

The Best of Both Worlds

Reach More of your Market with Fantastic Savings.

With this special offer, run a print ad in The Gainesville Sun, sized from 10.5" up to 126" and receive static 728 x 90 and 300 x 250 banner ads with 20,000 impressions on your choice of Gainesville.com, or target Gatorsports.com exclusively. Your online ad will link to your website or a copy of your print ad. The 20,000 impressions will be delivered in 3-7 days. **So extend your reach and receive the most from your advertising message!**

Now at a Never-Before-Offered Low Rate!

See Attached for Details

Expand Your Visibility:
By adding Gainesville.com to the already impressive reach of The Gainesville Sun, advertisers can expand their visibility in the greater Gainesville market by an additional 11%!

**THE GREATER GAINESVILLE MARKET STUDY, FALL 2007*



Don't miss this exciting opportunity!

Contact your Gainesville Sun Account Executive or call **(352) 338-3192.**

The Gainesville
Sun

gainesville.com
Gatorsports.com

MONDAY - WEDNESDAY

10.5" Ad (2 x 5.25) Ad Size 10.5" Ad Cost
 Print Ad Size
 20,000 Online Impressions 728x90 & 300x250
Total Ad Cost \$351.40

15.75" Ad (3 x 5.25) Ad Size 15.75" Ad Cost
 Print Ad Size
 20,000 Online Impressions 728x90 & 300x250
Total Ad Cost \$406.76

21" Ad (2 x 10.5) Ad Size 21" Ad Cost
 Print Ad Size
 20,000 Online Impressions 728x90 & 300x250
Total Ad Cost \$461.89

31.5" Ad (3 x 10.5) Ad Size 31.5" Ad Cost
 Print Ad Size
 20,000 Online Impressions 728x90 & 300x250
Total Ad Cost \$570.79

42" Ad (4 x 10.5) Ad Size 42" Ad Cost
 Print Ad Size
 20,000 Online Impressions 728x90 & 300x250
Total Ad Cost \$676.97

63" Ad (6 x 10.5) Ad Size 63" Ad Cost
 Print Ad Size
 20,000 Online Impressions 728x90 & 300x250
Total Ad Cost \$877.74

87.5" Ad (5 x 17.5) Ad Size 87.5" Ad Cost
 Print Ad Size
 20,000 Online Impressions 728x90 & 300x250
Total Ad Cost \$1,186.31

126" Ad (6 x 21) Ad Size 126" Ad Cost
 Print Ad Size
 20,000 Online Impressions 728x90 & 300x250
Total Ad Cost \$1,330.15

THURSDAY - SUNDAY

10.5" Ad (2 x 5.25) Ad Size 10.5" Ad Cost
 Print Ad Size
 20,000 Online Impressions 728x90 & 300x250
Total Ad Cost \$362.54

15.75" Ad (3 x 5.25) Ad Size 15.75" Ad Cost
 Print Ad Size
 20,000 Online Impressions 728x90 & 300x250
Total Ad Cost \$423.44

21" Ad (2 x 10.5) Ad Size 21" Ad Cost
 Print Ad Size
 20,000 Online Impressions 728x90 & 300x250
Total Ad Cost \$484.08

31.5" Ad (3 x 10.5) Ad Size 31.5" Ad Cost
 Print Ad Size
 20,000 Online Impressions 728x90 & 300x250
Total Ad Cost \$603.87

42" Ad (4 x 10.5) Ad Size 42" Ad Cost
 Print Ad Size
 20,000 Online Impressions 728x90 & 300x250
Total Ad Cost \$720.67

63" Ad (6 x 10.5) Ad Size 63" Ad Cost
 Print Ad Size
 20,000 Online Impressions 728x90 & 300x250
Total Ad Cost \$941.51

87.5" Ad (5 x 17.5) Ad Size 87.5" Ad Cost
 Print Ad Size
 20,000 Online Impressions 728x90 & 300x250
Total Ad Cost \$1,280.94

126" Ad (6 x 21) Ad Size 126" Ad Cost
 Print Ad Size
 20,000 Online Impressions 728x90 & 300x250
Total Ad Cost \$1,439.17

Rates Effective 11/1/10

*Color By The Inch can be added to ads 10.5" and 15.75" **Color can be added for an additional \$150 on ads 21", 31.5" and 42"
 Color can be added for an additional \$200 on ads 63" *Color can be added for an additional \$250 on ads 87.50" and 126"