

Ocala  Gainesville Media

The Gainesville
Sun

NATIONAL ADVERTISING RATES



In Print



Online



In the Mail



NATIONAL ADVERTISING INVESTMENT GUIDE EFFECTIVE
JANUARY 1, 2010

Mailing/Shipping Address: 2700 SW 13th St., Gainesville, FL 32608
National Advertising: (352) 374-5012
Email: vonda.jackson@gvillesun.com
Retail Advertising: (352) 374-5012
Classified Advertising: (352) 372-4222
Fax: (352) 338-3125 or (352) 338-3131
Credit Department: (866) 470-7133

1. PERSONNEL

Publisher James Doughton
 Director of Advertising Susan Pinder
 Advertising Manager Lisa Wiggs
 National Advertising Coordinator Vonda Jackson

2. REPRESENTATIVES

FLORIDA PRESS SERVICE
 (NATIONAL NEWSPAPER PLACEMENT SERVICES)
 2636 Mitcham Drive, Tallahassee, FL 32308
 (850) 222-6401

3. COMMISSION & CASH DISCOUNTS

15% commission is available to recognized advertising agencies placing national rate advertising provided payment is received by the 15th of the month. All ads are cash with order unless credit is already established. Accounts with balance 30 days old or older are subject to 1 1/2% per month finance charge (18% APR).

4. NATIONAL ADVERTISING RATES

A. FULL RUN — R.O.P.

Inches/Year	Mon-Thurs	Fri-Sun/Holidays
Open	\$93.61	\$101.00
63	86.55	89.00
126	85.50	87.96
250	84.29	86.70
500	83.04	85.42
750	82.30	84.64
1200	80.36	82.64
1600	77.25	79.47
3200	65.74	67.63
6500	62.60	64.42
9000	60.54	62.27
12,500	53.41	54.92
18,000	49.01	50.40
25,000	43.33	44.59

Repeat Discounts

An advertiser who repeats a bulk contract display ad within six (6) days of original ad with no copy change and no size change will receive the following discounts from the applicable rate: 1st repeat is 25% OFF; 2nd, 3rd, 4th, 5th and 6th repeats are 50% OFF.

B. AUTO DEALER ASSOCIATION RATES PER INCH

DAILY: \$39.34 (Gross) WEEKEND: \$42.44 (Gross)

C. PREPRINTED INSERTS

Gainesville Sun Inserts: Full run inserts are eligible for a \$2.00 per thousand discount. Add \$4.00 per thousand for each additional 4 pages.

Rates Per Thousand

Tabloid Pages	Daily	Sun./Holidays
< 4 pgs.	\$51.00	\$53.00
up to 4 pgs.	62.00	64.00
up to 8 pgs.	70.00	71.00
up to 12 pgs.	79.00	80.00

Preprint Printing Guidelines

Tabloid Insert: Overall paper size should be no larger than 11 inches by 13 3/4 inches. Full page or standard size inserts must be no larger than 11 inches by 12 inches (folded). Minimum insert size: 5 3/4 x 7 inches. One page inserts are 151 square inches or less when laid flat and unfolded. Maximum page size for flexi inserts is 6 inches x 10 inches.

All preprints are inserted mechanically to insure effective coverage. To get optimum coverage, please observe the following specifications. Metal objects (such as keys, coins, etc.) and liquids attached to any page of preprinted sections are NOT machine insertable and will incur additional charges. Minimum size 4-page broadsheet, 8 page tabloid, 16 page quarter fold for even distribution. Inserts under 8 page tabloid or 4 page broadsheet cannot be guaranteed 100% coverage. However, to avoid misses and duplication, all inserts under the above sizes should be at least 8/1000 of an inch thick. We recommend the use of 7 point high bulk, 70# exact offset or heavier paper for single sheet inserts. Neat, well-secured packaging, as well as having ink dried before stacking, is essential to accurate distribution.

All printed inserts should have the supplement line on the front page of the supplement to read as follows: "Advertising Supplement To The Gainesville Sun." Gang listings of newspapers distributing the inserts are acceptable. Insert date on the preprint is preferred, but not required. Confirmation of insertion upon product inspection. Preprints that contain any type of U.S. Postal Permit Imprint or Indicia cannot be inserted, except for business reply mail.

