

GAINESVILLE Guardian

2007 – 2008 Rates

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) 381-5601
Fax: (352) 381-5602
Classified: (352) 372-4222
Display Ads (352) 374-5012
Advertising Fax (352) 338-3125

Personnel

Editor Carolyn Palmer

Copy Guidelines

The Gainesville Guardian reserves the right to edit, alter or omit any advertisement. All copy subject to the approval of the Gainesville Guardian management staff. Minimum ad size is one inch. Ads over 19 inches deep billed 21 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 Guardian on the day the error occurs. The Gainesville Guardian 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

Retail Rep:

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.

52 times	\$6.60
26 times	\$7.70
13 times	\$8.80
6 times	\$9.40
Open	\$12.15

Pick up your ad from The Gainesville Sun:

52 times	\$4.40
26 times	\$5.50
13 times	\$6.60
Open	\$7.70

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.

52 times	\$5.50
26 times	\$6.60
13 times	\$7.70
Open	\$8.80

Church Directory (themed page)

All ads are 2 x3 on a themed page with Worship Guide header. Rates are per column inch and include online marketplace.

52 times	\$4.40
26 times	\$5.50
13 times	\$6.60

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RETAIL RATES (CONT.)

Special Section Rates:

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

Running same day ad in Gainesville Guardian ...\$7.35
Running only in special/niche publication\$9.45

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

63.25" - 126" \$7.75
31.75" - 63" \$9.40
up to 31.5" \$9.95

Color Charges:

Spot Color \$150
Full Color \$300

Pre Print Rates:

Rates are per thousand inserts.

Tab Size	FREQUENCY				
	1x	6x	12x	24x	52x
1/2 sheet	20	19.00	18	16	14
Single sheet	26	25.50	25	24	23
4 page	28	27.50	27	26	25
8 page	30	29.50	29	28	27
12 page	32	31.50	31	30	29
16 page	34	33.50	33	32	31
20 page	38	37.50	37	36	35
24 page	42	41.50	41	40	39
28 page	46	45.50	45	44	43
32 page	50	49.50	49	48	47

For each additional 4 pages add \$1.00 per M

Print & Deliver Inserts

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.

Open \$14.35
500" \$12.15
1000" \$ 9.95

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.

52 times \$4.40
26 times \$5.10
13 times \$5.75
6 times \$6.10
Open \$6.40

Classified Line Rates

All rates are per line unless otherwise noted:

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, \$12.40 internet charge on all recruitment ads

Internet Display Ad: Up to 54" \$35
55" to 108" \$75
109" to 210" \$125

Box Charges: \$30
Replies mailed: \$40

Mechanical Measurements:

ROP 6 column x 21" (126")

Classified: 6 column x 21" (126")

Page Width: 10"