

IN PRINT

ONLINE

IN THE MAIL



# Display

## ADVERTISING RATES 2010

MEMBER

ABC

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FRAME

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RAA

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.

### Local and National Website Networks

Florida community online networks direct registered users and targeted traffic to the information and businesses that define our community...



### Gainesville.com

Gainesville.com is the community portal website serving North Central Florida residents, visitors and relocators. More than 101,000 registered users frequent the site for comprehensive, breaking local news from The Gainesville Sun's news sources, entertainment, calendar of events, sports schedules and a thriving local marketplace for goods and services as well as local classified ads.

### Gatorsports.com

Gatorsports.com is The Gainesville Sun's award-winning website covering the University of Florida athletics year-round. It targets Gator fans and alumni in Gainesville and throughout the Gator Nation. It's unique ability to capture Gator news when it happens and where it happens provides fans with the best Gator coverage anywhere, anytime.

## 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 125,200 readers daily and 147,500 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.

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### 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. Promote your business in Gainesville Magazine, delivered to high demographic targets.

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

### 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.

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

### ONLINE - LOCAL & NATIONAL SITES



Give your brand the credibility that only local online media can provide. Now offering 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, We can provide 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.

Give your brand the credibility that only local online media can provide. Now offering 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, We can provide the reach, frequency and targeting capabilities necessary for conducting an effective

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

- NEWS
- GATORSPORTS
- JOBS
- CARS
- HOMES
- RENTALS
- CLASSIFIEDS
- GAINESVILLEMOMS.COM
- YAHOO!.COM

Email [jayson.jones@gvillesun.com](mailto:jayson.jones@gvillesun.com) or contact us at 352-374-5079.

## CONTRACT & COPY GUIDELINES

### GENERAL PROVISIONS

- The 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.

### SPENDING BASED CONTRACTS

All dollars spent with the Retail Advertising Department will apply toward the fulfillment of a signed spending based contract.

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.

### 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 Gainesville Sun editorial faces shall not be used in such advertisements.

### 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.

## ELECTRONIC REQUIREMENTS

- Offset Web Press - CMYK Process Color
- Hard copy proof required with all ads submitted electronically.
- Send files in RIP-ready Postscript or PDF format with all fonts embedded/outlined and color converted to CMYK.
- Complete pre-press service available.
- Mac platform. Current programs used:
  - Quark 5.0
  - Acrobat 8 Professional
  - Photoshop CS3
  - Illustrator CS3—outline fonts before sending PDF files
  - InDesign CS3—outline fonts before sending PDF files
- Include support files and fonts (printer, aka postscript, screen & bitmap) - No True Type fonts.
- Disc formats accepted: DVD, CD
- Other methods of delivery available (require notification upon sending): AP AdSend, AdDirect/Fastchannel, AdTransit, WAMNET Retrieval from FTP servers Gainesville Sun FTP site - Free access provided for sending PDF's (Requires 72 hours 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 300 dpi
  - 240% Ink Density
  - UCR
  - 30% Dot Gain
- Convert all Duotones, RGB, Pantone and custom colors to CMYK/Grayscale
- Set trapping prior to submitting document. If not set, program's default (if any) will be used. 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.

Please contact Ad Design for pdf settings or other pre-press requirements at 352-337-0365 or 352-338-3190.

## 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.  
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            | 4.938"                  |
| 4            | 6.625"                  |
| 5            | 8.313"                  |
| 6            | 10"                     |
| Double Truck | 21"                     |
| Page Depth   | 21"                     |

### Tabloid

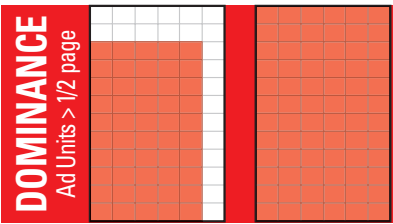
Page size is 6 columns wide x 9.75 inches tall.  
Tabloid ads are applicable to The Voice and Scene and specified special sections only.

| COLUMNS      | AD SIZE WIDTH IN INCHES |
|--------------|-------------------------|
| 1            | 1.563"                  |
| 2            | 3.25"                   |
| 3            | 4.938"                  |
| 4            | 6.625"                  |
| 5            | 8.313"                  |
| 6            | 10"                     |
| Double Truck | 20.875"                 |
| Page Depth   | 9.75"                   |

