

IN PRINT



ONLINE



IN THE MAIL



Display

ADVERTISING RATES

MEMBER

- ABC
- NAA
- SCAMA
- FNAME
- FNAN
- FPA
- FMA

A PART OF
The New York Times
Company



The Gainesville Sun



Florida Community Newspapers

Florida Community Newspapers capture the spirit of some of Florida's fastest growing communities...



Gainesville Guardian

Reach East Gainesville and African American consumers. Written especially for the residents of East Gainesville and the African American community, the Gainesville Guardian is a weekly newspaper that provides an independent voice for this culturally diverse market.

The Gainesville Voice

A Thursday publication reaches consumers in time to plan weekend shopping and trips, maximizing the opportunity to build store traffic. The compelling local content in this weekly product increases its shelf life and extends ad effectiveness. Must-read stories from neighbors increase the visibility and readership of your advertising message.

Ocala Star

A weekly product distributed to select non-subscribing households, the Ocala Star extends your reach into some of Ocala's best non-subscribing prospects. With community news, entertainment and classifieds, reach an additional 20,000 SELECT households in the heart of Marion County.

Trusted Local Media Brands...

IN PRINT - DAILY NEWSPAPERS



Every day, businesses and consumers rely on The Gainesville Sun to provide top quality news, entertainment and advertising solutions for the Greater Gainesville market. This commitment to quality is evidenced by the many awards garnered for journalistic excellence and community service

and by the broad readership enjoyed in the market - over 115,912 readers daily and 124,402 on Sunday. Local residents know they can trust The Gainesville Sun to provide the news and information they need. They also view the newspaper as a true partner in the community. Advertisers also see their relationship with The Gainesville Sun as a partnership. They know that their marketing investment represents true value.



For Greater Ocala residents, the Star-Banner is the number one source for local and regional news, entertainment and consumer information. Every day, the Star-Banner delivers an award-winning information package to over 126,400 readers - the greatest reach of any single medium.

Advertisers know that the Star-Banner is the most efficient way to reach area consumers. The Star-Banner also earns high marks for playing a positive role in the community. This civic spirit can be seen in the Star-Banner's numerous charitable and philanthropic activities. In short, the Star-Banner is central to the lives and livelihood of Greater Ocala residents.

GAINESVILLE MAGAZINE



Directed to the affluent residents and visitors in the local market, Gainesville Magazine is the first choice for consumers who want to get the most from this exciting market. Gainesville Magazine combines world-class design and photography with articles that explore the beauty and diversity of the region. Available through controlled circulation and select retail locations, Gainesville Magazine delivers to an upscale, discriminating audience in a cost-effective and efficient manner.

IN PRINT - WEEKLY NEWSPAPERS



Florida Community Newspapers gives area businesses an opportunity to target the culturally diverse market of East Gainesville

in the Gainesville Guardian, and to target the fast growing area of West Gainesville with The Gainesville Voice. The Voice reaches a market with an average household income of over \$58,000. The residents are well educated; half are college graduates. Delivered to prime readers through a combination of racks and carrier delivery, these newspapers provide high-quality local content that reflects the journalistic standards of The Gainesville Sun. From community and social news to entertainment and travel, weekly newspapers are exceptional methods to increase your reach.

ONLINE - LOCAL & NATIONAL SITES



Give your brand the credibility that only local online media can provide. Ocala/Gainesville Media offers an array of popular sites that will fit the marketing needs of any local or national advertiser. From community portals and local news to national sports sites, Ocala/

Gainesville Media provides the reach, frequency and targeting capabilities necessary for conducting an effective online ad campaign. Our network of websites is the number one choice for local news, entertainment and sports. That means that we can place your brand in front of a large audience of active consumers and key decision-makers every day.

IN THE MAIL



Target your best prospects with direct marketing solutions from North Florida

Direct . Whether your goals include acquiring new customers, retaining current customers or growing sales to your current customers base, North Florida Direct can develop a campaign for your business. Our services range from list development and creative services, to printing and mailing. Products include postcards, self-mailers, letters and newsprint tabloids. In addition, North Florida Direct is the only direct marketing company that can offer a combination of newspaper and direct mail marketing that virtually eliminates duplication in the Ocala/Gainesville market.

