

A publication of The New York Times Regional Media Group.  
 Advertising Rate Card Effective October 1, 2007

2700 S. W. 13th Street, Gainesville, FL 32608  
 Phone: (352) 374-5012  
 News Fax: (352) 381-5602  
 Classified: (352) 372-4222  
 Display Ads: (352) 374-5012  
 Advertising Fax: (352) 338-3125

### Copy Guidelines

The *Gainesville Voice* reserves the right to edit, alter or omit any advertisement. All copy subject to the approval of the *Gainesville Voice* management staff. Minimum ad size is one inch. Ads over 10 inches deep billed 11.5 inches.

### Publication Day

#### Thursday

Space and Copy Deadline: Thursday, 4:00 P.M.  
 Proof Return Deadline: Tuesday, NOON

### General Provisions

#### Errors

Should an error occur, advertiser should notify the *Gainesville Voice* on the day the error occurs. The *Gainesville Voice* will not be held liable for any error in advertisements to a greater extent than the cost of the space occupied by the error in the advertisement. Nor will it be liable for omitted advertising.

### Contract And Copy Regulations

Management 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 with written notice without penalty.

### RETAIL RATES

#### Front Page Ad

4 x 2.5" front page strip ad. Rate includes full-color.

Frequency	Rate
52x	\$9.88
26x	11.50
13x	13.13
6x	13.95

### Retail ROP

Continuity builds reach. Earn substantial discounts when you commit to run your ad for six consecutive weeks or longer. Copy changes allowed weekly. Rates are per column inch and include online marketplace. Minimum ad size is 4" to earn contract rate.

Frequency	Rate
52x	\$7.90
26x	9.20
13x	10.50
6x	11.16
Open	14.44

### Pick up your ad from *The Gainesville Sun*:

Frequency	Rate
52x	\$5.25
26x	6.60
13x	7.90
Open	9.20

### Church/Non-Profit Display Ads

For churches and other religious organizations, charitable and public service organizations, with appropriate state or Federal I.D. numbers. Rates are per column inch and include online marketplace. Minimum ad size is 4" to earn contract rate.

Frequency	Rate
52x	\$6.60
26x	7.90
13x	9.20
Open	10.50

### Church Directory (themed page)

All ads are 2 col. in. x 3" on a themed page with Worship Guide header. Rates are per column inch and include online marketplace.

Frequency	Rate
52x	\$5.25
26x	6.60
13x	7.90

## RETAIL RATES (cont.)

### Special Section Rates

Rates are to be used in special/niche publications published by the *Gainesville Voice*. Rates are per column inch and include online marketplace.

Running same day ad in *Gainesville Voice*.....\$9.19

Running only in special/niche publication.....\$11.82

### Political Rates

For advertising which supports any candidate or issue. Ad must state "Paid Political Advertisement" and must include the name of the person or organization placing the ad. Payment required in advance. Rates are net. Rates are per column inch and include online marketplace.

Total Inches	Rate
57.5"	\$8.75
31.75" – 57.25"	10.63
up to 31.5"	11.25

### Color Charges

Spot Color.....\$125

Full Color.....\$275

### Pre-Print Rates

Rates are per thousand inserts.

Tab Size	Frequency				
	1x	6x	12x	24x	52x
1/2-sheet	\$20.00	\$19.00	\$18.00	\$16.00	\$14.00
Single-sheet	26.00	25.50	25.00	24.00	23.00
4-page	28.00	27.50	27.00	26.00	25.00
8-page	30.00	29.50	29.00	28.00	27.00
12-page	32.00	31.50	31.00	30.00	29.00
16-page	34.00	33.50	33.00	32.00	31.00
20-page	38.00	37.50	37.00	36.00	35.00
24-page	42.00	41.50	41.00	40.00	39.00
28-page	46.00	45.50	45.00	44.00	43.00
32-page	50.00	49.50	49.00	48.00	47.00

\*For each additional 4 pages add \$1.00 per M

### Print & Deliver Inserts

Rates Available upon request

### Post-it Notes

Front Page Post-it Notes

Rates Available upon request

## NATIONAL DISPLAY RATES

### National ROP

Rate is 15% commissionable and available to recognized advertising agencies placing national rate advertising provided payment is received by the 15th of the month. Rates are bulk and per column inch and include online marketplace.

Annual Commitment	Rate
Open	\$16.25
500"	13.75
1,000"	11.25

## CLASSIFIED RATES

### Classified Display

Continuity builds reach. Earn substantial discounts when you commit to run your ad for six consecutive weeks or longer. Copy changes allowed weekly. Rates are per column inch and include online marketplace. Minimum ad size is 4" to earn contract rate.

Frequency	Rate
52x	\$5.25
26x	6.04
13x	6.83
6x	7.23
Open	7.62

### Classified Line Rates

All rates are per line unless otherwise noted. Additional charges may apply.

### Private Party

\$3.75 for 5 lines, .25 cents for each additional line

### Commercial

\$2.00 per line, 5 line minimum

### National

\$5.00 per line, 5 line minimum, 20% commissionable

### Recruitment

\$2.50 per line, 5-line minimum, \$12.38 Internet charge on all recruitment ads

### Internet Display Ad

\$35.00

### Box Charges, \$30

Replies mailed, \$40

### Mechanical Measurements

Format: Tab

ROP: 5 x 11.5"

Classified: 5 x 11.5"