# MODULAR ADVERTISING RATES

**MORE IMPACT** **EASIER TO PLAN AND BUY YOUR ADS** **UNIVERSAL SIZING**

**A**  
SELECT  
YOUR  
SIZE

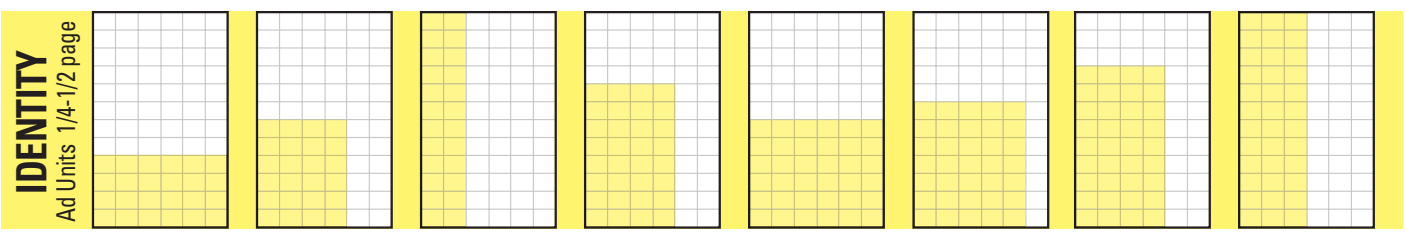


|           |   |  |
|-----------|---|--|
|           | <b>2/3 PAGE TALL</b>                        | <b>FULL PAGE</b>                         |
|           | 5 x 10 mods<br>5 x 17.5 ci<br>69.4% of page | 6 x 12 mods<br>6 x 21 ci<br>100% of page |
| Mon.-Wed. | \$6,125.00                                  | \$7,056.00                               |
| Thu.-Sun. | \$6,737.50                                  | \$7,761.60                               |

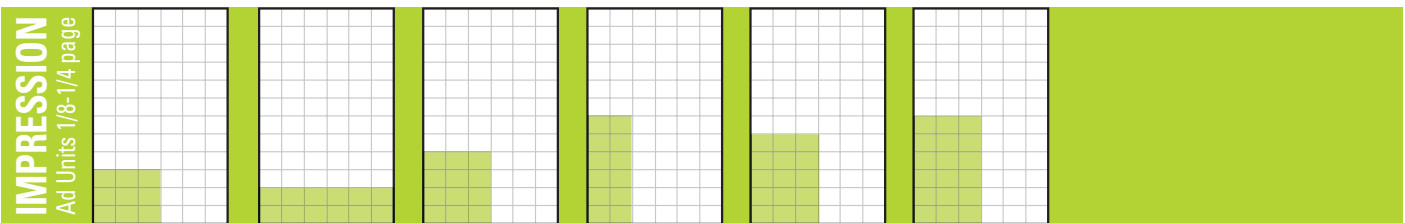
These units are used for all **Standard Newspaper Sections** (6 columns x 21" deep\*). Includes Main News, Local, Sports, and more.

COLUMN MEASUREMENTS:  
 6 col. = 10"      3 col. = 4.938"  
 5 col. = 8.313"      2 col. = 3.25"  
 4 col. = 6.625"      1 col. = 1.563"      ci = column inches

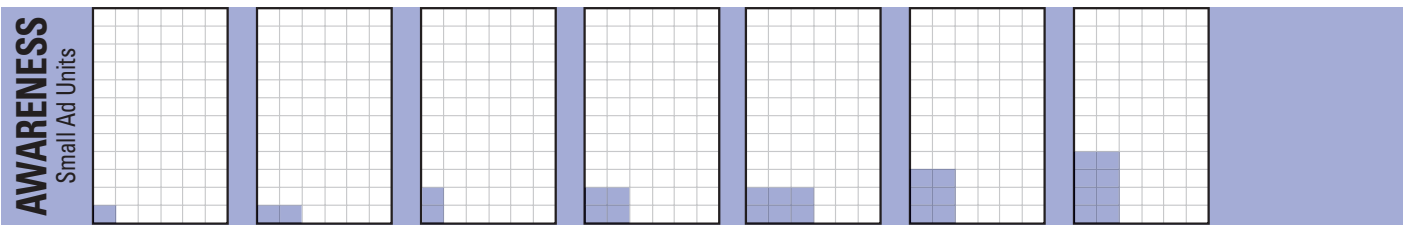
Actual ad price is calculated by taking the base rate price from section A and discounting it by the percentages in sections B & C.