RETAIL RATES

BULK CONTRACT RATES

Maximize your penetration of the market with Full Run R.O.P. advertising. Daily rates are Monday-Thursday. Weekend rates are Friday-Sunday and Holidays.

Total Inches per year		Monday - Thursday	Weekend / Holiday
OPEN		\$72.88	\$75.85
100	<p>Repeat a Bulk Contract Display Advertisement within six (6) days of original ad with no copy or size changes for the following discounts:</p> <p>1st repeat is 25% OFF; 2nd, 3rd, 4th and 5th repeats are 50% OFF</p> <p>Rates are per column inch and include online marketplace.</p>	\$56.87	\$60.89
300		\$54.94	\$58.81
500		\$54.57	\$58.13
750		\$52.77	\$56.51
1000		\$52.26	\$55.98
1500		\$50.74	\$54.36
2000		\$50.59	\$54.15
2500		\$50.43	\$53.93
3000		\$49.91	\$53.39
3500		\$49.41	\$52.85
5000		\$48.93	\$52.31
7500		\$48.43	\$51.80
10000		\$47.78	\$51.10
15000		\$47.46	\$50.74
20000		\$46.71	\$49.93
25000		\$46.26	\$49.49

SPECIAL SECTION RATE

Rates per inch	Monday - Thursday	Weekend / Holiday
	\$38.25	\$40.53

Rates are per column inch and include online marketplace.

SMALL BUSINESS PROGRAMS

Consecutive week agreement with specified ad size and dimensions to run on either Monday, Tuesday, Wednesday, Thursday or Saturday excluding Scene. Minimum ad size is 4 column inches, maximum ad size is 40 column inches. Copy changes allowed weekly. No other discounts apply. Rates are per column inch and include online marketplace.

OPTION 1		Monday - Thursday	Saturday/ Holidays
52x		\$22.84	\$23.07
26x		\$24.63	\$24.90
13x		\$26.50	\$26.76

Same as option 1 except ad can publish every other week. Example: 13 times in 26 weeks, 26 times in 52 weeks. No other discounts apply. Rates are per column inch and include online marketplace.

OPTION 2		Monday - Thursday	Saturday / Holidays
26x		\$31.57	\$31.89
13x		\$32.77	\$33.12

Available on Mon., Tues., Wed. or Thurs.. 20 inch minimum size up to 40 inch maximum size ad. Consecutive week contract, copy changes allowed weekly. Contract required. Unfulfilled contracts back billed at open rate or earned annual contract rate. No other discounts apply. Rates are per column inch and include online marketplace.

OPTION 3		Monday - Thursday
52x		\$17.32
26x		\$19.59
13x		\$22.67

} Monday - Thursday

Consecutive week agreement available any day of the week. Copy changes allowed weekly. Minimum size 1 column inch, maximum size 40 column inches. Rates are per column inch and include online marketplace.

OPTION 4		Monday - Thursday	Fri-Sun / Holidays
52x		\$41.46	\$43.91
26x		\$43.03	\$45.59
13x		\$44.43	\$47.08

DAILY SPACE SPOT

Ad is required to run consecutive days. Ad copy and size must be the same 4 out of 7 days. Rates are per column inch and include online marketplace.

	Daily Rate
365 Day	\$14.36
90 Day	\$15.55
30 Day	\$22.25

SPECIAL CLASSIFICATIONS/RATES

POLITICAL RATES

For advertising which supports any candidate or issue, ad must state "Paid Political Advertisement" and must include the name of the person or organization placing the ad. Payment required in advance. This is the net rate and no discounts are allowed.

	Monday - Thursday	Fri-Sun / Holidays
Open Rate.....	\$29.65	\$30.82
<small>(All ads not on a frequency agreement, ads less than 31.5")</small>		
Quarter Page	\$28.77	\$29.82
<small>(Minimum 31.5" up to half page)</small>		
Half Page.....	\$21.07	\$21.91
<small>(Minimum 63" up to 122")</small>		
Full Page.....	\$17.56	\$18.26
<small>* all rates above are per column inch, per ad</small>		

FREQUENCY AGREEMENT

6x Frequency Agreement.....	\$23.86	\$24.80
<small>*Minimum 5 column inches per ad. All 6 ads must run within 6 wk period and be pre-paid.</small>		

NON-PROFIT AND CHURCH RATE

For churches and other religious organizations, charitable and public service organizations, with appropriate state or Federal I.D. numbers. Repeat discounts apply. Rates are per column inch and include online marketplace.

