

DO YOU HAVE A BEST PRACTICE YOU'D LIKE TO SHARE WITH OUR READERS?

RESERVE YOUR SPOT NOW! LIMITED SPACE AVAILABLE

Indian River Media Group now publishes *Treasure Coast Business Magazine* on a quarterly cycle (winter, spring, summer and fall). The magazine is packed with features to help owners and operators make the best decisions about running their businesses. The magazine provides a terrific opportunity for business-to-business marketing on the Treasure Coast.

- Reaches more than 5,000, with approximately 4,000 direct-mailed to business operators and owners on the Treasure Coast, along with free distribution at Chamber, Economic Development and business offices throughout the Treasure Coast.
- Business-to-business content focuses on labor force and employment, manufacturing, retail sales, financial and legal services, research, agriculture, technical education, health care delivery, residential and commercial construction and residential and commercial real estate.
- All advertisers will have business name, category, website and phone number listed in magazine and on the Treasure Coast Business website, tcbusiness.com. Additionally, the listing will show up in the weekly Treasure Coast Business email distributed to thousands of businesses along the Treasure Coast.
- Multiple complimentary copies (*restrictions apply*) available to all advertisers.

TREASURE COAST
BUSINESS
MAGAZINE

Yes,

One issue

- Half page \$795
- Full page \$1,395
- Two page \$2,350

Four Issues (Winter, Spring, Summer and Fall 2026)

- Half page \$725 (per issue)
- Full page \$1,245 (per issue)
- Two page \$2,100 (per issue)

Signature: _____

Printed Name: _____ Date: _____

I agree to advertise in the quantity checked above and represent that my business will be responsible for payment. I understand that a 20 percent cancellation fee of the cost of the ad will apply if I do not advertise. I also understand that failure to pay for my advertisement within 30 days of billing could result in an 18 percent annual interest rate and payment of collection, court and attorney fees. Most recent relevant ad will be used when good faith efforts to contact advertiser are unsuccessful. To cover the added expense for credit card processing fees a 3% handling charge will be added to the final invoice when payment by credit card is chosen.



BEST PRACTICES/BUSINESS LAW

CHOOSE THE RIGHT STRUCTURE WHEN STARTING YOUR BUSINESS

Starting and running a business requires making many important decisions. The very first decision faced by many business owners is what kind of entity should be formed to operate their business. In Florida, there are a number of available options. While the decision can be daunting, the variety in flavor of business entities provides the opportunity to choose a type of entity suited to your particular needs. In determining which entity is right for you, there are many tax and non-tax factors to take into consideration.

TYPES OF ENTITIES

There are four primary classifications of business entities in Florida: (1) sole proprietorships, (2) partnerships, (3) limited liability companies (LLCs) and (4) corporations. The partnership category is further subdivided into four different types of partnerships: (i) general partnerships, (ii) limited partnerships, (iii) limited liability partnerships and (iv) limited liability limited partnerships. Additionally, if your business will provide a "professional service" to the public, which requires getting a license or other legal authorization (for example, a medical practice), then you may form a special type of LLC or corporation.

ULTIMATELY, THE TYPE OF BUSINESS ENTITY YOU CHOOSE IS A PART OF NOT JUST YOUR PRESENT BUSINESS PLAN, BUT ALSO POTENTIALLY YOUR ESTATE PLAN OR BUSINESS SUCCESSION PLAN. DIFFERENT BUSINESS ENTITIES CAN PROVIDE DIFFERENT STRATEGIES FOR PASSING INTERESTS TO THE NEXT OWNERS, BE THEY BUYERS OR YOUR HEIRS.

TAX FACTORS

For tax purposes, there are three primary classifications of business entities: (1) disregarded entities, (2) partnerships, and (3) corporations. While the classification of a state law partnership or corporation is self-evident, the classification of an LLC hinges on the number of members and the election of those members. A single-member LLC may be either a disregarded entity or elect to be treated as a corporation.

NON-TAX FACTORS

With the exception of general partnerships and sole proprietorships, each type of entity offers its owner some degree of protection from the liabilities of the entity. Additionally, some provide protection to the entity and liabilities of the owner. While an important consideration, considerations include structure desired, estate plans, and the risks associated with the nature of the entity.

Ultimately, the type of entity you choose is a part of not just your business plan, but also potentially your estate plan. Different business entities offer different strategies for passing ownership, be they buyers or heirs. Due to the many implications involved in choosing an entity, you should consult with an attorney to make sure you choose an entity that is suited to your needs.

Florida's BEST NEW MAGAZINE 2020

FLORIDA MAGAZINE ASSOCIATION

Advertiser Information

- My company or ad agency will design my ad. Please send me the specs and submission information for your magazine.
- I want Indian River Media to design my ad for free. Please contact me immediately to begin work on the ad.

Business: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

E-mail Invoice to: _____

Ad Directory category: _____

Website: _____

To cover the added expense for credit card processing fees a 3% handling charge will be added to the final invoice when payment by credit card is chosen.

To advertise call 772.466.3346 or email staff@indianrivermedia.com

Fill out form and fax to 866.505.2446 • Indian River Media Group - 308 Avenue A, Fort Pierce, FL 34950 • www.tcbusiness.com