|           |   |  |   |  |  |   |   |   |
|-----------|---|--|---|--|--|---|---|---|
|           | <b>1/3 HORIZONTAL</b>                   | <b>1/3 PAGE</b>                            | <b>1/3 VERTICAL</b>                       | <b>4/9 TALL</b>                        | <b>1/2 HORIZONTAL</b>                    | <b>1/2 SHORT</b>                            | <b>1/2 TALL</b>                           | <b>1/2 VERTICAL</b>                     |
|           | 6 x 4 mods<br>6 x 7 ci<br>33.3% of page | 4 x 6 mods<br>4 x 10.5 ci<br>33.3% of page | 2 x 12 mods<br>2 x 21 ci<br>33.3% of page | 4 x 8 mods<br>4 x 14 ci<br>44% of page | 6 x 6 mods<br>6 x 10.5 ci<br>50% of page | 5 x 7 mods<br>5 x 12.25 ci<br>48.6% of page | 4 x 9 mods<br>4 x 15.75 ci<br>50% of page | 3 x 12 mods<br>3 x 21 ci<br>50% of page |
| Mon.-Wed. | \$2,828.28                              | \$2,828.28                                 | \$2,828.28                                | \$3,708.32                             | \$4,127.76                               | \$4,025.96                                  | \$4,127.76                                | \$4,127.76                              |
| Thu.-Sun. | \$3,111.11                              | \$3,111.11                                 | \$3,111.11                                | \$4,079.15                             | \$4,540.54                               | \$4,428.56                                  | \$4,540.54                                | \$4,540.54                              |



|           |  |   |   |  |  |  |
|-----------|--|---|---|--|--|--|
|           | <b>1/8 PAGE</b>                            | <b>1/6 BANNER</b>                         | <b>1/6 HORIZONTAL</b>                   | <b>1/6 VERTICAL</b>                        | <b>1/5 PAGE</b>                            | <b>1/4 PAGE</b>                          |
|           | 3 x 3 mods<br>3 x 5.25 ci<br>12.5% of page | 6 x 2 mods<br>6 x 3.5 ci<br>16.7% of page | 3 x 4 mods<br>3 x 7 ci<br>16.7% of page | 2 x 6 mods<br>2 x 10.5 ci<br>16.7% of page | 3 x 5 mods<br>3 x 8.75 ci<br>20.8% of page | 3 x 6 mods<br>3 x 10.5 ci<br>25% of page |
| Mon.-Wed. | \$1,079.35                                 | \$1,436.19                                | \$1,436.19                              | \$1,436.19                                 | \$1,789.73                                 | \$2,141.06                               |
| Thu.-Sun. | \$1,187.28                                 | \$1,579.81                                | \$1,579.81                              | \$1,579.81                                 | \$1,968.70                                 | \$2,355.16                               |



|           |  |   |  |  |  |   |   |
|-----------|--|---|--|--|--|---|---|
|           | <b>ONE</b>                               | <b>TWO HORIZONTAL</b>                     | <b>TWO VERTICAL</b>                      | <b>FOUR</b>                              | <b>SIX HORIZONTAL</b>                    | <b>SIX VERTICAL</b>                       | <b>EIGHT</b>                            |
|           | 1 x 1 mod<br>1 x 1.75 ci<br>1.4% of page | 2 x 1 mods<br>2 x 1.75 ci<br>2.8% of page | 1 x 2 mods<br>1 x 3.5 ci<br>2.8% of page | 2 x 2 mods<br>2 x 3.5 ci<br>5.6% of page | 3 x 2 mods<br>3 x 3.5 ci<br>8.3% of page | 2 x 3 mods<br>2 x 5.25 ci<br>8.3% of page | 2 x 4 mods<br>2 x 7 ci<br>11.1% of page |
| Mon.-Wed. | \$120.30                                 | \$240.59                                  | \$240.59                                 | \$480.69                                 | \$721.04                                 | \$721.04                                  | \$960.40                                |
| Thu.-Sun. | \$132.32                                 | \$264.65                                  | \$264.65                                 | \$528.76                                 | \$793.14                                 | \$793.14                                  | \$1,056.44                              |