	Monday - Thursday	Fri-Sun / Holidays
Rate per inch	\$34.46	\$36.88

CHURCH DIRECTORY ADS, CHURCH SIGNATURE PAGE, STOCK PAGE TOP POSITION

(Contract Basis Only)

} Rates available upon request

HOLIDAYS

The following days are considered as Holidays and weekend circulation will be delivered. Weekend rates apply.

Labor Day, Thanksgiving Day, Christmas Day, Day After Christmas, New Year's Day, Memorial Day, Fourth of July

COLOR RATES

Up to 1 Page	1/Black	2/Black	3/Black	Holiday/ Sat & Sun +100
Standard.....	\$448	\$693	\$792	
Tabloid.....	\$249	\$365	\$445	
Double Truck of Companion Pages				
Standard.....	\$600	\$825	\$1050	
Tabloid.....	\$355	\$522	\$636	

COLOR COMICS

SUNDAY COMICS ADVERTISING

Full run, full color advertising available with the Sunday newspaper. Opportunities for small and major advertisers. Spadeas (wrapped around the folded edge); Gatefolds (attached to the open edge), and Press Fed Tabloids (inside of comics) available. Call for run date availability. 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 Benita Scott, Comics Service Manager, Treasure Chest Advertising, 3440 Browns Mill Road S.E., Atlanta, GA. 30354 1-800-877-8318.

SPADEA

Full page standard sheet, full color front and back, wrapped around the fold of the Sunday Comics. Full Sunday Distribution Per insertion.	12x	\$2535
	6x.....	\$2843
	Open.....	\$3188

2 PAGE FLY SHEET

Full page standard sheet, full color front & back, printed with the comics, folded on the inside of the comics. Full Sunday Distribution.	12x	\$2535
	6x.....	\$2843
	Open.....	\$3188

GATEFOLD

Full page standard sheet, full color front & back, printed with the comics, folded on the outside of the comics. Full Sunday Distribution.	12x	\$1670
	6x.....	\$1921
	Open.....	\$2211

SPECIAL PRODUCTS

TV WEEK

TV week is a tabloid-sized magazine distributed on Saturdays, distributed in the Gainesville Sun and The Ocala Star Banner Rates available upon request.

SCENE

Scene Magazine is a tabloid-sized entertainment magazine running Thursdays in The Gainesville Sun. Rates reflect annual frequency agreement. Rates are per column inch and include online marketplace.	52x	\$35.10
	26x	\$40.75
	13x	\$45.08

SCENE RESTAURANT LISTING

Scene Magazine is a tabloid-sized entertainment magazine running Thursdays in The Gainesville Sun. Rates below reflect annual frequency agreement. Rates are per column inch and include online marketplace.

	9 line ad (1")	Each Additional Line
52x	\$38.18	\$2.54
26x	\$41.69	\$2.89
13x	\$44.02	\$3.09
6x.....	\$47.81	\$3.42

KRAFT WRAPPERS

Heavyweight kraft paper. Color front, B/W back. 6x21 page, front & back, full run.

One color front, B/W back	\$3589
Two color front, B/W back	\$3704
Full color front, B/W back	\$3820

PRINTED POLY BAGS

Insertion Rate.....\$50 per thousand / \$55 per thousand - zoned
Printing / Production Rates Available Upon Request

POST IT NOTES

Advertising available as pre-printed post it notes on the front page of the newspaper. 25,000 minimum order.

Reservation: 28 days prior • Camera Ready: 21 days prior • "Rush" Orders Incur Additional Charges

POST IT NOTES CONT.



TAB-ON™

Single sided and available in two sizes and a variety of colors.

3 X 3 TAB-ON PRICES:

Quantity	25,000	37,500	50,000+
1 Spot Color.....	\$42	\$39	\$36
2 Spot Colors.....	\$43	\$40	\$37
3 Spot Colors.....	\$44	\$41	\$38
4 Spot Colors.....	\$45	\$42	\$39
Full Process Color.....	\$47	\$44	\$41

Rates are per thousand

White or yellow background does not count as a color.

All other background colors count as a color

Special shapes or metalized paper—add \$10 per thousand.



VERSA COUPONS™

Double sided. Great for contests, instant redemption coupons, mail in offers, and rebates.