Shipments are to be delivered F.O.B. to The Ocala Star Banner, c/o Receiving Manager, 2121 SW 19th Avenue Road, Ocala, Florida 34474. Warehouse receiving hours, 8:00 a.m. to 5:00 p.m., Monday through Friday. Receiving dock is not open on Saturday and Sunday.

All preprints due in the warehouse ten (10) days prior to run date.

D. POLYBAGS:

FULL RUN: \$56M ZONED: \$61M (Rates are net)

5. GROUP COMBINATION RATES

CENTRAL FLORIDA GOLDEN MARKET GROUP
 The Gainesville Sun • Ocala Star-Banner • The Ledger (Lakeland)

With a 7-day lead time, printing materials need only be sent to The Gainesville Sun, otherwise: Send group orders and printing material to individual newspapers. A single bill will be issued for all combination orders from The Gainesville Sun. Group rate applies only when same copy, same size appears in all of the group during the same calendar week.

GOLDEN MARKET FULL RUN R.O.P.

3 paper combination Rate Per Inch: \$254.51

6. SPECIAL DAYS/PAGES/FEATURES

Thursday: Best Food Day, Scene Magazine, House & Home; **Friday:** Wheels; Movies & More; **Saturday:** Gardening & Church pages; **Daily and Sunday:** Entertainment pages; **Sunday:** Travel & Real Estate pages; **Tuesday - Sunday:** Financial Pages.

7. COMICS

SPADEA/GATEFOLD/4PG. FLY SHEET

A standard broadsheet, full or half page, printed on both sides in full color wrapped around or attached to the Sunday color comics.

CALL FOR RATES.

Copy deadline for comics advertising products 35 days in advance of publication.

Production ready materials (disk or film), due 27 days in advance of publication. Call for sizes, mechanical specifications and requirements. Send Materials to Comics Service Manager, Treasure Chest Advertising, 3440 Browns Mill Road S.E., Atlanta, GA 30354.

8. COLOR RATES & DATA

1 Color & Black

\$578.00

2 or More Colors & Black

\$895.00

No color minimum. Two progressive proofs must accompany photo copy. Photo copy must contain at least 4 registration marks. Closing dates: Reservations and cancellations 5 days in advance; printing material 3 days in advance.

9. CONTRACT & COPY GUIDELINES

General Provisions

Publisher reserves the right to adjust rates any time during the life of any contract upon 30 days notice. Upon notice, the advertiser has the option to accept the rate adjustment or terminate the contract without penalty.

Advertiser agrees to indemnify Publisher for all expenses it may incur to enforce collection of any amount due under the agreement and Advertiser agrees to pay reasonable attorney's fees and court costs incurred in such collection.

R.O.P. Depth Requirements

Minimum size ad is 1 inch. Ad should be as many inches deep as columns wide, but exceptions will be considered. Ads over 19 inches deep will be billed 21 inches. Tabs over 10 inches deep will be billed 11.5 inches.

Bulk Contract Lineage Conversions

All advertising dollars spent with The Gainesville Sun (excluding classified) will apply toward the fulfillment of a signed bulk contract. The method used to determine applicable lineage value will be derived by dividing the rate of the bulk contract bracket previously committed to by the client into the dollars spent. This will provide The Gainesville Sun a lineage value basis to apply toward the client's bulk contract. Discounted rates count as discounted inches.

Copy Correctness and Error Allowance

The Gainesville Sun will not be liable for any error in advertisements to a greater extent than the cost of the space occupied by the error. In the event of a Publisher's error advertising goods at less than the specified price, the Publisher will furnish a letter to the advertiser to be posted, noting the error and stating the correct price.

Typographical accuracy shall be at the risk of the advertiser on copy received for publication after proof-copy deadline. Claims for adjustments of errors must be made no later than three (3) days after publication date upon which said error occurred. The publisher's schedule of copy and proof deadlines must be observed in order to assure publication. The Gainesville Sun is not responsible for, and does not assume any liability for, damage or loss of any material submitted.

Positioning

The Gainesville Sun endeavors to grant all position request except upon application for guaranteed position, which may require an additional charge of 25% of the cost of the advertisement. Guaranteed positions are limited (see your account executive for details).

