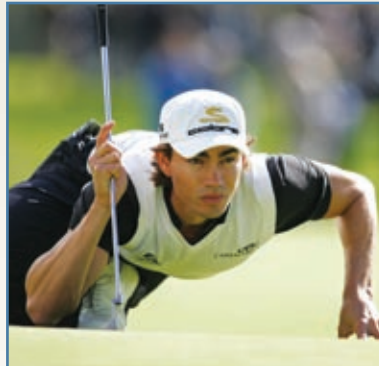


GAINESVILLE

MAGAZINE

THE BEST OF THE UNIVERSITY CITY

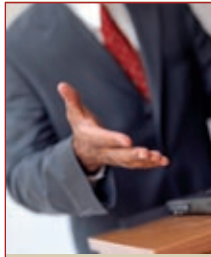


INVESTMENT GUIDE 2010

POPULAR FEATURES



IN SEASON
Seasonal tips on flowers and gardening, plus new items for outdoor spaces



GRAPEVINE
Interviews with well-known locals who've gone on to great things



FOUND
New things, stores and businesses in town, plus gift guides



CREATIVE GAINESVILLE
Spotlight on local artists, both visual and performing



SHOWTIME/DATEBOOK
Performing arts highlights



BOOK BEAT
Book suggestions from local people on various topics



GOOD TASTE
Recipes and tips from local chefs, plus wine and other beverage suggestions



FEELING GOOD
Tips from local experts on health, fitness and beauty



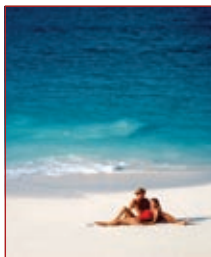
HOME AND GARDEN
A look inside a local home



GREAT ESCAPES
Travel feature with a local angle



LOOKING GOOD
Fashion from around the town



NEAR AND AWAY
Short trips from Gainesville



SEEN
Photos from fundraisers, parties and gatherings around town



GOOD COMPANY
An invitation to see what local people do when they share time together



PASSIONS
The pastimes and collections of various local enthusiasts



GIVING BACK
Features on local charities and their endeavors



UNEXPECTED TURN
Surprising directions our lives sometimes take



PAST TENSE
A look at our region in earlier times



TARGETED DISTRIBUTION

Gainesville Magazine provides an excellent way for advertisers to extend their reach to the critical Alachua County market. By taking advantage of our targeted demographic, advertisers can be sure to reach the community's most discriminating, upscale readers.

Gainesville Magazine is distributed through mailed subscriptions and to locations such as bookstores, select newsstands, health clubs, salons, day spas, jewelers, country clubs and golf courses, real estate offices, travel agencies, physicians offices, major hotels, chamber welcome packages, boutiques, museums, fine restaurants and coffee shops. Total circulation for Gainesville Magazine is 15,000.

Single copy outlets throughout Gainesville target high-traffic areas, popular shopping sites and more affluent neighborhoods.

A typical issue of Gainesville Magazine reaches nearly **70,000** adults in the Greater Gainesville market.*

*Source: 2008 Greater Gainesville Media Study and SRC Demographicsnow




GAINESVILLE
MAGAZINE

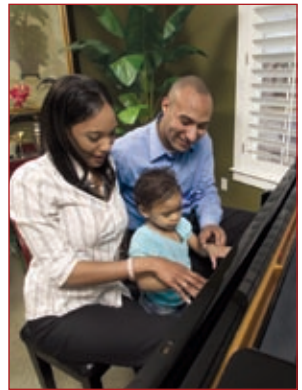
THE GAINESVILLE AUDIENCE

Whether it's direct mailed to subscribers or distributed via favorite shops, Gainesville Magazine reaches people with extraordinary taste and financial clout. Each issue is read by a wide age range of the city's most affluent and influential. This elusive demographic appreciates discovering interesting products and services in this area.



KEY DEMOGRAPHICS

- Readers are 46% male and 54% female*
- People of all ages enjoy Gainesville Magazine:
 - 28% are 18 - 34 • 34% are 35 - 54 • 38% are 55 and older*
- 60% of readers have a four year college degree or higher*
- 90% of readers are home owners*
- 29% of readers have children*
- 38% of readers have household incomes of \$75,000 or more*
- Lifestyles centered around family and outdoor activities
- Many play golf
- Fly frequently to domestic and international destinations
- Read a number of upscale publications
- Own upscale automobiles and homes
- Contribute to Public Broadcasting



*Source: 2008 Greater Gainesville Media Study and SRC Demographicsnow




GAINESVILLE
MAGAZINE

SPECIAL ADVERTISING SECTIONS

REGIONAL ADVERTISING

Showcase your business in our advertising section designed especially for you! From Cedar Key to St. Augustine, this rotating section is perfect for parks, beach-side inns, restaurants, boutiques and tour guides to get our readers to take notice of you. This is where Gainesville's most discriminating residents will turn for the best local vacation hot-spots and now is your chance to directly reach this eager market!



GAINESVILLE RETAIL ADVERTISING

Use the upscale demographics of Gainesville Magazine to draw its readers to your shopping center, perhaps to enjoy unique dining or to purchase that special piece of art or jewelry. Exclusive magazine coverage for businesses in the Gainesville retail advertising section will highlight your unique shops and restaurants and attract our readers directly to your business.