Quantity	25,000	50,000+
2 colors / 1 color.....	\$99	\$59
3 colors / 1 color.....	\$102	\$61
4 spot color / 1 color.....	\$106	\$65

Rates are per thousand.

All background colors are charged as a color.



VERSA CARDS™

Double sided and more durable cards extend the life of your ad. No adhesive residue left on cards.

Great for temporary membership cards, punch cards, and reward programs.

Quantity	25,000	50,000+
2 colors / 1 color.....	\$79	\$67
3 colors / 1 color.....	\$120	\$72

Rates are per thousand.

All background colors are charged as a color.

Production Deadlines

Reservation: 28 days prior • Camera Ready: 21 days prior
"Rush Orders" will incur additional charges



PREPRINTED INSERTS

PREPRINT 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" or "advertising Supplement To The Star-Banner". 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 loading platform, C/O Receiving Manager, 2121 SW 19th Ave. Rd. Ocala, FL 34474 for insertion into the Gainesville Sun or Star-Banner. 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.

Inserts are not available on Monday or Tuesday.

Call for availability around holidays.

SINGLE SHEET FLYERS

Single sheet insert Print and Deliver program. Targeted preprints produced and delivered by the Newspaper.

MATTE STOCK

10,000-14,999

15,000-24,999

25,000+

8.5 x 11

One color both sides

\$54.07

\$45.00

\$38.78

Full color both sides

\$66.85

\$52.17

\$45.20

Rates are per thousand.

8.5 X 5.5 (HALF SHEET) 10,000-14,999

15,000-24,999

25,000+

One color both sides

\$47.83

\$37.24

\$30.07

Full color both sides

\$59.95

\$45.59

\$35.64

Rates are per thousand. Add \$5.00 per thousand to above prices for bright hues.

SINGLE SHEET FLYER RATES

Minimum quantity for inserts is 10,000.

GLOSSY STOCK

10,000-14,999

15,000-24,999

25,000+

8.5 x 11

\$67.38*

\$52.17*

\$46.67*

11 x 17 folded

\$105.00*

\$90.67*

\$83.56*

*Includes full color on both sides, rates are per thousand.

FULL RUN Frequency/CPM

Tab Pages		2	4	8	12	16	20	24	28	32	36	40	44	48	52	56	60
1-3x	Wed. thru Thurs.	35	48	54	61	65	69	71	73	75	77	79	81	83	85	87	89
	Fri.-Sun./Holiday	37	50	56	64	68	72	74	76	78	80	82	84	86	88	90	92
4-12x	Wed. thru Thurs.	30	43	49	56	60	64	66	68	70	72	74	76	78	80	82	84
	Fri.-Sun./Holiday	32	45	51	59	63	67	69	71	73	75	77	79	81	83	85	87
13-24x	Wed. thru Thurs.	29	42	48	55	59	63	65	67	69	71	73	75	77	79	81	83
	Fri.-Sun./Holiday	31	44	50	58	62	66	68	70	72	74	76	78	80	82	84	86
25-36x	Wed. thru Thurs.	28	41	47	54	58	62	64	66	68	70	72	74	76	78	80	82
	Fri.-Sun./Holiday	30	43	49	57	61	65	67	69	71	73	75	77	79	81	83	85
37-48x	Wed. thru Thurs.	27	40	46	53	57	61	63	65	67	69	71	73	75	77	79	81
	Fri.-Sun./Holiday	29	42	48	56	60	64	66	68	70	72	74	76	78	80	82	84
49-60x	Wed. thru Thurs.	26	39	45	52	56	60	62	64	66	68	70	72	74	76	78	80
	Fri.-Sun./Holiday	28	41	47	55	59	63	65	67	69	71	73	75	77	79	81	83
61-72x	Wed. thru Thurs.	25	38	44	51	55	59	61	63	65	67	69	71	73	75	77	79
	Fri.-Sun./Holiday	27	40	46	54	58	62	64	66	68	70	72	74	76	78	80	82
73-84x	Wed. thru Thurs.	24	37	43	50	54	58	60	62	64	66	68	70	72	74	76	78
	Fri.-Sun./Holiday	26	39	45	53	57	61	63	65	67	69	71	73	75	77	79	81
85-96x	Wed. thru Thurs.	23	36	42	49	53	57	59	61	63	65	67	69	71	73	75	77
	Fri.-Sun./Holiday	25	38	44	52	56	60	62	64	66	68	70	72	74	76	78	80
97-108x	Wed. thru Thurs.	22	35	41	48	52	56	58	60	62	64	66	68	70	72	74	76
	Fri.-Sun./Holiday	24	37	43	51	55	59	61	63	65	67	69	71	73	75	77	79

