

Fort Lauderdale City News

The Fort Lauderdale City News is a monthly publication that is widely distributed throughout the City to 60,000 homes. It is a community newspaper that covers the important, intelligent news that has real meaning for the residents of Fort Lauderdale. This is a tabloid size, four color, newsprint publication. Call **(954) 564-1308** for more information - download this month's issue at www.citynewsfl.com.

ADVERTISING RATES & SIZES

Deadlines for camera ready art and prepayment are the 10th of the month for the following month's issue. Color ads are available - please call for prices. Adobe Acrobat files work best but we try to accommodate most graphic formats.

Our monthly advertising rates and ad dimensions are:

Full Page - 12.25 inches high by 10.37 inches wide - \$750

Half Page - 6.125 inches high by 10.37 inches wide - \$400.00

Quarter Page - 6.25 inches high by 5.10 inches wide - \$240.00

Business Card ads - \$39 each

For information about advertising please call Steve Kelley at **(954) 564-1308** or email your questions to ads@citynewsfl.com.



Mail may be sent to:

Ft. Lauderdale City News
P.O. Box 347
300 E. Oakland Park Blvd.
Fort Lauderdale, FL 33334
(954) 564-1308

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GUILTY!

2006 Mayoral candidate James Christopher Peer was found guilty by a Federal jury for cheating Candidate Dan Lewis and Fort Lauderdale voters out of a fair 2006 mayoral election.

By Steve Kelley

On October 17, 2007, after a four day trial, a federal jury awarded 2006 Mayoral candidate Dan Lewis around \$790,000 from mayoral candidate James Christopher Peer for his intentional misconduct in using a federal lawsuit to manipulate our 2006 mayoral election with "specific intent to harm."

Readers of the Fort Lauderdale City News, September edition, recall that Dan Lewis, who was defeated by incumbent Mayor Naugle, counter sued Peer for an untrue and unlawful lawsuit filed days before the February election. After 21 months, the Jury delivered their unanimous verdict.

Levis claimed that James Christopher Peer, running for mayor, had filed a federal lawsuit against him for the purpose of abusing the judicial process in order to affect the outcome of our 2006 mayoral election. Peer was an odd candidate in that he lived and worked in Ocala and that his role in our mayoral race was highly suspect.

The federal lawsuit filed by Peer and his attorneys had the effect of damaging the reputation of Lewis in the critical weeks before the election and reducing his chances of victory.

Peer attended Naugle's victory party to celebrate. The jury found that Peer's falsely filed federal lawsuit was done with "specific intent to harm" and thus set the stage for the highest standard for punitive awards. Lewis was awarded around \$133,500 in compensatory damages that includes \$105,000 for three years of mayoral salary. Punitive damages were about \$657,000. This case has not come to an end. Additional attorney's

fees in the \$500,000 range could also be awarded to Lewis. One of Peer's lawyers were dismissed for flagrant disobedience of the judge's orders during the litigation and Lewis intends to seek damages.

All three of his lawyers have disciplinary issues and sanctions before the court which are likely to have ramifications before the Florida Bar.

There is much more to come in this story. Much needs to be determined: why would an Ocala resident decide to run for mayor of Fort Lauderdale? Now that Peer faces a heavy financial burden will he tell the truth about why he ran for mayor? Was he put up to it? Who stood to gain from his actions? Did Mayor Jim Naugle rig the election?

Levis notes that in end, "We are going to get justice or money and not necessarily in that order."

See a more complete story in the next issue of the Fort Lauderdale City News. All new developments in this, the Curious Case of our 2006 Mayoral Election, will be fully reported in the months ahead.

CITY COMMISSIONER CINDI HUTCHINSON ANNOUNCES CANDIDACY FOR MAYOR OF FORT LAUDERDALE

As a lifelong resident of Fort Lauderdale, a City I love and one I'm truly committed to has led to my decision to run for Mayor in 2009.

Knowing the challenges ahead, such as property taxes, affordable housing, water supply, undergrounding power lines, development, rising pension costs and preservation of neighborhoods, just to name a few, the knowledge and strength I've gained during the



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Stephen M. Kelley

NEIGHBORHOOD PUBLICATIONS

The Stephen M. Kelley Publications is a group of 10 neighborhood newsletters serving primarily upscale Fort Lauderdale neighborhoods. All 10 newsletters are published monthly and are delivered to all of the actual homeowners of each respective neighborhood at the beginning of each month. The newsletters are:

