

THE
Pleasures of Boating in South Florida
CAPTAIN'S TABLE



THE CAPTAIN'S TABLE

Media Kit 2011 / 2012

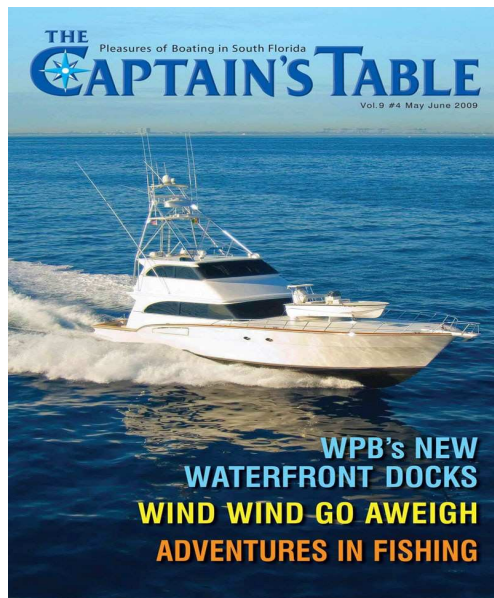
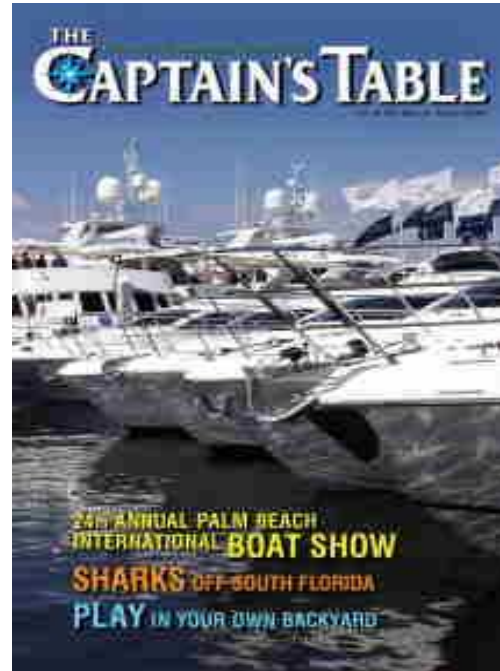
We're Back, and better than before!

Who we are, how we can help.

Our Mission.

Rates, sizes.

Terms and conditions.



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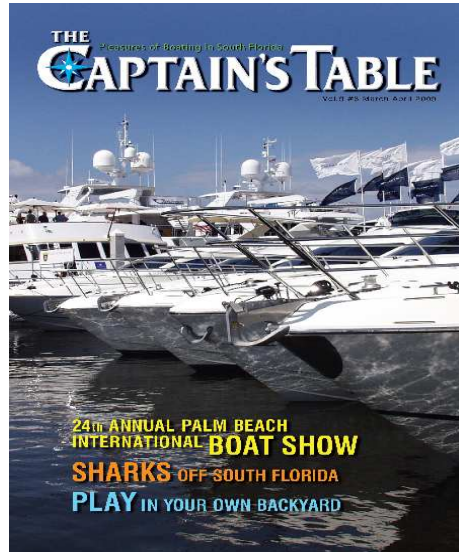
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Who we are ...

and how we can help increase your sales and brand name recognition.

Early indications project marine industry sales of vessels, parts and services for 2011/12 is finally up on average about 12% and according to the experts, growth is expected to continue!

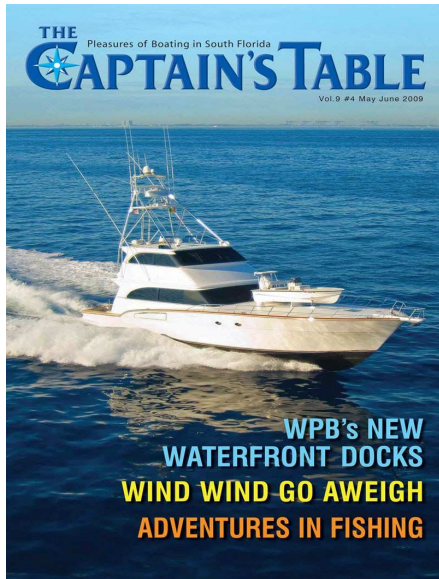
Not getting your share of business growth this year?