PART RUN (15,001-34,999) Frequency/CPM

Tab Pages		2	4	8	12	16	20	24	28	32	36	40	44	48	52	56	60
1-3x	Wed. thru Thurs.	38	51	57	64	68	72	74	76	78	80	82	83	85	87	89	91
	Fri.-Sun./Holiday	41.5	55.5	62	71	75.5	80	82	84	86.5	88.5	91	93	95	97	99	101
4-12x	Wed. thru Thurs.	33	46	52	59	63	67	69	71	73	75	77	78	80	82	84	86
	Fri.-Sun./Holiday	36.5	50.5	57	66	70.5	75	77	79	81.5	83.5	86	88	90	92	94	96
13-24x	Wed. thru Thurs.	32	45	51	58	62	66	68	70	72	74	76	78	80	82	84	86
	Fri.-Sun./Holiday	35.5	49.5	56	65	69.5	74	76	78	80.5	82.5	85	87	89	91	93	95
25-36x	Wed. thru Thurs.	31	44	50	57	61	65	67	69	71	73	75	77	79	81	83	85
	Fri.-Sun./Holiday	34.5	48.5	55	64	68.5	73	75	77	79.5	81.5	84	86	88	90	92	94
37-48x	Wed. thru Thurs.	30	43	49	56	60	64	66	68	70	72	74	76	78	80	82	84
	Fri.-Sun./Holiday	33.5	47.5	54	63	67.5	72	74	76	78.5	80.5	83	85	87	89	91	93
49-60x	Wed. thru Thurs.	29	42	48	55	59	63	65	67	69	71	73	75	77	79	81	83
	Fri.-Sun./Holiday	32.5	46.5	53	62	66.5	71	73	75	77.5	79.5	82	84	86	88	90	92
61-72x	Wed. thru Thurs.	28	41	47	54	58	62	64	66	68	70	72	74	76	78	80	82
	Fri.-Sun./Holiday	31.5	45.5	52	61	65.5	70	72	74	76.5	78.5	81	83	85	87	89	91
73-84x	Wed. thru Thurs.	27	40	46	53	57	61	63	65	67	69	71	73	75	77	79	81
	Fri.-Sun./Holiday	30.5	44.5	51	60	64.5	69	71	73	75.5	77.5	80	82	84	86	88	90
85-96x	Wed. thru Thurs.	26	39	45	52	56	60	62	64	66	68	70	72	74	76	78	80
	Fri.-Sun./Holiday	29.5	43.5	50	59	63.5	68	70	72	74.5	76.5	79	81	83	85	87	89
97-108x	Wed. thru Thurs.	25	38	44	51	55	59	61	63	65	67	69	71	73	75	77	79
	Fri.-Sun./Holiday	28.5	42.5	49	58	62.5	67	69	71	73.5	75.5	78	80	82	84	86	88

