

CLASSIFIED ADVERTISING RATES

REAL ESTATE RATES

EFFECTIVE JANUARY 1, 2012

The Gainesville Sun 2700 SW 13TH STREET GAINESVILLE, FL 32608

PHONE: (352) 372-4222 · FAX: (352) 338-3131

TOLL FREE: 1-800-622-5237

PERSONNEL

Gainesville Sun Publisher: Jim Doughton
Gainesville Sun Ad Director: Susan Pinder
Senior Advertising Manager: Lynda Strickland
Call Center Manager: Melody Day, (352) 337-0348
Credit: 1-866-470-7133

COMMISSION/TERMS OF PAYMENT

All local rates are non-commissionable.
All local advertising rates are net and payable in advance, unless prior credit has been established.
Payment is due upon receipt of invoice.
A 1.5% charge per month (18% per year) will be added to any unpaid balance.
Any collection fees incurred will be borne by the advertiser.

POLICIES

Ocala-Gainesville Media reserves the right to edit, alter or omit any advertisement.
All copy is subject to approval of the Publisher.
Errors—should an error occur, the advertiser should notify Ocala-Gainesville Media within the first day that the error occurs.
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 there from made against Ocala-Gainesville Media.
Advertising in the categories of local automotive, real estate, rentals, mobile homes and employment will be serviced and billed by the Classified Advertising Department regardless of where the advertising appears in the newspaper.
Proofs—the minimum size ad for a proof is 20 inches. Proofs are provided to review and correct ad copy submitted by printed deadlines.
Terms, conditions and rates of contracts are subject to revision by Ocala Gainesville Media upon thirty (30) days written notice to the advertiser, and upon said written notice and revision the advertiser may cancel this contract and be released from further performance of contract without penalty.

REAL ESTATE DISPLAY

Real Estate Open Rate—\$72.65

Real Estate Display Contract Rates

Table with 4 columns: Inches/Week, 13 Weeks, 26 Weeks, 52 Weeks. Rows include rates for 31.5, 63, and 126 inches.

Contract advertisers only, no color discounts apply

Real Estate ads will appear on gainesville.com marketplace for 7 days

Real Estate ads may be picked up in the Gainesville Guardian at a rate of \$3.25 per column inch. Gainesville Guardian color rate applies.

Online Real Estate Solution

Broker Packages

- Brand your company with a logo on every listing
Generate targeted traffic to your website
Showcase all relevant property to a user's search with photos and information
Display banners within real estate vertical and run of site

Agent Packages

- Personal promotion precisely at the moment buyer search matches your listing
All contact information is yours so you do not lose leads
Position yourself as a neighborhood specialist
Generate targeted traffic to your website

For more details and pricing, call Lynda Strickland at (352) 374-5079 or email lynda.strickland@gvillesun.com

OTHER RATES/CHARGES

Color

Color	Standard Page	Tabloid Page
1 color + black	\$448	\$249
2 colors + black	\$693	\$365
3 colors + black	\$792	\$445

*Double Truck color charges on request

*Add \$100 for Holidays, Thursday - Sunday color rates

Private Party Rates

Available on request

Weekly Publications

Gainesville Guardian—publishes Thursday

Deadline is 12 noon Monday prior

CLOSING TIMES/DEADLINES

Day of Publication	Set Solid	Display
Sunday	3:30 pm Fri.	12 noon Wed.
Sunday Employment	3:30 pm Fri.	12 noon Thurs.
Monday	4:30 pm Fri.	12 noon Thurs.
Tuesday	2:00 pm Mon.	12 noon Thurs.
Wednesday	2:00 pm Tues.	12 noon Fri.
Thursday	2:00 pm Wed.	12 noon Mon.
Friday	2:00 pm Thurs.	12 noon Tues.
Saturday	11:00 am Fri.	12 noon Wed.
Saturday Employment	11:00 am Fri.	12 noon Wed.

MECHANICAL MEASUREMENTS

Page width: 6 column inches x 21 inches (10" x 21"); 12 lines per column inch. Total lines per page is 1512. Total column inches in 126.

Classified Column Width

Columns	Decimal Conversion	Fraction
1	1.563"	1 9/16"
2	3.25"	3 1/4"
3	4.938"	4 15/16"
4	6.625"	6 5/8"
5	8.313"	8 15/16"
6	10"	10"

CIRCULATION

Member ABC, NAA, SCAMA, FNAME, FNCA

ABC AUDIT: 104 week audit; ending March 28, 2010

Mon.—Fri. Average	37,054
Saturday	36,985
Sunday	43,482