**B**  
SELECT  
YOUR  
ANNUAL  
SPENDING  
LEVEL

| Commitment Level | % Discount off Base Rate | \$47,000    | 20.50% |
|------------------|--------------------------|-------------|--------|
| \$1,000          | 10.00%                   | \$56,000    | 21.00% |
| \$1,200          | 10.50%                   | \$67,000    | 21.50% |
| \$1,500          | 11.00%                   | \$80,000    | 22.00% |
| \$1,750          | 11.50%                   | \$100,000   | 22.50% |
| \$2,100          | 12.00%                   | \$115,000   | 23.00% |
| \$2,500          | 12.50%                   | \$140,000   | 23.50% |
| \$3,000          | 13.00%                   | \$165,000   | 24.00% |
| \$3,600          | 13.50%                   | \$200,000   | 24.50% |
| \$4,500          | 14.00%                   | \$250,000   | 25.00% |
| \$5,500          | 14.50%                   | \$300,000   | 25.50% |
| \$6,500          | 15.00%                   | \$350,000   | 26.00% |
| \$7,500          | 15.50%                   | \$450,000   | 26.50% |
| \$9,000          | 16.00%                   | \$500,000   | 27.00% |
| \$11,000         | 16.50%                   | \$600,000   | 27.50% |
| \$13,000         | 17.00%                   | \$750,000   | 28.00% |
| \$15,500         | 17.50%                   | \$900,000   | 28.50% |
| \$18,500         | 18.00%                   | \$1,100,000 | 29.00% |
| \$22,500         | 18.50%                   | \$1,300,000 | 29.50% |
| \$27,000         | 19.00%                   | \$1,500,000 | 30.00% |
| \$32,000         | 19.50%                   | \$1,800,000 | 30.50% |
| \$39,000         | 20.00%                   | \$2,200,000 | 31.00% |
|                  |                          | \$2,600,000 | 31.50% |
|                  |                          | \$3,100,000 | 32.00% |

**C**  
SELECT  
YOUR  
FREQUENCY  
PER  
WEEK

| Frequency | % Discount |
|-----------|------------|
| 1x        | 0%         |
| 2x        | 15%        |
| 3x        | 20%        |
| 4x        | 22.5%      |
| 5x        | 25%        |
| 6x        | 27.5%      |
| 7x        | 30%        |

## CALCULATE YOUR OPTIONS

A. Base rate (from chart above) \$ \_\_\_\_\_

B. Annual discount \_\_\_\_\_ % (from chart B, on left) - \$ \_\_\_\_\_

Subtotal \$ \_\_\_\_\_

C. Frequency discount \_\_\_\_\_ % (from chart C, on bottom) - \$ \_\_\_\_\_

**TOTAL FOR ONE AD \$ \_\_\_\_\_**

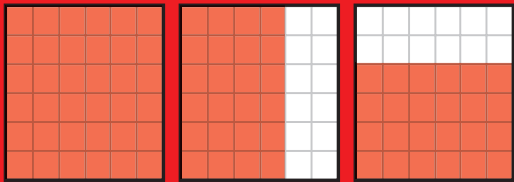
*Color is charged at 20% of your base rate, per day. Minimum charge is \$125. Limited availability.*

# TABLOID MODULAR ADVERTISING RATES

**MORE IMPACT** **EASIER TO PLAN AND BUY YOUR ADS** **UNIVERSAL SIZING**

**A**  
SELECT  
YOUR  
SIZE

**DOMINANCE**

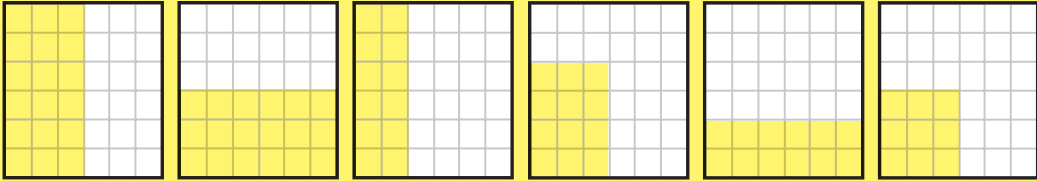


These units are used for all **Tabloid Newspaper Sections** (6 columns x 9.75" deep\*). Includes Scene, Voice, and select special sections.