MICRO RUN (15,000 and below) Frequency/CPM

Tab Pages		2	4	8	12	16	20	24	28	32	36	40	44	48	52	56	60
1-3x	Wed. thru Thurs.	38.5	51.5	57.5	64.5	68.5	72.5	74.5	76.5	78.5	80.5	82.5	83	85	87	89	91
	Fri.-Sun./Holiday	42	56	62.5	71.5	76	80.5	82.5	84.5	87	89	91.5	93.5	95.5	97.5	99.5	101.5
4-12x	Wed. thru Thurs.	33.5	46.5	52.5	59.5	63.5	67.5	69.5	71.5	73.5	75.5	77.5	78	80	82	84	86
	Fri.-Sun./Holiday	37	51.5	57.5	66.5	71	75.5	77.5	79.5	82	84	86.5	88.5	90.5	92.5	94.5	96.5
13-24x	Wed. thru Thurs.	32.5	45.5	51.5	58.5	62.5	66.5	68.5	70.5	72.5	74.5	76.5	78.5	80.5	82.5	84.5	86.5
	Fri.-Sun./Holiday	36	50	56.5	65.5	70	74.5	76.5	78.5	81	83	85.5	87.5	89.5	91.5	93.5	95.5
25-36x	Wed. thru Thurs.	31.5	44.5	50.5	57.5	62.5	66.5	68.5	70.5	72.5	74.5	76.5	77.5	79.5	81.5	83.5	85.5
	Fri.-Sun./Holiday	35	49	55.5	64.5	69	73.5	75.5	77.5	80	82	84.5	86.5	88.5	90.5	92.5	94.5
37-48x	Wed. thru Thurs.	30.5	43.5	49.5	56.5	60.5	64.5	66.5	68.5	70.5	72.5	74.5	76.5	78.5	80.5	82.5	84.5
	Fri.-Sun./Holiday	34	48	54.5	63.5	68	72.5	74.5	76.5	79	81	83.5	85.5	87.5	89.5	91.5	93.5
49-60x	Wed. thru Thurs.	29.5	42.5	48.5	55.5	59.5	63.5	65.5	67.5	69.5	71.5	73.5	75.5	77.5	79.5	81.5	83.5
	Fri.-Sun./Holiday	33	47	53.5	62.5	67	71.5	73.5	75.5	78	80	82.5	84.5	86.5	88.5	90.5	92.5
61-72x	Wed. thru Thurs.	28.5	41.5	47.5	54.5	58.5	62.5	64.5	66.5	68.5	70.5	72.5	74.5	76.5	78.5	80.5	82.5
	Fri.-Sun./Holiday	32	46	52.5	61.5	66	70.5	72.5	74.5	77	79	81.5	83.5	85.5	87.5	89.5	91.5
73-84x	Wed. thru Thurs.	27.5	40.5	46.5	53.5	57.5	61.5	63.5	65.5	67.5	69.5	71.5	73.5	75.5	77.5	79.5	81.5
	Fri.-Sun./Holiday	31	45	51.5	60.5	65	69.5	71.5	73.5	76	78	80.5	82.5	84.5	86.5	88.5	90.5
85-96x	Wed. thru Thurs.	26.5	39.5	45.5	52.5	56.5	60.5	62.5	64.5	66.5	68.5	70.5	72.5	74.5	76.5	78.5	80.5
	Fri.-Sun./Holiday	30	44	50.5	59.5	64	68.5	70.5	72.5	75	77	79.5	81.5	83.5	85.5	87.5	89.5
97-108x	Wed. thru Thurs.	25.5	38.5	44.5	51.5	55.5	59.5	61.5	63.5	65.5	67.5	69.5	71.5	73.5	75.5	77.5	79.5
	Fri.-Sun./Holiday	29	43	49.5	58.5	63	67.5	69.5	71.5	74	76	78.5	80.5	82.5	84.5	86.5	88.

CONTRACT & COPY GUIDELINES

GENERAL PROVISIONS

- The Star-Banner/Gainesville Sun reserves the right to edit, alter or omit any advertisement. All copy subject to approval of the Publisher.
- POSITION REQUESTS will be accommodated whenever possible. Limited guaranteed positions are available for an upcharge of 25% of advertiser's rate. Should position request not be granted advertiser will be billed for ad space only. 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.

HOW WE BILL YOU

Retail rates are not commissionable. All ads are cash with order unless monthly billing is already established. Accounts with balances 30 days old or older are subject to a 1-1/2% per month finance charge (18% APR). 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 6 months of date discounts or refunds were incurred. 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 as 21 inches. Tabs over 10 inches deep will be billed as 11-1/2 inches.

BULK CONTRACT LINAGE CONVERSIONS

All dollars spent with the Retail Advertising Department 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 upon the above-mentioned items. This will provide the Newspaper a lineage value basis to apply toward the client's bulk contract. Discounted rates count as discounted inches.

- Non-fulfillment of any advertising contract will result in all ads run at contract rate being adjusted to the actual level of contract fulfillment or open rate.
- Only bulk contract inches will accrue toward rate rebates. Discounted rates count as discounted inches. Account must remain current to earn rebate.

COPY CORRECTIONS/ERROR ALLOWANCE

The Newspaper 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. Nor will it be liable for omitted advertising. No allowance will be made for errors that do not materially affect the value of the advertisement. Typographical accuracy shall be at the risk of the advertiser on copy received for publication after proof-copy deadline. Claims for adjustment 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 Newspaper is not responsible for and does not assume any liability for damage or loss of any material submitted. Proof corrections will be for typographical corrections only. Excessive proof corrections including alteration of original layout will be subject to composition charges, and Publisher will assume no liability or responsibility whatsoever for error(s) in this case.