GAINESVILLE MAGAZINE ADVERTORIALS

Our advertorials have the appearance of an editorial article, allowing you to go more in depth about your business and offering the reader a softer sell. Gainesville Magazine provides professional photography* and personalized writing and design for advertorials so your business can present itself in the best light.

* A professional photography session is provided for single or multi-page advertorials. Advertisers must supply photograph for a half page advertorial or a photography session by Gainesville Magazine may be purchased for an additional fee.

GAINESVILLE RELIGION TODAY

Use the upscale, family-oriented demographics of Gainesville Magazine to draw its readers to your place of worship. People of all ages enjoy Gainesville Magazine and the Religion Today section is the ideal location to showcase your programs and special events for our readers.

GAINESVILLE MAGAZINE ONLINE

Gainesville Magazine will now reach more people than ever, and you can too! Our digital online editions offers exciting ways to advertise your business. Digital magazine ads allow you to integrate enhancements that can be subtle or dramatic. Basic enhancements such as pulsating logo or coupon inside your ad or the integration of rich media like audio, video or Flash are just some of the myriad ways to take advantage of our digital platform and draw the attention of readers to your advertising message.

RATES

Per Issue

A Page Zero \$500
This is the first page seen when our digital magazine is viewed. Can be an animated flash ad, video or static ad.

Video Ad (not pictured) \$200
Add your 30 second video to your ad that auto plays on each ad view and has user-initiated audio.

B Ticker Drop Down \$150
Scrolling text of your offer rolls across the top of the digital magazine as every page is viewed. When the mouse rolls over your message in the ticker, a box will drop down where you can explain your message with a call-to-action that links to your web site, or URL of your choice to promote your sale, event or message.

C Dynamic Ad \$100
Animate your logo, web site or product to pulsate or fade in and out. Also add your Gainesville.com digital ad to your magazine ad. (If applicable) Frame products and offers with your ad so they move forward on the page with your custom message.

Live Links (not pictured) Free for all magazine advertisers
Your company logo or web site in your print ad in Gainesville Magazine will link to your web site or URL of your choice in our digital format.



RATES

	1x – 2x	3x – 5x	6x
Full Page	\$1,407	\$1,292	\$1,224
Half Page	\$851	\$783	\$746
Quarter Page	\$578	\$546	\$494
Eighth Page	\$305	\$290	\$260
Back Page	\$2,704	\$2,342	\$2,200
Inside Front Cover or Page 1	\$2,253	\$1,927	\$1,843
Prior to Contents or Inside Back Cover	\$1,775	\$1,617	\$1,523
Adjacencies	\$1,549	\$1,418	\$1,350
Special Section Pages (1/3 pg each, formatted)	\$425	\$391	\$369

ADVERTORIALS

	1x – 2x	3x – 5x	6x
Half page	\$951	\$951	\$951
Full page	\$1,557	\$1,557	\$1,557
2 pages	\$3,161	\$2,839	\$2,530
3 pages	\$4,376	\$3,950	\$3,520
4 pages	\$5,561	\$5,016	\$4,472
5 pages	\$6,593	\$5,952	\$5,305

PUBLICATION DEADLINES

PUBLISHING	AD RESERVATION & ALL COPY/ART	CAMERA READY/AD RELEASE
February 1	December 18	January 8
April 1	February 19	March 12
June 1	April 16	May 7
August 1	June 18	July 9
October 1	August 20	September 10
December 1	October 15	November 5

MECHANICALS

Finished Trim Size = 8.375" x 10.8125"



Full Page Bleed
8.625 x 11.062

*live ad area 7.875 x 10.312



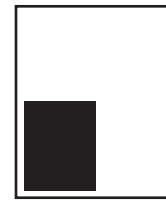
Full Page
7.375 x 9.75



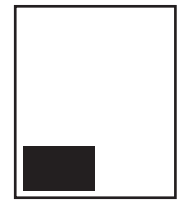
Half Horizontal
7.25 x 4.75



Half Vertical
3.5 x 9.75



Quarter Page
3.5 x 4.75



Eighth Page
3.5 x 2.25

CREATIVE GUIDELINES

Not accepted:

- Before and after photos (i.e. before surgery/after surgery)
- Starbursts
- Coupons
- Price points
- "Free" or "Sale" claims

ELECTRONIC REQUIREMENTS

Acceptable file formats: PDF, EPS or TIF

Resolution: no less than 300 dpi

Color: CMYK; Line screen: 150 lpi

- Acceptable applications: Adobe InDesign CS3 or Interchange, Adobe Illustrator CS3, Adobe Photoshop CS3,
- Outline fonts in Illustrator and InDesign before sending a PDF or send an InDesign Package
- Flatten pixel-based images
- Send ads on *Disc, **Email or upload to ***FTP

*Ads can be mailed to Gainesville Magazine Advertising, 2700 SW 13th St., Gainesville, FL 32608

**Ads under 4mb can be emailed to kristen.bash@gvillesun.com

***Ads over 4mb can be sent via FTP. To load files you must have an FTP application program such as Fetch.

Host: ftp.gvillesun.com; User ID: gvillemag; Password: ftpgv103

For questions regarding mechanicals, please contact Kristen Bash at (352) 337-0328 or E-mail kristen.bash@gvillesun.com. To Advertise, contact your Account Executive or call (352) 374-5059.