

IN PRINT



ONLINE



IN THE MAIL



Display

ADVERTISING RATES 2012

MEMBER

- ABC
- NAA
- SCAMA
- FNAME
- FPA
- FMA

The Gainesville Sun

Florida Community Newspapers

Florida Community Newspapers capture the spirit of some of Florida's fastest growing communities...



Gainesville Guardian

Reach East Gainesville and African American consumers. Written especially for the residents of East Gainesville and the African American community, the Gainesville Guardian is a weekly newspaper that provides an independent voice for this culturally diverse market.

Local and National Website Networks

Florida community online networks direct registered users and targeted traffic to the information and businesses that define our community...



Gainesville.com

Gainesville.com is the community portal website serving North Central Florida residents, visitors and relocators. More than 8.3 million page views and 719,000 unique visitors per month* frequent the site for comprehensive, breaking local news from The Gainesville Sun's news sources, entertainment, calendar of events, sports schedules and a thriving local marketplace for goods and services as well as local classified ads.

Gatorsports.com

Gatorsports.com is The Gainesville Sun's award-winning website covering the University of Florida athletics year-round. It targets Gator fans and alumni in Gainesville and throughout the Gator Nation. It's unique ability to capture Gator news when it happens and where it happens provides fans with the best Gator coverage anywhere, anytime. With over 6.4 million page views and 417,000 unique visitors per month*, Gatorsports.com is the place for reaching the Gator Fan Base.

*Based on Omniture reports of average monthly traffic in 2011.

Trusted Local Media Brands...

IN PRINT - DAILY NEWSPAPERS



Every day, businesses and consumers rely on The Gainesville Sun to provide top quality news, entertainment and advertising solutions for the Greater Gainesville market. This commitment to quality is evidenced by the many awards garnered for journalistic excellence and

community service and by the broad readership enjoyed in the market - over 125,200 readers daily and 147,500 on Sunday. Local residents know they can trust The Gainesville Sun to provide the news and information they need. They also view the newspaper as a true partner in the community. Advertisers also see their relationship with The Gainesville Sun as a partnership. They know that their marketing investment represents true value.

GAINESVILLE MAGAZINE



Directed to the affluent residents and visitors in the local market, Gainesville Magazine is the first choice for consumers who want to get the most from this exciting market. Gainesville Magazine combines world-class design and photography with articles that explore the beauty and

diversity of the region. Available through controlled circulation and select retail locations, Gainesville Magazine delivers to an upscale, discriminating audience in a cost-effective and efficient manner. Promote your business in Gainesville Magazine, delivered to high demographic targets.

IN PRINT - WEEKLY NEWSPAPER



Florida Community Newspapers gives area businesses an opportunity to target the culturally diverse market of East Gainesville in the Gainesville Guardian. Delivered to prime readers through a combination of racks and carrier delivery, the Guardian

provides high-quality local content that reflects the journalistic standards of The Gainesville Sun. From community and social news to entertainment and travel, weekly newspapers are exceptional methods to increase your reach.

ONLINE - LOCAL & NATIONAL SITES



Give your brand the credibility that only local online media can provide. Now offering an array of popular sites that will fit the marketing needs of any local or national advertiser. From community portals and local news to national sports sites, We can provide the reach, frequency and targeting capabilities necessary for conducting an effective online ad campaign. Our network of websites is the number one choice for

local news, entertainment and sports. That means that we can place your brand in front of a large audience of active consumers and key decision-makers every day.

Advertising opportunities exist on many high traffic, high target content websites including:

- NEWS
- GATORSPORTS
- JOBS
- CARS
- HOMES
- RENTALS
- CLASSIFIEDS
- GAINESVILLEMOMS.COM
- YAHOO.COM
- M.GAINESVILLE.COM
- M.GATORSPORTS.COM
- IPHONE & IPAD APPS

CONTRACT & COPY GUIDELINES

GENERAL PROVISIONS

- The Gainesville Sun reserves the right to edit, alter or omit any advertisement. All copy subject to approval of the Publisher.
- POSITION REQUESTS will be accommodated whenever possible. Limited guaranteed positions are available for an upcharge of 25% of advertiser's rate. Should position request not be granted advertiser will be billed for ad space only. Publisher 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 without penalty.

HOW WE BILL YOU

Retail rates are not commissionable. All ads are cash with order unless monthly billing is already established. Accounts with balances 30 days old or older are subject to a 1-1/2% per month finance charge (18% APR). The advertiser is held ultimately responsible for final payment. Any discounts or refunds are only due if claimed by the advertiser. Such claims must be made within 6 months of date discounts or refunds were incurred. Advertiser agrees to indemnify Publisher for all expenses it may incur to enforce collection of any amount due under the agreement and Advertiser agrees to pay reasonable attorney's fees and court costs incurred in such collection.

