

Hurricane Guide 2011

Another active season is forecast.

Now is your opportunity to reach these consumers as they plan and prepare for storms, and purchase hurricane necessities.

The 2011 Hurricane Guide will be distributed in the full circulation of The Gainesville Sun on Sunday, May 29, and the Gainesville Guardian on Thursday, June 2 and placed on Gainesville.com. With over 162,000 readers of The Sun and Gaurdian, and over 8 million page views on Gainesville.com, this section will be used as a primary resource for the entire hurricane season.

Included:

- Tracking Map
- List of 2011 hurricane names
- Must-have items
- Do's & Don'ts
- Hurricane History
- This year's predictions
- Local must-have emergency information
- Also on Gainesville.com throughout the hurricane season

Ad Rates

Back Cover & online sponsor (Full-page, full color ad in print, and 20,000 online impressions**)	\$2,764.65
Back of map* & online sponsor (Full-page, black & white ad in print, and 20,000 online impressions**)	\$1,982.40
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Page 3 (Half-page, black & white, and online impressions on Hurricane Page)	\$859.95
Specialty Page —Emergency info for pets, special needs & students. (Half-page, black & white—3 available)	\$859.95

*Hurricane map will be on the center spread. On the reverse side a spread will list emergency contact information with a full page ad on the other side.

**Sponsorships also receive ad impressions on the Hurricane Page on Gainesville.com.

***Additional online advertising may be purchased.

The Gainesville
Sun

GAINESVILLE
Guardian

gainesville.com

Publication Date: Sunday, May 29

Ad Deadline: Tuesday, May 17

Contact your Gainesville Sun Sales Representative
or (352) 338-3192 for more information.