

South Florida Sun TIMES

AVENTURA
BAL HARBOUR
DANIA BEACH
HALLANDALE BEACH
HOLLYWOOD
NORTH MIAMI BEACH
PEMBROKE PINES
SURFSIDE
SUNNY ISLES BEACH

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Non-contract Rates*

Full Page.....**\$800**
1 10"X20".....(6 col. X 20")

1/2 Page.....**\$600**
Horizontal 10"X9.917"...(6 col. X 9.917")
Vertical 4.917" X 20".....(3 col. X 20")

1/4 Page.....**\$400**
Horizontal 6.611"X7.375"...(4 col. X 7.375")
Vertical 4.917" X 9.917". (3 col. X 9.917")

1/8 Page.....**\$250**
Horizontal 4.917" X4.874"...(3 col. X 4.874")
Vertical 3.222" X 7.439"...(2 col. X 7.439")

Inserts (Full Run).....per thousand **\$35**

Deadlines

Display Ads 12 Noon Tuesday

Classified 3:30 pm Tuesday

Cancellations

No Cancellations after 12 noon Tuesday

Our Graphics Department will design an Ad for you at no additional charge.

*All advertising is payable in advance unless credit is established with South Florida Sun Times.
All rates are net price and per insertion. An advertiser qualifies for our frequency rate of \$20 per col. inch after placing 13 or more insertions within a six month period.
** Contract rates are for signed contract for 4 or more ads to be placed in a two month period. Prices are per insertion.

Contract Rates**

Full Page **Full Color Included**.....**\$700**
1 10"X20".....(6 col. X 20")

1/2 Page **Full Color Included**.....**\$500**
Horizontal 10"X9.917"...(6 col. X 9.917")
Vertical 4.917" X 20".....(3 col. X 20")

1/4 Page **Full Color Included**.....**\$300**
Horizontal 6.611"X7.375"...(4 col. X 7.375")
Vertical 4.917" X 9.917". (3 col. X 9.917")

1/8 Page **Full Color Included**.....**\$200**
Horizontal 4.917" X4.874"...(3 col. X 4.874")
Vertical 3.222" X 7.439"...(2 col. X 7.439")

Classified Rates

Lines ads 7 Lines (Approx. 22 words).....**\$20**

Extra Line.....**\$1.50**

Display.....per col./inch **\$10**

Color Rates (Additional Charge)

1 Color (● Yellow ● Magenta ● Cyan).....**\$100**

Full Color.....**\$200**

60,000 + Readership Every Week!



FEATURE PROMOTIONAL STORY

WITH FULL COLOR PHOTOS

Cover Page

FULL COLOR

\$750

The full-page feature spreads that we create for each of the following sections: **Lifestyle, Health and Business, Fashion, Style or Food**, are actually advertorials. These stories are written to suit the client's promotional message, and include 4 or 5 photographs that are shot on site by one of the *Sun Times* professional staff photographers.

A feature story in the *South Florida Sun Times* is an efficient, effective and economical way to hit the market running. We want to help you promote your business, service, or practice.

Call today for more information and to schedule your story.

SOUTH FLORIDA SUN TIMES
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HEALTH



Dr. Susan R. Fox, MD FRCR, FRCR, FRCR is board certified in vascular medicine, dermatology, internal medicine and has been a vein and laser expert for decades. She and her staff are experts in Laser treatments.

ON THE CUTTING EDGE

Dr. Susan Fox & Her Team Have The Premier Vein and Laser Treatment Facility In South Florida

Do you come home from work and need to put your legs up? Do you have heaviness, aching, swelling and pain in your legs? If those symptoms sound like what you have been living with, you need to contact Fox Vein and Laser Experts.

The Premier vein and laser treatment facility in South Florida, under the direction of Dr. Susan Fox and her team, have successfully treated tens of thousands of veins for decades and are now vein and laser experts.

If a patient has noticed more varicose veins or spider veins on the legs? Are they are darker than they used to be? Or bleeding veins or ulcers? These are all symptoms of various levels of venous disease.

At Fox Vein and Laser Experts, you will find out about tattoos, whether you want them removed or just want more room for more ink. What about those sun spots or how your hands look? Dr. Fox and her team can make your skin look younger and fresher. They also refine your scars after a tummy tuck or after getting a boob lift or breast implants.

If you have been living with spider veins or unwanted hair for any length of time, there is a laser for you. All of these are treated in the office with non-ablative lasers that have minimal discomfort. Anything painful can be numbed by a physician or nurse practitioner and treated under the comfort of anesthesia.

Fox Vein and Laser Experts have some of the newest and best lasers available for the treatment of varicose veins, skin rejuvenation, removal of unwanted hair, sun spots and more.