R.O.P. DEPTH REQUIREMENTS

Minimum size ad is 1 inch. Ads over 19 inches deep will be billed as 21 inches.

SPENDING BASED CONTRACTS

All dollars spent with the Retail Advertising Department will apply toward the fulfillment of a signed spending based contract.

Non-fulfillment of any advertising contract will result in all ads run at contract rate being adjusted to the actual level of contract fulfillment or open rate.

COPY CORRECTIONS/ERROR ALLOWANCE

The Newspaper will not be liable for any error in advertisements to a greater extent than the cost of the space occupied by the error. In the event of a Publisher's error advertising goods at less than the specified price, the Publisher will furnish a letter to the advertiser to be posted, noting the error and stating the correct price. Nor will it be liable for omitted advertising. No allowance will be made for errors that do not materially affect the value of the advertisement. Typographical accuracy shall be at the risk of the advertiser on copy received for publication after proof-copy deadline. Claims for adjustment of errors must be made no later than three (3) days after publication date upon which said error occurred. The Publisher's schedule of copy and proof deadlines must be observed in order to assure publication. The Newspaper is not responsible for and does not assume any liability for damage or loss of any material submitted. Proof corrections will be for typographical corrections only. Excessive proof corrections including alteration of original layout will be subject to composition charges, and Publisher will assume no liability or responsibility whatsoever for error(s) in this case.

ACCEPTABLE ADVERTISING

For the mutual protection of its newspaper, its advertisers, and its readers. The Newspaper reserves the right to edit, reject or reclassify any advertisement deemed objectionable or offensive in subject matter, phraseology or illustration. We will not knowingly publish false, misleading, obscene or defamatory ads. Advertising set to resemble news matter must carry the word "advertisement" at the top of the advertisement in 10 pt. type, all caps. Standard Gainesville Sun editorial faces shall not be used in such advertisements.

ADVERTISING CONTENT

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 therefrom made against the Newspaper. The advertiser and the advertising agency agree, jointly and severally, to indemnify and hold the Newspaper harmless from all costs, expenses (including reasonable attorney's fees), liabilities and damages resulting from publication of any advertisement placed by the advertiser. The advertiser and the advertising agency grant to the Newspaper the copy right in the advertisement.

ELECTRONIC REQUIREMENTS

- Offset Web Press - CMYK Process Color
- Hard copy proof required with all ads submitted electronically.
- Send files in RIP-ready Postscript or PDF format with all fonts embedded/outlined and color converted to CMYK.
- Complete pre-press service available.
- Mac platform. Current programs used:

- Acrobat 8 Professional
- Photoshop CS3
- Illustrator CS3—outline fonts before sending PDF files
- InDesign CS3—outline fonts before sending PDF files

- Include support files and fonts (printer, aka postscript, screen & bitmap) - No True Type fonts.
- Disc formats accepted: DVD, CD
- Other methods of delivery available (require notification upon sending): AP AdSend, AdDirect/Fastchannel, AdTransit, WAMNET Retrieval from FTP servers Gainesville Sun FTP site - Free access provided for sending PDF's (Requires 72 hours to setup password protected account.)
- Other info:
 - Documents will be printed as submitted.
 - Please send your document as a final version ready to print.
 - Line screen 85 black & white/100 color
 - 1016 resolution
 - Black & white line art at least 400 dpi
 - Color/Grayscale at least 300 dpi
 - 240% Ink Density
 - UCR
 - 30% Dot Gain
- Convert all Duotones, RGB, Pantone and custom colors to CMYK/Grayscale
- Set trapping prior to submitting document. If not set, program's default (if any) will be used. We do not alter trapping once job is submitted.
- Objects to Overprint or Knockout must be selected and turned on by customer prior to submitting document.

Please contact Ad Design for pdf settings or other pre-press requirements at 352-337-0365 or 352-338-3190.

MECHANICAL MEASUREMENTS—NEWSPAPER

Broadsheet (ROP) & Classifieds

Page size is 6 columns wide x 21 inches tall.
Full Page ad is 126" in total, Double Truck is 273" in total.
Broadsheet ads are applicable to The Gainesville Sun and Gainesville Guardian only.

