them aware of the importance of supporting you year-round and keep business thriving during a traditionally sleepy time.