1. The Harbor News covers all three high-end Harbor Beach communities of Harbor Beach, Harbor Inlet and Harbor Isles. This area is around Pier 66. 4,100 residents.
2. The Seven Isles News covers a beautiful and very wealthy canal community north of Las Olas at the Intracoastal waterway. 1,200 residents.
3. The Las Olas Community News covers the Las Olas Boulevard area from Federal Highway east to Seven Isles/Idlewyld at the Intracoastal - from Broward south to the New River. 5,000 residents.
4. The Victoria Park News covers all of prestigious Victoria Park from Broward Blvd. on the south to Sunrise Blvd. on the north and Federal Highway east to the Middle River. 10,000 residents.
5. The Island City News goes to virtually all 12,000 residents of Wilton Manors. The attractive and vital city has seen a big increase in property values with a heavy influx of gays.
6. Lauderdale Harbors News goes to the isles east and south of Rio Vista. The wealthy neighborhood is near the Lauderdale Yacht Club; about 1,000 residents.
7. The Coral Ridge Monthly newsletter goes to the entire neighborhood along Bayview Drive bounded by Sunrise Blvd. on the south and Commercial Blvd. on the north; and the Intra-coastal on the east and Federal Highway on the west. Very upscale neighborhood of about 8,000 residents.
8. The Idlewyld Times goes to the neighborhood on the Intracoastal at Las Olas Blvd. on the South side. A small but very elite neighborhood of 570 residents.
9. The Corals of Oakland Park News serves the 6,000 residents of this upscale east Oakland Park neighborhood This is where the Mayor lives and is bounded by Federal Highway on the east and the railroad tracks on the west, Commercial Blvd. on the north and Oakland Park Blvd. on the south. This publication has become the town newspaper and is widely read and regarded.
10. The Middle River Terrace News goes to 2,800 residents in an upper middle class neighborhood just south of Wilton Manors. This neighborhood is coming up rapidly.

AD SIZES

Ad sizes are the same for all publications. They are:

Full page - 9 1/2 inches high by
7 1/2 inches wide

Half page - 4 3/4 inches high by
7 1/2 inches wide

Quarter page - 4 3/4 inches high by
3 3/4 inches wide

1/8 page - 2 3/8 inches high by 3 3/4
inches wide

AD MEDIA

Most newsletters are black and white with three offering color full page ads. Ads can be accepted on laser and inkjet prints and electronically. Virtually all page design and graphic design software formats are acceptable. All newsletters are produced on the IBM platform. Files from Adobe Photoshop/Illustrator/Pagemaker/InDesign, Quark, Corel Draw/PhotoPaint and Microsoft Publisher are acceptable. In most cases, Adobe Acrobat (.pdf) files is best especially when unusual fonts are used. also work well. .tiff files and .jpg's also work well. Resolutions of 300 dpi or better are desirable when good quality halftones are involved. Line screens of 90-100 are optimal. Please call Steve Kelley at **(954) 564-1308** to discuss workable formats. Deadline for ad materials and payment is the 15th of the month for the following month's newsletters.

Ads produced on a computer can be emailed to: **citynews@bellsouth.net**

Send mail to:

**633 NW 24th Street,
Wilton Manors, FL 33311**

2009 AD RATES

News-Letter	1/8 page	1/4 page	1/2 page	Full Page
Harbor Beach	\$50	\$80	\$150	\$250
Seven Isles	\$40	\$65	\$120	\$200
Las Olas Full page color \$500 per page	\$55	\$90	\$165	\$300
Coral Ridge Full page color \$500 per page	\$60	\$100	\$180	\$350
Island City News Full page color \$500 per page	\$50	\$90	\$160	\$300
Victoria Park News Full page color \$500 per page	\$50	\$90	\$160	\$300
Lauderdale Harbors	\$40	\$65	\$110	\$200
Idlewyld	\$35	\$55	\$100	\$160
Middle River	\$40	\$65	\$120	\$200
				
Oakland Park				
Corals of O.P. Full page color \$500 per page	\$50	\$85	\$160	\$300

ALL ABOUT INSERTS

Inserts can be a very effective marketing tool and offer great flexibility when advertising in neighborhood newsletters.

Almost any size insert can be accommodated as long as the piece is no larger than 8 inches wide and 10 inches high when folded. The piece is inserted into the newsletter. For most issues, there is no other insert to compete with yours.

Advertisers must supply the piece to be inserted. Production of inserts can be surprisingly affordable; pieces run from a copier on brightly colored paper are very cost effective. Businesses often produce mailers, brochures, etc. for other purposes that can be used as an insert. Even full color glossy pieces can be as low at 4 cents each when printed in quantity.

Deadline for inserts and payment is the 15th of the month for the following month's newsletters.

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(954) 564-1308 when you have
questions about inserts.

Email can be sent to:
citynews@bellsouth.net

Send mail to:

**633 NW 24th Street
Wilton Manors, FL 33311**

www.citynewsfl.com

2009 INSERT RATES

Newsletter	Insert Rate
Coral Ridge Monthly	\$400
Seven Isles	\$200
Idlewyld	\$160
Corals of Oakland Park	\$400
Middle River Terrace	\$250
Lauderdale Harbors (Rio Vista)	\$200