COLUMNS	AD SIZE WIDTH IN INCHES
1	1.563"
2	3.25"
3	4.938"
4	6.625"
5	8.313"
6	10"
Double Truck	21"
Page Depth	21"

Tabloid

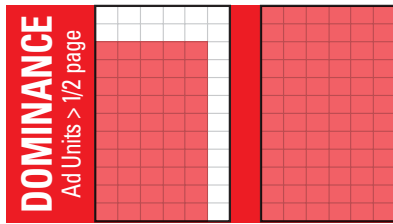
Page size is 6 columns wide x 9.75 inches tall.
Tabloid ads are applicable to Scene and specified special sections only.

COLUMNS	AD SIZE WIDTH IN INCHES
1	1.563"
2	3.25"
3	4.938"
4	6.625"
5	8.313"
6	10"
Double Truck	20.875"
Page Depth	9.75"

MODULAR ADVERTISING RATES

■ MORE IMPACT ■ EASIER TO PLAN AND BUY YOUR ADS ■ UNIVERSAL SIZING

A SELECT YOUR SIZE

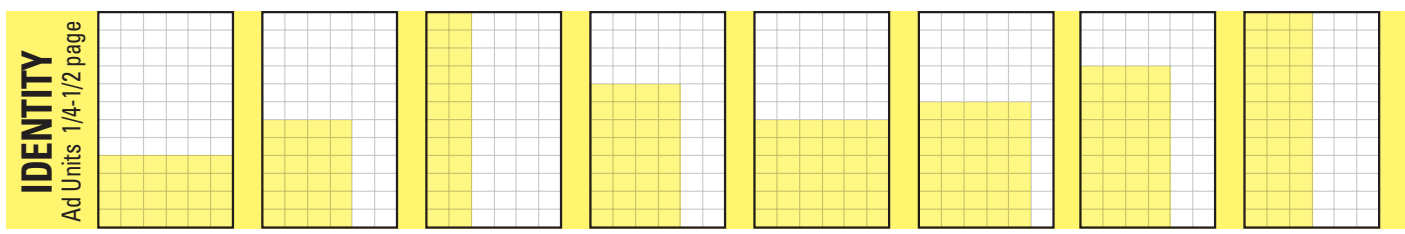


DOMINANCE Ad Units > 1/2 page	2/3 PAGE TALL 5 x 10 mods 5 x 17.5 ci 69.4% of page Mon.-Wed. \$6,125.00 Thu.-Sun. \$6,737.50	FULL PAGE 6 x 12 mods 6 x 21 ci 100% of page Mon.-Wed. \$7,056.00 Thu.-Sun. \$7,761.60
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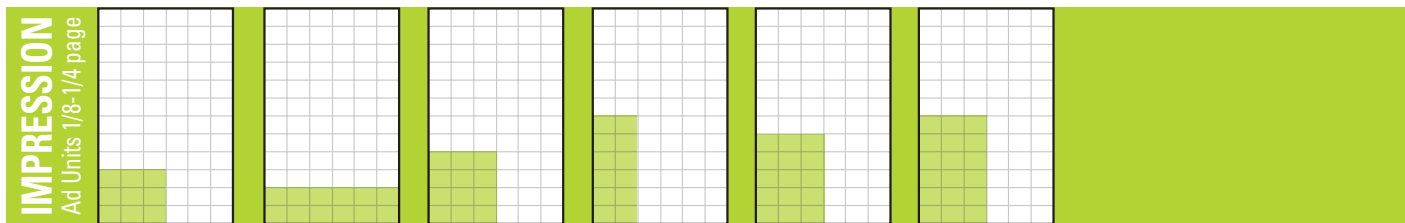
These units are used for all **Standard Newspaper Sections** (6 columns x 21" deep*). Includes Main News, Local, Sports, and more.

COLUMN MEASUREMENTS:
6 col. = 10" 3 col. = 4.938"
5 col. = 8.313" 2 col. = 3.25"
4 col. = 6.625" 1 col. = 1.563" ci = column inches

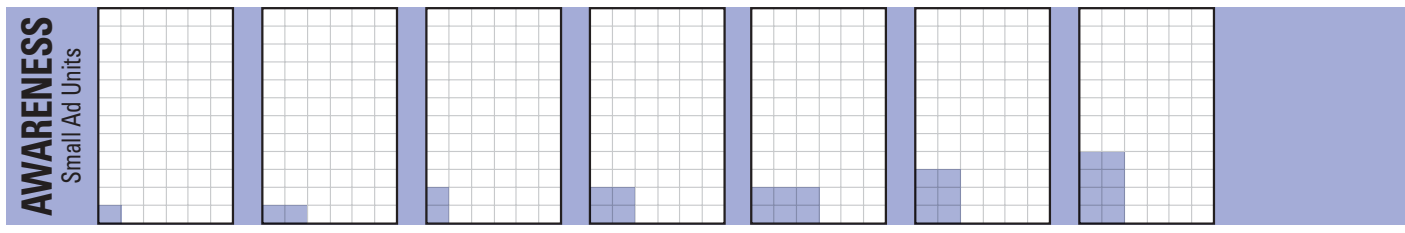
Actual ad price is calculated by taking the base rate price from section A and discounting it by the percentages in sections B & C.