ACCEPTABLE ADVERTISING

For the mutual protection of its newspaper, its advertisers, and its readers. The Newspaper 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 advertisement in 10 pt. type, all caps. Standard Star-Banner/Gainesville Sun editorial faces shall not be used in such advertisements.

CONTRACT & COPY GUIDELINES CONT.

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



DEADLINES

DAY OF PUBLICATION	DEADLINE
MONDAY	3PM WEDNESDAY
TUESDAY	3PM THURSDAY
WEDNESDAY	3PM FRIDAY
THURSDAY	3PM MONDAY
THURSDAY LIFESTYLE	3PM FRIDAY
FRIDAY	3PM TUESDAY
SATURDAY & SUNDAY	3PM WEDNESDAY
TV WEEK	3PM THURS. (1 WK. PRIOR)
WORKLIFE/@WORK	3PM WEDNESDAY
SCENE/GO ENT. SEC.	3PM FRIDAY
SUNDAY LIFESTYLE	3PM TUESDAY

MECHANICAL MEASUREMENTS—NEWSPAPER

Broadsheet (ROP) & Classifieds

Page size is 6 columns wide x 21 inches tall.
Full Page ad is 126" in total, Double Truck is 273" in total.
Offset reproduction. 85 line screen preferred.
Broadsheet ads are applicable to The Gainesville Sun and Gainesville Guardian only.

COLUMNS	AD SIZE WIDTH IN INCHES
1	1.563"
2	3.25"
3	4.94"
4	6.625"
5	8.313"
6	10"
Double Truck	21"
Page Depth	21"

Tabloid

Page size is 6 columns wide x 9.75 inches tall.
Offset reproduction. 85 line screen preferred.
Tabloid ads are applicable to The Voice and Scene only

COLUMNS	AD SIZE WIDTH IN INCHES
1	1.563"
2	3.25"
3	4.94"
4	6.625"
5	8.313"
6	10"
Double Truck	21"
Page Depth	9.75"

ELECTRONIC REQUIREMENTS

- Offset Web Press-Process Color
- All ads submitted electronically must be accompanied by a hard copy proof.
- If possible, send files in RIP-ready Postscript or PDF format with all fonts embedded/outlined and color converted to CMYK.
- Call Sales Rep for deadline information.
- Complete pre-press service available.
- Current programs used:

- Quark 4.0 (Ocala) Quark 5.0 (Gainesville)
- PageMaker 6.5 (Ocala) Pagemaker not available in Gainesville
- Acrobat Distiller 4.0 (Ocala) Acrobat 7.0 (Gainesville)
- Acrobat Exchange 4.0
- Photoshop CS2
- Illustrator CS2—outline fonts before sending PDF files
- InDesign CS2—outline fonts before sending PDF files

- Include support files:
 - Fonts (printer, also known as postscript, screen & bitmap)
 - True Type fonts do not work in our system
 - Create outlines when possible
 - Graphics saved Grayscale/Bitmap/CMYK
- Mac platform. Please send document in Mac format. We cannot load PC fonts and will have to substitute or scan from your printout.
- Disc formats accepted:
DVD
CD
- Other methods of delivery available (require notification upon sending):
AP AdSend
Retrieval from other ad drop web sites
AdDirect/Fastchannel, AdTransit, WAMNET)
Retrieval from FTP servers
Gainesville Sun FTP site
Free access provided for sending PDF's
Requires 1 week to setup password protected account.
- Other info:
 - Documents will be printed as submitted.
 - Please send your document as a final version ready to print.
 - Line screen 85 black & white/100 color
 - 1016 resolution
 - Black & white line art at least 400 dpi
 - Color/Grayscale at least 200 dpi
 - 240% Ink Density
 - UCR
 - 30% Dot Gain
- Convert all Duotones, RGB, Pantone and custom colors to CMYK or Grayscale
- Set trapping prior to submitting document. If not set, program's default (if any) will be used. You can call us to discuss trapping amount while document is in progress. We do not alter trapping once job is submitted.
- Objects to Overprint or Knockout must be selected and turned on by customer prior to submitting document. This includes graphics created in other programs (e.g., Illustrator) and placed in the document as well as objects/text created in the document.
- Camera Ready is defined as ready to go on the page. Please note electronic ads on disk are NOT camera ready. Ads that require changes or additions ARE NOT considered camera ready.