Acceptable Advertising

For the mutual protection of its newspaper, its advertisers and its readers, The Gainesville Sun reserves the right to edit, reject or reclassify any advertisement deemed objectionable or offensive in subject matter, phraseology or illustration. We will not knowingly publish false, misleading, obscene or defamatory ads. Advertising set to resemble news matter must carry the word "advertisement" at the top of the ad in 10 pt. type, all caps. Standard Gainesville Sun editorial faces shall not be used in such advertisements. Cigarette advertising is prohibited.

Advertising Content

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 The Gainesville Sun. The advertiser and the advertising agency agree, jointly and severally, to indemnify and hold The Gainesville Sun harmless from all costs, expenses (including reasonable attorney's fees) liabilities and damages resulting from publication of any advertisement placed by the advertiser and the advertising agency. The advertiser and advertising agency grant to The Gainesville Sun the copyright in the advertisement.

Classified Advertising

Advertising in the category of help wanted, local automotive, real estate, business opportunities, rentals and mobile homes advertising will be serviced and billed by the Classified Advertising Department.

10. CLASSIFIED RATES

Daily: \$15.95

Minimum size 4 lines, 12 lines per col. inch 20% agency discount. \$4.00 non-discountable TMC charge on Wed.

Display Ad internet charges as follows: Add \$175 for internet charge which includes a 30 day posting on Monster.com.

11. LEGAL RATE

\$2.26 per line

12. ADVERTISING DEADLINES

DAY OF PUBLICATION	AD DEADLINE	PROOF BACK
MONDAY	3PM THURSDAY	3PM FRIDAY
TUESDAY	3PM FRIDAY	3PM MONDAY
WEDNESDAY	3PM FRIDAY	3PM TUESDAY
THURSDAY	3PM MONDAY	3PM WEDNESDAY
FRIDAY	3PM TUESDAY	3PM THURSDAY
SATURDAY	3PM WEDNESDAY	3PM FRIDAY
SUNDAY G.	3PM TUESDAY	1PM THURSDAY
SUNDAY HOMES	3PM WEDNESDAY	3PM THURSDAY
SUNDAY	3PM WEDNESDAY	3PM FRIDAY
GUARDIAN	3PM THURSDAY*	1PM TUESDAY
VOICE	3PM THURSDAY*	1PM TUESDAY
SCENE	3PM FRIDAY	1PM TUESDAY

13. MECHANICAL MEASUREMENTS

Printing process: offset, photo copy accepted up to full page size; copy of art work returned only if required.

Address printing material to:

The Gainesville Sun
2700 SW 13th St., Gainesville FL 32608

ROP Measurements

One column depth: 21" One Page: 126" Double Truck: 273"
A page is 6 columns by 21"

Tabloid Measurements

A full page is 5 columns by 9.75"

Column	Width
1	1.563"
2	3.25"
3	4.938"
4	6.625"
5	8.313"
6	10"
Double Truck	20.875"

14. MAGAZINES

Thursday "Scene" (Gainesville)

Entertainment tabloid; 5 col. x 9.75", closing deadline 3:00 pm Thursday; ROP rates apply.

Magazine Advertising

- **Gainesville Magazine**, "The Best of the University City." Published bimonthly, delivered to high demographic target areas

15. CIRCULATION

Established in 1876.

Daily: \$.75, Sunday: \$1.50

Member ABC, NAA, SCAMA, FNAME, FNCA

The Gainesville Sun

12 Month Audit: March 30, 2008

Monday-Friday: 44,278

Saturday: 43,876

Sunday: 48,833

RETAIL INVESTMENT GUIDE

Effective January 1, 2010

MAILING & SHIPPING ADDRESS:
2700 S.W. 13th Street
Gainesville, FL 32608
1-800-443-4245