IDENTITY Ad Units 1/4-1/2 page	1/3 HORIZONTAL 6 x 4 mods 6 x 7 ci 33.3% of page Mon.-Wed. \$2,828.28 Thu.-Sun. \$3,111.11	1/3 PAGE 4 x 6 mods 4 x 10.5 ci 33.3% of page Mon.-Wed. \$2,828.28 Thu.-Sun. \$3,111.11	1/3 VERTICAL 2 x 12 mods 2 x 21 ci 33.3% of page Mon.-Wed. \$2,828.28 Thu.-Sun. \$3,111.11	4/9 TALL 4 x 8 mods 4 x 14 ci 44% of page Mon.-Wed. \$3,708.32 Thu.-Sun. \$4,079.15	1/2 HORIZONTAL 6 x 6 mods 6 x 10.5 ci 50% of page Mon.-Wed. \$4,127.76 Thu.-Sun. \$4,540.54	1/2 SHORT 5 x 7 mods 5 x 12.25 ci 48.6% of page Mon.-Wed. \$4,025.96 Thu.-Sun. \$4,428.56	1/2 TALL 4 x 9 mods 4 x 15.75 ci 50% of page Mon.-Wed. \$4,127.76 Thu.-Sun. \$4,540.54	1/2 VERTICAL 3 x 12 mods 3 x 21 ci 50% of page Mon.-Wed. \$4,127.76 Thu.-Sun. \$4,540.54
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IMPRESSION Ad Units 1/8-1/4 page	1/8 PAGE 3 x 3 mods 3 x 5.25 ci 12.5% of page Mon.-Wed. \$1,079.35 Thu.-Sun. \$1,187.28	1/6 BANNER 6 x 2 mods 6 x 3.5 ci 16.7% of page Mon.-Wed. \$1,436.19 Thu.-Sun. \$1,579.81	1/6 HORIZONTAL 3 x 4 mods 3 x 7 ci 16.7% of page Mon.-Wed. \$1,436.19 Thu.-Sun. \$1,579.81	1/6 VERTICAL 2 x 6 mods 2 x 10.5 ci 16.7% of page Mon.-Wed. \$1,436.19 Thu.-Sun. \$1,579.81	1/5 PAGE 3 x 5 mods 3 x 8.75 ci 20.8% of page Mon.-Wed. \$1,789.73 Thu.-Sun. \$1,968.70	1/4 PAGE 3 x 6 mods 3 x 10.5 ci 25% of page Mon.-Wed. \$2,141.06 Thu.-Sun. \$2,355.16
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AWARENESS Small Ad Units	ONE 1 x 1 mod 1 x 1.75 ci 1.4% of page Mon.-Wed. \$120.30 Thu.-Sun. \$132.32	TWO HORIZONTAL 2 x 1 mods 2 x 1.75 ci 2.8% of page Mon.-Wed. \$240.59 Thu.-Sun. \$264.65	TWO VERTICAL 1 x 2 mods 1 x 3.5 ci 2.8% of page Mon.-Wed. \$240.59 Thu.-Sun. \$264.65	FOUR 2 x 2 mods 2 x 3.5 ci 5.6% of page Mon.-Wed. \$480.69 Thu.-Sun. \$528.76	SIX HORIZONTAL 3 x 2 mods 3 x 3.5 ci 8.3% of page Mon.-Wed. \$721.04 Thu.-Sun. \$793.14	SIX VERTICAL 2 x 3 mods 2 x 5.25 ci 8.3% of page Mon.-Wed. \$721.04 Thu.-Sun. \$793.14	EIGHT 2 x 4 mods 2 x 7 ci 11.1% of page Mon.-Wed. \$960.40 Thu.-Sun. \$1,056.44
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B SELECT YOUR ANNUAL SPENDING LEVEL

