

Your Neighborhood Voice



WEDNESDAY, JANUARY 9, 2007
GIVING A VOICE TO WEST GAINESVILLE
THE VOICE
WWW.GAINESVILLEVOICE.COM

PLANO prodigy shines
Lorenz spurns dollar sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet. **PAGE 2**

Happy birthday!
Engagements, anniversaries, births and anniversary dit, sed diam nonummy nibh euismod tincidunt ut laoreet.

MALE PLANTATION
Activities abound in town center
BY STEPHAN SMILEY
Lorenz spurns dollar sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet. **PAGE 2**

ROBERTA HALL, 83, walks past Mountaintop apple bushes, a sign that Spring is in the air, as her "best" in wedding Gainesville. Hall said she was out just about wedding and eating her "best" because the "temperature" was good.

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CONTACT US
Phone: 352-336-1111
Fax: 352-336-1111
Email: info@thevoice.com

ADVERTISING
Phone: 352-336-1111
Fax: 352-336-1111
Email: advertising@thevoice.com

FLORIDA
Phone: 352-336-1111
Fax: 352-336-1111
Email: florida@thevoice.com



Investment Guide

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- Market Overview
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- Gainesville.com

GIVING A VOICE
TO WEST GAINESVILLE

GAINESVILLE

THE VOICE

WWW.GAINESVILLEVOICE.COM

Features Include:

- Business profiles
- Sports news and schedules
- Neighborhood profiles
- Home or yard featured weekly
- Health & Fitness
- School and Church events
- Community Calendar
- City and County Commission news
- Your Pets
- Shopping and Dining information
- Letters to the Editor



Introduction

In January 2007, *The Gainesville Voice*, a unique in print and online publication, will empower West Gainesville residents with a vehicle to share their news, views and photos. Topics include just about anything local. This weekly tabloid will be a hybrid community paper blending some traditional news coverage with "citizen journalism" contributed by residents of west Gainesville.

Organizations and individuals have the opportunity to make their voices heard by posting to a web site, gainesvillevoice.com. The site is updated around the clock. The conversation starts online with the most interesting articles and photos published in Thursday's print edition.

True to its name, *The Voice* will include lots of letters to the editor and speaking-out commentaries on issues of interest to this fast-growing section of our community.

In short, *The Gainesville Voice* will be a strong, viable publication and web-site giving a sense of place to an important segment of our population and extend your reach.

GainesvilleVoice.com

The Gainesville Voice is a new kind of community web site that is all about you. You write the news. You take the photos. You express your opinions. Think of *The Gainesville Voice* as a community bulletin board, speaker's corner, photo gallery and advice column. Readers take the lead in telling their community's story.

Articles,

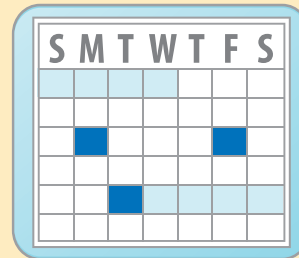
photos, letters and calendars submitted on gainesvillevoice.com are posted frequently. Edited for clarity and timeliness. Some are selected for weekly publication in the printed *Gainesville Voice*, others remain on the web site. This citizen-style journalism affords *The Gainesville Voice* readers a chance to take an active role with their newspaper.

The goal is to start a conversation, both online and in print, that gives West Gainesville a stronger voice in the community while creating a publication that uniquely reflects its citizens.

It's easy to submit. Go to gainesvillevoice.com and register if you're a new user, or log in if you have an account. Click on *submit article* and follow the prompts. It's that easy.



Share Stories & Photos



Community Events



Community Info.



Neighborhood Blog

Make Your Voice Heard, In West Gainesville Voice.