Dr. Fox Has The Experience
Dr. Fox has been on the cutting edge of vein care for decades and is a laser expert. She trained in Cleveland at the famous Cleveland Clinic in Vascular Medicine, and after working for Case Western Reserve University Hospitals in Cleveland, she moved to South Florida. She was one of the first physicians in Ohio to perform Endovenous laser Ablation, one of the first in South Florida, and the country, to offer ClariVein and now is one of the first to offer VenaSeal. She has been on the forefront of vein and laser care for decades.

What Symptoms Do People With Vein Problems Have?

skin will become hardened and scarred. In some instances, sores form and can lead to ulcerations or open wounds that take time to heal. People think of vein stripping when they think of vein treatments. They are not aware that most vein procedures are done in the office under local anesthesia and patients can go back to work and their normal activities immediately afterwards.

In the late 1990's and early 2000's, radio frequency and laser devices were FDA approved to treat venous insufficiency and have become the standard of care to treat venous insufficiency and vein problems for decades. After a patient is diagnosed with venous insufficiency, a laser or radio frequency device is placed into the vein using ultrasound guidance, local anesthetic is placed around the vein, the vein is heated and sealed shut. The blood is diverted down better and is more compliant in the veins. The patient is placed in a compression hose for a few weeks and told to walk as much as possible.

On The Cutting Edge With VenaSeal
VenaSeal is one of the newest FDA approved methods of closing off varicose veins and getting rid of venous insufficiency. It uses a crazy-glue like cyanoacrylate solution to close off damaged veins. The patient has to first have a venous ultrasound to diagnose venous insufficiency. First, the patient has to try conservative measures to treat the vein problem, with leg elevation, medical grade compression hose and anti-inflammatory medications. If these do not help, the symptoms, the patient can have EVLA, Radio Frequency Ablation of the vein, Foam Sclerotherapy, VenaSeal or another form of closure of the vein.

VenaSeal is a procedure performed under ultrasound guidance. A catheter or hollow tube is placed into the vein. Then, under ultrasound a crazy glue like solution is injected into the vein. This cyanoacrylate compound hardens and blocks the vein. The procedure is done with very little anesthetic, only a few sticks of a needle in a matter of minutes. No heat is used, so there is no damage to the tissue or the nerves.

The patient does not need to wear a compression hose afterwards. They can resume most normal activities even immediately afterwards. With one vein

to remove tattoos on the market today, it uses pulsations of laser light that are a fraction of a second and thereby shatter the ink or pigment that is unwanted. This allows the power of the laser to be much higher than other similar lasers and allows the tattoo to be removed faster and with less complications or discomfort.

The PicoWay laser can be used on any skin color and can remove any color of ink. As well, PicoWay by Picosecond is amazing at removing discolorations and skin irregularities like wrinkles and signs of aging. There is no down time as this is a non-ablative laser. The patient may look a little red for a few hours, but this gradually resolves and over the next few weeks the skin looks refreshed, collagen starts to rebuild, the pore size shrinks and the wrinkles gradually improve.

Unwanted Hair? Get It Removed
When it comes to removing hair, Dr. Fox has the best removal laser on the market - Candella Gentle Max Pro. It uses a cooling spray and has an Alex and Vag Laser, so that again all skin colors can be used making almost everyone hair free who wants to be. Removing hair depends on the skin color, hair color, hair texture and growth cycle of the hair. As well, hormonal elements may play a role in hair removal.

The lasers heat the hair follicle soaring it and decreasing the amount of hair that remains. Several treatments are needed and recommended. Discounts are offered on packages purchased. This laser can also be used to treat small spider veins and other discolorations.

Call today for an appointment at Fox Vein and Laser Experts and have no more ugly legs, no more unwanted hair or unwanted ink and diminish your wrinkles and skin irregularities.

**Fox Vein & Laser Experts
954-965-8922.**

PicoWay has won laser of the year. It is one of the newest and best lasers for skin rejuvenation, skin tightening, spot removal, collagen building and reducing the signs of aging with no pain or down time.



Before and 1 week after laser and PicoWay.



Distribution

The South Florida Sun Times has a weekly readership exceeding 60,000, targeting South Florida's active adult market.



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Serving

The Following Areas:

Aventura.....	33180
Bal Harbour.....	33154
Dania Beach.....	33004
Hollywood.....	33019
Hollywood.....	33020
Hollywood.....	33021
Hollywood.....	33023
Hallandale Beach.....	33009
North Dade.....	33179
North Dade.....	33162
Pembroke Pines.....	33024
Sunny Isles Beach.....	33160

The South Florida Sun Times is distributed weekly to:

- Single Family Homes
- Newspaper Boxes
- Condominiums
- Businesses

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