

HAPPYHERALD.COM Happy Herald

POSITIVE EDITORIAL • EFFECTIVE ADVERTISING • SINCE 1995



RECOGNITION, CREDIBILITY & GROWTH

- Established in 1995 in Boca Raton, Florida.
Happy Herald has grown to become one of the most popular and well respected publications in South Florida
- Channel 10 News featured an upbeat segment about Happy Herald on the 6pm news
- Mayors of Fort Lauderdale, Lighthouse Point and Jupiter proclaimed May 1st 2005 as **"Happy Herald Day"**
- Sun Sentinel wrote 2 articles about "Happy Herald," unique for a newspaper to write about another newspaper

WHO IS ADVERTISING IN HAPPY HERALD?

- LA Fitness
- oxxo Care Cleaners
- Whole Foods Market
- Ace Hardware
- Fred Astaire Dance Studios
- Mathnasium
- Disney On Ice

LOCAL BUSINESSES INCLUDING:
Chiropractors, Automotive Shops, Restaurants, Real Estate, Medical & Dental Professionals, Attorneys, Retails Stores, Educational, Professionals, Health & Beauty and many more...



READERSHIP DEMOGRAPHICS

GENDER:	Female 53%	Male 47%
AGE:	91%	are 30 years and above
	60%	are 45+ years young
EDUCATION:	78%	attended college higher degree
INCOME:	43%	earn over \$40,000
	7%	earn over \$100,000
STATUS:	43%	married 26% single
	18%	separated/divorced
	13%	living with partner

TESTIMONIALS

"Were staying with you long term. It took a long while and some bucks, but it kicked in and were getting a solid return on investment. I wanted to share that with you. Thanks for being so persistent!"

- Fred S.

The Facility Fitness Studio

"We receive excellent results from the advertisement. Please keep up the good work of printing your upbeat articles and stories and you will always have us as an advertiser."

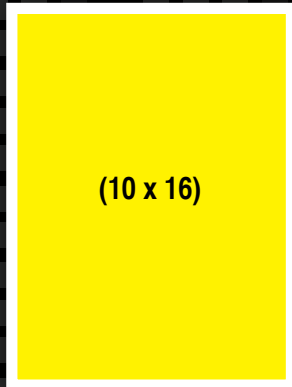
- Fins, Furs, 'N Feathers, L. Holland
Advertising Since
December 1999

"You have such a pleasant and enjoyable newspaper to read. Each month I look forward to receiving it. There seems to be something interesting and appealing for everyone. I enjoy the advise columns as well as the upbeat stories and articles.

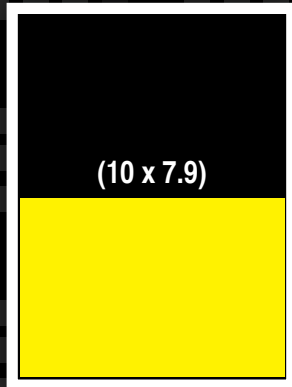
Chocolates by Mr. Roberts has been advertising in your newspaper each season for many years and appreciate the exposure and response we receive in your newspaper."