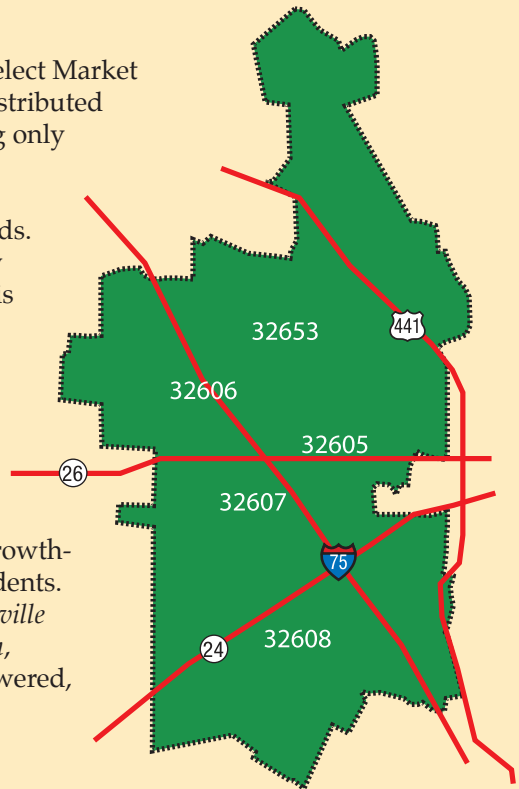
Market Overview & Advertising Information

- Western Alachua County is home to 48,202 households
- The West Gainesville Market is fast-growing—families are more likely to be 25 to 54 years of age
- The average household income is \$58,192
- The median age is 32
- West Gainesville residents are well educated—the majority have some college and half are college graduates

The Gainesville Voice is a Select Market Coverage (SMC) product distributed in West Gainesville selecting only homes most likely to be consumers, omitting vacant and lower income households.

West Gainesville is ideally suited to a publication of this kind because of sustained residential growth, upscale neighborhoods with town retail centers, strong community bonding with public and private schools, large, near-mega churches and a myriad of growth-related issues facing its residents.

By combining both Gainesville Voice and The Gainesville Sun, household duplication is lowered, effectively stretching your advertising budget.



West Gainesville Area

Demographics by zip codes: 32605, 32606, 32607, 32608, 32653

Zip Code	Households	Voice Distribution	Median HH Income	Avg HH Expenditure	Median Age %	Owner Occupied	% Married
32605	8,419	3,102	\$57,843	\$55,852	39.3	59.7	52.6
32606	7,682	3,850	59,739	55,942	37.7	52.8	57.0
32607*	11,642	3,395	30,237	40,149	28.8	29.8	32.3
32608*	15,453	2,972	26,673	39,401	28.4	29.6	31.7
32653	5,006	1,681	53,736	49,112	38.7	69.3	56.6
Total	48,202	15,000	35,380	46,100	32.0	48.2	46.0

Also serving select areas in Jonesville & Town of Tioga
*zip codes contain a combined total of 20,000 single/student households

Source: DemographicsNow.com, 2006

Advertising

Smart Distribution

The Gainesville Voice is delivered to 15,000 Northwest Gainesville homes via independent carriers and distribution through more than 90 newspaper racks and store locations. Northwest Gainesville zip codes include 32605, 32606, 32607, 32608 and 32653. Also serving select areas in 32669.

The Gainesville Voice and *The Gainesville Sun* combined, offer businesses a powerful advertising tool to reach the fastest growing segment of our community and the most affluent families and residents.

Timing and Content

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 advertising messages.

Flexibility

Ad messages in this stand-alone, tabloid-size community newspaper are showcased in this weekly publication that focuses on West Gainesville.

- Advertisers can choose the right ad package that fits their needs with a specific ad size, color and frequency package.
- Insert advertisers can reach West Gainesville consumers without clutter.
- The classified section allows readers to shop for bargains from the entire region with unique ad opportunities created to target West Gainesville residents.

Consumer Expenditures in West Gainesville Compared to Alachua County (Average Household Annual Expenditure)

Expenditures	West Gainesville	Alachua County
Airline Fares	\$350.64	\$321.31
Alcoholic Beverages	566.09	522.54
Contributions	1742.14	1583.98
Gifts	1250.29	1140.75
Food & Beverages	7383.66	6975.76
Food Away From Home	2938.39	2742.70
Rental Costs	2183.00	2163.87
Apparel	674.61	630.80
Entertainment	2647.13	2467.73
Video & Audio Equipment	930.93	877.18
Furniture	555.66	510.73
Housewares & Small Appl.	1045.28	963.52
Used Vehicle Purchase	1547.73	1482.23
New Vehicle Purchase	2415.43	2216.67
Vehicle Repair & Maintenance	1474.81	1389.44
Vehicle Insurance	1076.92	698.18
Cellular Phone Service	383.94	364.67
Telephone Svc. Exc. Cell	753.39	715.85

Source: DemographicsNow.com, 2006