COLUMN MEASUREMENTS:  
 6 col. = 10"      3 col. = 4.938"  
 5 col. = 8.313"      2 col. = 3.25"  
 4 col. = 6.625"      1 col. = 1.563"      ci = column inches

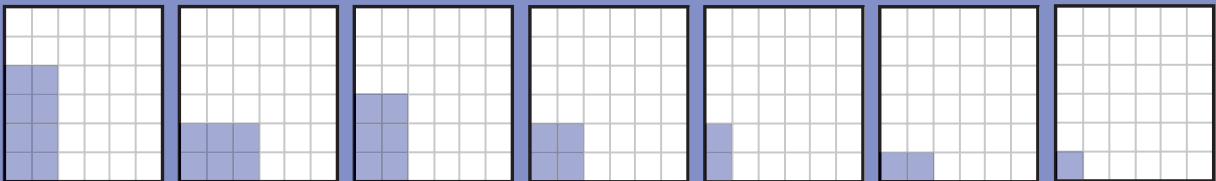
|  |   |   |  |
|--|---|---|--|
|  | <b>FULL PAGE</b><br>6 x 6 mods<br>6 x 9.75 ci<br>100% of page<br>\$4,216.21 | <b>2/3 VERTICAL</b><br>4 x 6 mods<br>4 x 9.75 ci<br>66% of page<br>\$2,888.89 | <b>2/3 VERTICAL</b><br>6 x 4 mods<br>6 x 7 ci<br>66% of page<br>\$2,888.89 |
|--|---|---|--|

**IDENTITY**



|  |   |   |   |  |  |   |
|--|---|---|---|--|--|---|
|  | <b>1/2 VERTICAL</b><br>3 x 6 mods<br>3 x 9.75 ci<br>50% of page<br>\$2,186.93 | <b>1/2 HORIZONTAL</b><br>3 x 3 mods<br>6 x 5.25 ci<br>50% of page<br>\$2,186.93 | <b>1/3 VERTICAL</b><br>2 x 6 mods<br>2 x 9.75 ci<br>33% of page<br>\$1,466.97 | <b>1/3 HORIZONTAL</b><br>3 x 4 mods<br>3 x 7 ci<br>33% of page<br>\$1,466.97 | <b>1/3 BANNER</b><br>6 x 2 mods<br>6 x 3.5 ci<br>33% of page<br>\$1,466.97 | <b>2/3 VERTICAL</b><br>3 x 3 mods<br>3 x 5.25 ci<br>25% of page<br>\$1,466.97 |
|--|---|---|---|--|--|---|

**AWARENESS**



|  |   |   |  |  |   |  |   |
|--|---|---|--|--|---|--|---|
|  | <b>EIGHT</b><br>2 x 4 mods<br>2 x 7 ci<br>22.2% of page<br>\$980.98 | <b>SIX VERTICAL</b><br>2 x 3 mods<br>5 x 5.25 ci<br>16.7% of page<br>\$736.49 | <b>SIX HORIZONTAL</b><br>2 x 3 mods<br>2 x 3.5 ci<br>16.7% of page<br>\$736.49 | <b>FOUR</b><br>2 x 2 mods<br>2 x 3.5 ci<br>11.1% of page<br>\$490.99 | <b>TWO VERTICAL</b><br>1 x 2 mods<br>1 x 3.5 ci<br>5.6% of page<br>\$245.75 | <b>TWO HORIZONTAL</b><br>2 x 1 mods<br>2 x 1.75 ci<br>5.6% of page<br>\$245.75 | <b>ONE</b><br>1 x 1 mods<br>1 x 1.75 ci<br>2.8% of page<br>\$122.87 |
|--|---|---|--|--|---|--|---|

## MODULAR ADVERTISING SPECIAL (based on an \$11,000 annual contract)

### Modular

2x1 Mod (2 x 1.75 ci actual)  
Sunday, Monday, Tuesday

**\$498.21**

**3**  
days

### Non-Modular

2x2" ci actual  
Sunday, Tuesday

**\$438.20**

**2**  
days

- An additional day in **The Gainesville Sun**
- 31% more advertising space

### COLOR RATES

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

## 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   |

\* one week prior

Ads must be scheduled and materials submitted by ad deadline.  
Late changes cannot be accommodated after proofback deadline.