Why not partner with your new business development team and watch sales soar. For over a decade, The Captains Table Magazine has been an excellent tool for effective advertising to the South Florida marine market. Now, with a new ownership team and a vastly improved distribution model, we are the #1 most cost effective method to reach the lucrative South Florida boating market. Beginning with the re-launch issue of June/July 2011, every full color high quality issue from now on will be mailed directly to each boat owner registered in Broward County. Short term growth plans call for increasing our readership market to include Palm Beach County and then Miami Dade. In addition to the new mailing distribution, Captain's Table will still be available at all the usual local distribution points. Another benefit; with every print ad comes a complementary listing on our improved website: www.captains-table.us. Best of all, the magazine remains free of charge! Not a national magazine, or one that covers the entire eastern seaboard like so many others, Captain's Table concentrates your message in our local affluent market. We continue to be the only boating publication that truly identifies with the specific interests and needs of South Florida boaters! Don't waste your time and advertising budget on boaters in Galveston, Chesapeake bay or with waterfront home owners that might not even own a boat, invest where you are virtually guaranteed to put your message in the hands of the South Florida boat owners that make buying decisions; The Captain's Table Magazine.

www.captains-table.us

THE CAPTAIN'S TABLE



Our Mission

We would like to take this opportunity to introduce ourselves as the new partnership owners of the ***Captain's Table magazine***. Since the magazine's inception back in 2000, The Captain's Table has focused on being the local voice of the South Florida boating community. Our strategy with this new partnership is to continue to focus on and improve the content and quality to meet the needs of the serious south Florida boater. For advertisers, we have made a significant investment in our distribution model that will insure their messages will be placed in the hands of all South Florida boat owners,

beginning first with Broward County and expanding to Palm Beach and Miami Dade Counties shortly.

The new partnership combines what we know will be the best of both worlds for our readers and advertisers. Steve Gould continues as the Executive Editor and has held that position with the magazine since 2008. The new addition to the partnership is with Karl Kapustka as the Director of Marketing. Professionally, Karl has enjoyed success in a variety of sales and marketing positions throughout the U.S. and has also been an avid boater in South Florida for over a decade. Together, we have committed to make The Captain's Table magazine the best source of information and enjoyment for all of South Florida's boating community. Look for the next issue arriving in your mail box, or find us online at www.captains-table.us. As always, we welcome your comments and suggestions. With your help, we can make The Captain's Table the most read free boating magazine in South Florida.

Enjoy our Paradise.

Steve Gould
Executive Editor

Karl Kapustka
Director of Marketing

www.captains-table.us

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Advertising Agreement—Terms and Conditions

- The Publisher may reject any advertising at any time.
- Cancellations (as well as changes in insertion orders) will not be accepted by the Publisher after the closing date.
- Cancellations must be in writing and none is considered accepted until confirmed in writing by the publisher.
- Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of an issue in which an advertisement accepted by Publisher is contained is such failure is due to acts of God, strikes, accidents, or other circumstances beyond Publisher's control.
- In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless the Magazine, its officers, agents, and employees against expenses (including legal fees) and losses resulting from publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringement, or plagiarism. All advertisements are accepted and published in the Magazine upon the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof and that such publication (or availability) will not violate any law or infringe upon any right of any party.
- No conditions, printed or otherwise, appearing in the contract, order, or copy instructions which conflict with the publisher's policies will be binding on the Publisher.
- Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error and publication is made and charged for at the rates in effect at time of publication without further notice.
- Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the Publisher.
- Cancellation of space contract by the advertiser or its agency forfeits the right to position protection and/or the contract rate. The rate on past and subsequent insertions will be adjusted to conform to the actual space used at current rates.
- The forwarding of an order is construed as an acceptance of all rates and conditions under which advertising is at the time sold.
- Past due accounts are subject to a 2% per month interest charge. Collection costs, attorney fees, and court costs incurred by The Captain's Table in collecting amounts due to The Captain's Table will be paid by the advertiser/agency.
- No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these terms and conditions or the provisions of the Magazine's rate card will be binding on the Publisher.
- Publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Magazine (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher's inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.
- Invoices are rendered on or about the on-stand date of the Magazine. Payments are due within 30 days from the billing date. Publisher reserves the right to change the payment terms to cash with order at any time.
- Final appearance of your Ad will be affected by the proof we are matching. If no printout is provided, we cannot guarantee the color corrections of your ad. Graphics design services will be billed at a cost of \$100.00 for ads up to ½ page in size, or \$150 for full-page ads.