-Chocolates
by Mr. Roberts

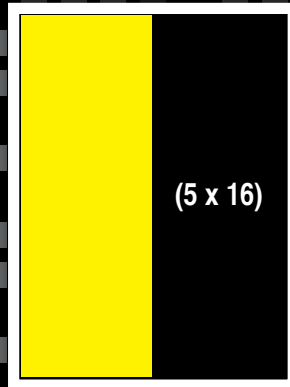
AD DIMENSIONS



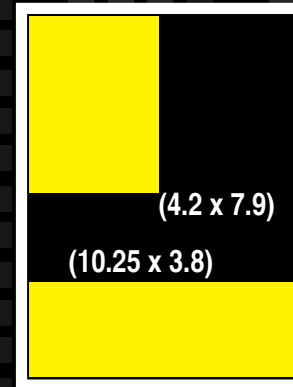
FULL PAGE



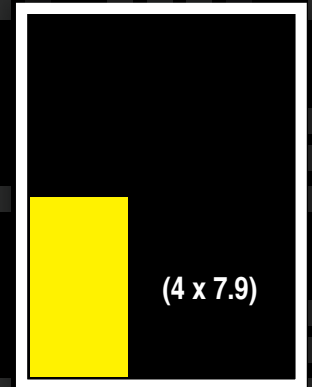
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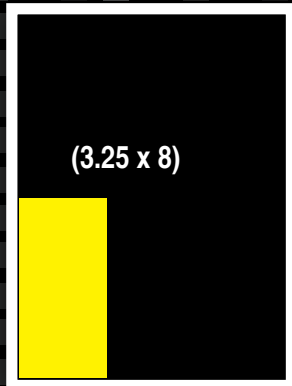
1/2 PAGE VERT.



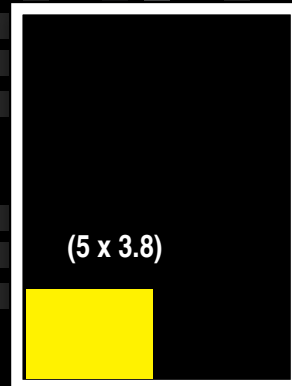
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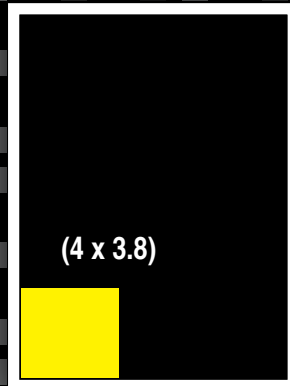
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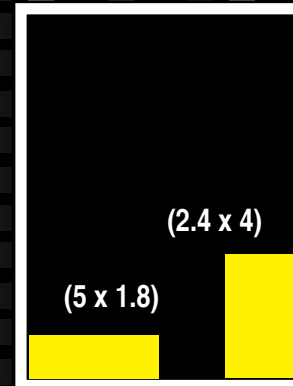
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RESTAURANT**



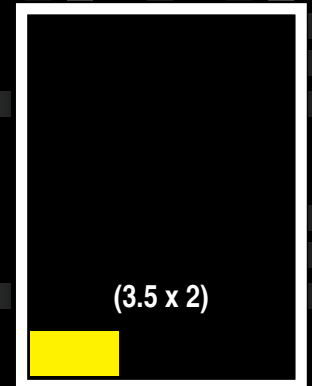
1/8 PAGE



1/10 PAGE



1/16 PAGE



BUS.CARD

MONTHLY ADVERTISING RATES

	Business Card	1/16	1/10	1/6 Restaurant	1/8	1/5	1/4	1/2	Full	1/2 Back	Full Back
SPECS	3.5" x 2"	5" x 2"	4" x 4"	3.25" x 8"	5" x 4"	4" x 8"	5" x 8"	10" x 8"	10" x 16"	10" x 8"	10" x 16"
B&W	\$195	\$255	\$345	\$395	\$435	\$495	\$595	\$835	\$1,595	\$1,240	\$2,340
COLOR	N/A	\$325	\$420	\$455	\$495	\$570	\$655	\$995	\$1,750	\$1,240	\$2,340

4 Month Minimum Commitment Required • Rates Shown Are Per Month

Distribution from North Broward to Boynton Beach

Homepage Digital Banner Advertising

\$149 per month Clickable and Hyperlinked to the URL of your choice

Go to HappyHerald.com to view current banners ads

Ask about our **FRONT PAGE** advertising rates

DISTRIBUTION POINTS INCLUDE

OVER 600 DIVERSE LOCATIONS INCLUDING:

- **Whole Foods Markets**
- **Doctors Offices**
- **Office Buildings**
- **FAU**
- **Condos**
- **Restaurants**
- **Country Clubs**
- **Banks**
- **Chamber of Commerce**
- **Dry Cleaners**
- **Schools**
- **Health Clubs**
- **Retail Stores**
- **Movie Theaters**



**FOR MORE INFORMATION
ON A CUSTOMIZED
ADVERTISING PROGRAM
AND RATES**

CALL NOW!

561-394-7466