## 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

### 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

## 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



**VERSACOUPONS™**

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.



**VERSACARDS™**

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



**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 | FULL RUN |
| 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.

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 loading platform, C/O Receiving Manager, 2121 SW 19th Ave. Rd. Ocala, FL 34474 for insertion into the Gainesville Sun. 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. Rates include full color on both sides, printing, inserting and delivering.

| Size      | Quantity | Rate Per Thousand | Size     | Quantity | Rate Per Thousand | Size     | Quantity | Rate Per Thousand | Size    | Quantity | Rate Per Thousand |
|-----------|----------|-------------------|----------|----------|-------------------|----------|----------|-------------------|---------|----------|-------------------|
| 5.5 x 8.5 | 10,000   | 37.13             | 5.5 x 11 | 10,000   | 38.47             | 8.5 x 11 | 10,000   | 62.38             | 10 x 11 | 10,000   | 65.13             |
|           | 20,000   | 31.19             |          | 20,000   | 31.60             |          | 20,000   | 54.68             |         | 20,000   | 57.43             |
|           | 30,000   | 21.02             |          | 30,000   | 22.83             |          | 30,000   | 35.23             |         | 30,000   | 37.98             |
|           | 50,000   | 16.35             |          | 50,000   | 18.38             |          | 50,000   | 25.90             |         | 50,000   | 28.32             |

**POST CARDS**

Post card rates include full color on both sides,  
100# coated cover, printing, inserting and delivering.

| Size      | Quantity | Rate Per Thousand |
|-----------|----------|-------------------|
| 5.5 x 8.5 | 10,000   | 73.59             |
|           | 20,000   | 47.40             |
|           | 30,000   | 35.67             |
|           | 50,000   | 31.41             |

**4 PAGE TAB**

Rate includes full color on all pages,  
printing, inserting and delivering.

| Size       | Quantity | Rate Per Thousand |
|------------|----------|-------------------|
| 4 Page Tab | 10,000   | 69.39             |
|            | 20,000   | 50.67             |
|            | 30,000   | 44.96             |
|            | 50,000   | 40.38             |

**BLOCKBUSTER**

Rate includes full color on both sides,  
printing, folding, inserting and delivering.

| Size                                  | Quantity | Rate Per Thousand |
|---------------------------------------|----------|-------------------|
| Flat 24"x 20"<br>Folds to<br>10"x 12" | 10,000   | 91.83             |
|                                       | 20,000   | 74.95             |
|                                       | 30,000   | 69.83             |
|                                       | 50,000   | 61.50             |

**SUPERTRI-FOLD**

Rate includes full color on both sides,  
printing, folding, inserting and delivering.

| Size                                   | Quantity | Rate Per Thousand |
|--|----------|-------------------|
| Flat 11"x 17"<br>Folds to<br>11"x 5.7" | 10,000   | N/A               |
|  | 25,000   | 61.34             |
|  | 30,000   | 61.34             |
|  | 50,000   | 51.01             |

**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 | 67.5 | 69.5 | 72   | 73.5 | 75.5 | 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 | 88.5  |

# 2010

# The Gainesville Sun

## RETAIL INVESTMENT GUIDE

Effective August 1, 2009

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 & reach

|                                 | 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 |
| <b>Total Adults</b>             | 322,800      | 100% | 215,100               | 67%   | 125,200                    | 39%   | 147,500        | 46%   | 65,400             | 20%   |
| <b>Gender</b>                   |              |      |                       |       |                            |       |                |       |                    |       |
| 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    |
| <b>Age</b>                      |              |      |                       |       |                            |       |                |       |                    |       |
| 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     |
| <b>Education</b>                |              |      |                       |       |                            |       |                |       |                    |       |
| 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    |
| <b>Employment</b>               |              |      |                       |       |                            |       |                |       |                    |       |
| 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    |
| <b>Children Present in Home</b> | 111,900      | 35%  | 74,700                | 67%   | 42,600                     | 38%   | 54,000         | 48%   | 26,200             | 23%   |
| <b>Own or Rent Residence</b>    |              |      |                       |       |                            |       |                |       |                    |       |
| 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    |
| <b>Household Income</b>         |              |      |                       |       |                            |       |                |       |                    |       |
| 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 a 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](mailto:advertising@gvillesun.com)