Please contact Ad Design for Distiller settings #352-337-0365 or 352-338-3190. (Gainesville) or 352-867-4097 (Ocala)

ONLINE ADVERTISING

Promote your business on Gainesville.com. This community portal networks offer news, information and classifieds to registered users on Gainesville.com. Extensive local news and information paired with user friendly functions and very efficient search capabilities generates active, loyal users and increases traffic to both sites yearly. A recent redesign of Gainesville.com allows for more ad options and provides businesses with proactive tools for driving targeted traffic to their websites.

Gatorsports.com, The Gainesville Sun's award winning website covering the University of Florida athletics yearround, gives you the opportunity to advertise with the best source for Gator sports coverage. This high traffic site receives around 200,000 monthly unique users and records over 7 million page views per month with these numbers increasing every year.

Advertising opportunities exist on many high traffic, high target content websites including:

- NEWS
- GATORSPORTS
- JOBS
- CARS
- HOMES
- RENTALS
- CLASSIFIEDS
- YP / BUSINESS DIRECTORY
- GAINESVILLEMOMS.COM
- YAHOO.COM

Email jayson.jones@gvillesun.com or contact us at 352-374-5079.



MAGAZINE ADVERTISING

Promote your business in this glossy magazine, delivered to high demographic targets.

Gainesville Magazine

"The Best of The University City" Published Bi-Monthly.

DATABASE MARKETING

The cost-effective way to target potential customers, retain current customers and increase customer loyalty. In a technique of gathering all the information available about your customer, the result is enhanced sales with limited marketing expenses and better return on your marketing investment.

- FOLDED SELF MAILERS
- ENVELOPE PACKAGES
- POST CARDS
- FLATS
- VARIABLE PRINT AND MORE!

2007



RETAIL INVESTMENT GUIDE

Effective October 1, 2007

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 50¢; SUNDAY \$1.00

MEMBER
ABC, NAA, SCAMA,
FNAME, FNAN, FMA

12-MONTH AUDIT
APRIL 1, 2007

MONDAY - FRIDAY 48,297
SATURDAY 47,755
SUNDAY 51,834

PERSONNEL

PUBLISHER
JAMES DOUGHTON

ADVERTISING DIRECTOR
SUSAN PINDER

ADVERTISING MANAGER
MARK SCHOL

ADVERTISING MANAGER
BETH BRITT

CLASSIFIED CALL CENTER MANAGER
MELODY DAY

Ocala/Gainesville Media is a one-stop media solution for advertisers who want to reach consumers in North Central Florida. Ocala/Gainesville Media leverages the region's most trusted media brands - The Gainesville Sun and Ocala's Star-Banner to offer unmatched media efficiency, market coverage and consumer credibility. Each newspaper is the dominant medium in their markets. They are also the most-relied-on source for advertising information and are considered to be the #1 source for local news and information by consumers.

Ocala/Gainesville Media offers:

- Broad Coverage - reach more than half of all households in the primary markets.
- Impressive Readership - 115,912 adults daily and 124,402 on Sundays.
- Quality Demographics - Nearly 73% of readers are homeowners.
Incomes are substantial - 81% of readers have household incomes over \$50,000.

Ocala/Gainesville Media products offer opportunities for targeting specific audience groups through print and electronic media. Gainesville Magazine is uniquely suited to provide the environment and audience that your advertising message needs.

Online, both newspapers offer popular general interest news sites with numerous ad configurations and serving options. Verticals include automotive, real estate and recruitment. Portal sites like Ocala.com and Gainesville.com offer a true Gateway to the Heart of Florida. Gatorsports.com for the University of Florida sports fan offers a unique advertising opportunity to reach the Gator Nation.

For true community appeal, Florida Community Newspapers offer tremendous reach through the Gainesville Guardian and The Gainesville Voice.

Ocala/Gainesville Media is also well positioned to meet your database marketing, direct marketing and CRM needs. Products include targeted publications and traditional direct mail. Custom publishing and fulfillment are also available.

Ocala Gainesville Media