RETAIL ADVERTISING
352-374-5012

RETAIL FAX
352-338-3125

CLASSIFIED FAX
352-338-3131

PREPRESS
352-338-3141

CREDIT DEPARTMENT
1-866-470-7133

CIRCULATION

ESTABLISHED 1876.
DAILY 75¢; SUNDAY \$1.50

MEMBER
ABC, NAA, SCAMA,
FNAME, FMA

12-MONTH AUDIT
MARCH 30, 2008

MONDAY - FRIDAY 44,278
SATURDAY 43,876
SUNDAY 48,833

PERSONNEL

PUBLISHER
JAMES DOUGHTON

DIRECTOR OF SALES AND MARKETING
SUSAN PINDER

ADVERTISING SALES MANAGER
LISA WIGGS

SALES & MARKETING MANAGER
ASHLEY BUTCHER

CLASSIFIED CALL CENTER MANAGER
MELODY DAY

ONLINE ADVERTISING TEAM LEADER
JAYSON JONES

	Demographics		Net Combined Audience		Gainesville Sun Readership				Gainesville.com	
	Total	%	Past 7 Day	Reach	Daily Readers	Reach	Sunday Readers	Reach	Past 30 Days Users	Reach
Total Adults	322,800	100%	215,100	67%	125,200	39%	147,500	46%	65,400	20%
Gender										
Male	163,400	51%	107,600	66%	62,600	38%	75,800	46%	30,200	18%
Female	159,400	49	107,500	67	62,600	39	71,800	45	35,200	22
Age										
18 - 24	61,000	19%	40,000	66%	17,700	29%	22,800	37%	12,600	21%
25 - 34	59,400	18	33,400	56	17,500	29	23,700	40	13,900	23
35 - 54	106,300	33	73,200	69	40,400	38	45,300	43	23,700	22
35 - 44	52,000	16	36,200	70	17,800	34	21,000	40	11,300	22
45 - 54	54,300	17	36,900	68	22,600	42	24,400	45	12,400	23
55 - 64	45,300	14	31,000	68	21,300	47	24,000	53	10,600	23
65 and older	50,900	16	37,400	73	28,300	56	31,700	62	4,700	9
Education										
Less than HS Graduate	37,300	12%	19,400	52%	10,700	29%	10,500	28%	4,700	13%
High School Graduate	64,000	20	41,300	65	18,700	29	28,200	44	6,100	10
Some College	94,200	29	56,100	60	32,000	34	37,100	39	14,200	15
College Graduate	127,300	39	98,300	77	63,800	50	71,600	56	40,300	32
Employment										
Employed Full-time	152,600	47%	108,200	71%	66,500	44%	76,600	50%	40,500	27%
Employed Part-time	39,200	12	25,100	64	13,600	35	16,200	41	6,400	16
Not Employed	131,100	41	81,700	62	45,000	34	54,700	42	18,400	14
Children Present in Home	111,900	35%	74,700	67%	42,600	38%	54,000	48%	26,200	23%
Own or Rent Residence										
Home owner	249,600	77%	174,200	70%	105,500	42%	127,500	51%	51,600	21%
Renter	66,100	20	38,500	58	19,200	29	18,200	28	13,800	21
Household Income										
Under \$35,000	121,500	38%	74,500	61%	42,800	35%	48,300	40%	15,400	13%
\$35,000 and over	201,300	62	140,500	70	82,400	41	99,200	49	50,000	25
\$50,000 or more	131,400	41	95,700	73	59,200	45	68,500	52	37,800	29
\$75,000 or more	72,400	22	54,600	75	33,900	47	37,300	52	22,500	31

How to Read Profiles: The total adult population is the composition of the market (Demographics) and all information in this column is read vertically. For example, there are 163,400 adults who are male and they represent 51% of the total market. For all media measurements, the percentages are read horizontally and this is referred to as demographic reach. Daily readers read The Gainesville Sun on an average weekday (read yesterday). Sunday readers read The Gainesville Sun last Sunday (average Sunday). The Net Combined Measurement is the Audit Bureau of Circulation Audience-FAX standard of reporting audience. This measurement is unduplicated reach of The Gainesville Sun and Gainesville.com. There are 215,100 adults who read a copy of The Gainesville Sun during the past seven days (Monday through Sunday) or have visited Gainesville.com. The Gainesville Sun is read by 147,500 adults on an average Sunday or The Gainesville Sun has 46% reach among adults in the market.

The Gainesville Sun has access to the most comprehensive portrait of demographics, shopping and media usage in the Greater Gainesville market. For more information, call 352. 374-5015 or e-mail advertising@gvillesun.com