

CLASSIFIED ADVERTISING RATES

Classified Rates

EFFECTIVE OCTOBER 1, 2007

The Gainesville Sun

2700 SW 13TH STREET, GAINESVILLE, FL 32608
 PHONE: (352) 372-4222 · FAX: (352) 338-3131 · 1-800-622-5237

Personnel

Gainesville Sun Publisher, **Jim Doughton**
 Gainesville Sun Ad Director, **Susan Pinder**
 Advertising Manager, **Mark Schol, (352) 374-5058**
 Online Manager, **Rose Sierra, (352) 337-0345**
 Call Center Manager, **Melody Day, (352) 867-4061**
 Credit, **1-866-470-7133**

Commission/Terms of Payment

- All local rates are non-commissionable.
- All local advertising rates are net and payable in advance, unless prior credit has been established.
- Payment is due upon receipt of invoice.
- A 1.5% charge per month (18% per year) will be added to any unpaid balance.
- Any collection fees incurred will be borne by the advertiser.

Policies

- Ocala-Gainesville Media reserves the right to edit, alter or omit any advertisement. All copy is subject to approval of the Publisher.
- Errors—should an error occur, the advertiser should notify Ocala-Gainesville Media within the first day that the error occurs. Ocala-Gainesville Media can promptly furnish advertiser a letter stating the nature of the error and give a correct copy. Ocala-Gainesville Media will not be liable for omitted advertising. No allowance will be made for errors that do not materially affect the value of the advertisement. Claims for adjustment of errors must be made no later than three (3) days after publication date upon which said error occurred. Adjustments made for first run date only.
- The advertiser and advertising agency assume liability, jointly and severally, for all content (including text representations and illustrations) of advertisements printed and also assume responsibility for any claims arising there from made against Ocala-Gainesville Media. The advertiser and the advertising agency agree, jointly and severally to indemnify and hold Ocala-Gainesville Media harmless from all costs, expenses (including reasonable attorney's fees), liabilities and damages resulting from publication of advertisement placed by the advertiser and the advertising agency. The advertiser is held ultimately responsible for final payment.
- Any discounts or refunds are only due if claimed by the advertiser. Such claims must be made within six (6) months of date discounts or refunds were incurred.
- Ocala-Gainesville Media does not assume any liability for loss or damage to any original printing material supplied.
- Advertising in the categories of local automotive, real estate, rentals, mobile homes and employment will be serviced and billed by the Classified Advertising Department regardless of where the advertising appears in the newspaper.
- Ocala-Gainesville Media guarantees that no advertiser enjoys any rate that is not offered to all advertisers under similar circumstances.
- Proofs—the minimum size ad for a proof is 20 inches. Proofs are provided to review and correct ad copy submitted by printed deadlines. Any additional or major changes with layout and/or copy will result in additional composition charges at the rate of \$45.00 per hour.
- Terms, conditions and rates of contracts are subject to revision by Ocala Gainesville Media upon thirty (30) days written notice to the advertiser, and upon said written notice and revision the advertiser may cancel this contract and be released from further performance of contract without penalty. Provided, if the advertiser does not notify Ocala-Gainesville Media within fifteen (15) days of the written notice of such revision, the same shall become part of the contract in the same manner as if it had been set forth when signed.

Classified Rates

- All rates are net and not eligible for volume discounts.
- All rates per line unless otherwise noted.

Classified Open Rates

Insertion	Daily	Sat. & Sun.
1 – 3 Insertions	\$5.37	\$6.57
4 – 6 Insertions	4.90	6.55
7 – 9 Insertions	4.71	5.62
10 – 13 Insertions	4.62	5.62
14 – 29 Insertions	4.48	5.30
30 Insertions	3.90	4.71

- These rates apply to consecutive insertions of same ad with no change of copy and are for open rate advertisers. Minimum charge 5 lines. Open rate classified display ads billed at 12 lines per inch.
- Internet charge of \$1.40 on all ads and \$3.40 for every Wednesday ad run.

Classified Contract Rates: 5 Line Daily Classified Agreement

- Requires a minimum of 5 lines in classified section every day for 3 calendar months. Contract will continue until cancelled. Rates are based on consecutive insertions of same ad with no change of copy. Each ad earns its own rate. Classified display ads are billed at 12 lines per inch.
- Internet charge of \$1.40 on all ads and \$3.40 for every Wednesday ad run.

Insertion	Daily	Sat. & Sun.
1 – 2 Insertions	\$3.20	\$4.83
3 – 6 Insertions	2.58	4.15
7+ Insertions	2.50	3.45

Classified Bulk Line Rates

- Requires a minimum of 37 lines per week for 3 calendar months
- Contract will continue until cancelled. Each ad earns its own rate.
- Internet charge of \$1.40 on all ads and \$3.40 for every Wednesday ad run.

Lines	Daily	Sat. & Sun.
37 Lines	\$3.54	\$4.02
60 Lines	3.42	3.92
90 Lines	3.34	3.85
180 Lines	3.24	3.73
360 Lines	3.14	3.64

Classified Directory Rate

- Flat rate of \$87.55 (\$19.00 each additional line). Internet charge of \$1.40 on all ads and \$3.40 for every Wednesday. No discount for early cancellation.

Other Rates/Charges

Color

Color	Standard Page	Tabloid Page
1 color + black	\$448.00	\$249.00
2 colors + black	693.00	365.00
3 colors + black	792.00	445.00

*Double Truck color charges on request

*Add \$100 for Holidays, Saturday and Sunday color rates

Non-profit Rate

- Minimum of 5 lines. Internet charge of \$1.40 for all ads and \$3.40 for every Wednesday ad is run. (All rates per line, per day.)

Daily	Sat. & Sun.
\$4.71	\$4.93

National Rate

- Minimum of 5 lines.
- Agency discount of 20%.
- \$11.64 per line daily.
- \$12.40 Non-discountable Internet charge.
- \$3.40 for every Wednesday ad run Non-discountable.

Ad Size	Cost
Internet Display Ad up to 54"	\$35.00
55" – 108"	75.00
109" – 215"	125.00

Out of Area

- Ad placed from counties other than Alachua, Bradford, Citrus, Clay, Columbia, Dixie, Lafayette, Lake, Levy, Marion, Putnam, Sumter, Suwannee, Taylor and Union.
- Minimum of 5 lines.
- \$7.81 per line daily.
- \$1.40 Non-discountable Internet charge.
- \$3.40 for every Wednesday ad run Non-discountable.

Ad Size	Cost
Internet Display Ad up to 54"	\$35.00
55" – 108"	75.00
109" – 215"	125.00

Private Party Rates

- Available on request.

Box Charges

- Box charges, \$30.00
- Replies mailed, \$40.00

Weekly Publications

- Gainesville Guardian—publishes Thursday.
- West Gainesville Voice—publishes Thursday.
- Deadline is 12 noon Monday prior

Closing Times/Deadlines

Day of Publication	Set Solid	Display
Sunday	3:30 P.M. Friday	12 NOON Wednesday
Sunday Employment	3:30 P.M. Friday	12 NOON Thursday
Monday	4:30 P.M. Friday	12 NOON Thursday
Tuesday	3:30 P.M. Monday	12 NOON Thursday
Wednesday	3:30 P.M. Tuesday	12 NOON Friday
Thursday	3:30 P.M. Wednesday	12 NOON Monday
Friday	3:30 P.M. Thursday	12 NOON Tuesday
Saturday	11:00 A.M. Friday	12 NOON Wednesday
Saturday Employment	11:00 A.M. Friday	12 NOON Wednesday

Mechanical Measurements

Page width: 10 column inches x 21 inches (11.58" x 21");
12 lines per column inch. Total lines per page is 2520. Total column inches is 210.

Classified Column Width

Columns	Decimal Conversion	Fraction
1	1"	1"
2	2.1875"	2-3/16"
3	3.375"	3-3/8"
4	4.5625"	4-9/16"
5	5.75"	5-3/4"
6	6.9375"	6-15/16"
7	8"	8"
8	9.25"	9-1/4"
9	10.4375"	10-7/16"
10	11.625"	11-5/8"

Circulation

Member ABC, NAA, SCAMA, FNAME, FNCA
ABC AUDIT—April 1, 2007

The Gainesville Sun

Mon-Fri	48,287
Saturday	47,755
Sunday	51,834