Commitment Level	% Discount off Base Rate	Commitment Level	% Discount off Base Rate
\$1,000	10.00%	\$47,000	20.50%
\$1,200	10.50%	\$56,000	21.00%
\$1,500	11.00%	\$67,000	21.50%
\$1,750	11.50%	\$80,000	22.00%
\$2,100	12.00%	\$100,000	22.50%
\$2,500	12.50%	\$115,000	23.00%
\$3,000	13.00%	\$140,000	23.50%
\$3,600	13.50%	\$165,000	24.00%
\$4,500	14.00%	\$200,000	24.50%
\$5,500	14.50%	\$250,000	25.00%
\$6,500	15.00%	\$300,000	25.50%
\$7,500	15.50%	\$350,000	26.00%
\$9,000	16.00%	\$450,000	26.50%
\$11,000	16.50%	\$500,000	27.00%
\$13,000	17.00%	\$600,000	27.50%
\$15,500	17.50%	\$750,000	28.00%
\$18,500	18.00%	\$900,000	28.50%
\$22,500	18.50%	\$1,100,000	29.00%
\$27,000	19.00%	\$1,300,000	29.50%
\$32,000	19.50%	\$1,500,000	30.00%
\$39,000	20.00%	\$1,800,000	30.50%
		\$2,200,000	31.00%
		\$2,600,000	31.50%
		\$3,100,000	32.00%

C SELECT YOUR FREQUENCY PER WEEK

Frequency	% Discount
1x	0%
2x	15%
3x	20%
4x	22.5%
5x	25%
6x	27.5%
7x	30%

■ CALCULATE YOUR OPTIONS

A. Base rate (from chart above) _____ \$ _____

B. Annual discount _____ % (from chart B, on left) _____ \$ _____

Subtotal \$ _____

C. Frequency discount _____ % (from chart C, on bottom) _____ \$ _____

TOTAL FOR ONE AD \$ _____

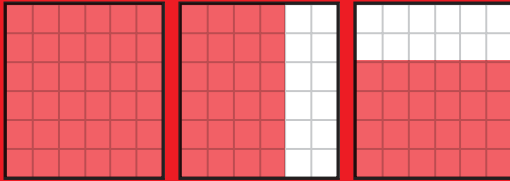
Color is charged at 20% of your base rate, per day. Minimum charge is \$125. Limited availability.

TABLOID MODULAR ADVERTISING RATES

■ MORE IMPACT ■ EASIER TO PLAN AND BUY YOUR ADS ■ UNIVERSAL SIZING

A
SELECT
YOUR
SIZE

DOMINANCE



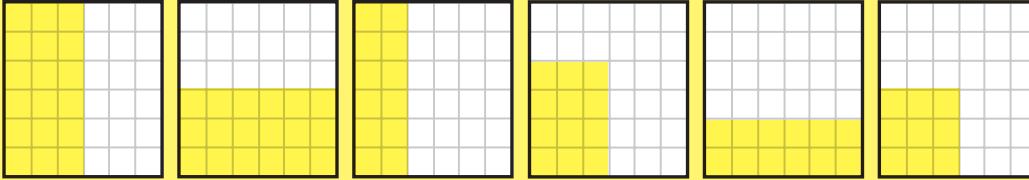
These units are used for all **Tabloid Newspaper Sections** (6 columns x 9.75" deep*). Includes Scene and select special sections.

COLUMN MEASUREMENTS:
 6 col. = 10" 3 col. = 4.938"
 5 col. = 8.313" 2 col. = 3.25"
 4 col. = 6.625" 1 col. = 1.563" ci = column inches

FULL PAGE 6 x 6 mods 6 x 9.75 ci 100% of page \$4,216.21	2/3 VERTICAL 4 x 6 mods 4 x 9.75 ci 66% of page \$2,888.89	2/3 VERTICAL 6 x 4 mods 6 x 7 ci 66% of page \$2,888.89
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Scene

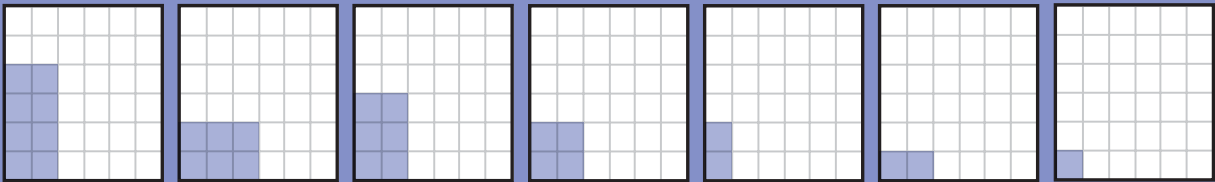
IDENTITY



1/2 VERTICAL 3 x 6 mods 3 x 9.75 ci 50% of page \$2,186.93	1/2 HORIZONTAL 3 x 3 mods 6 x 5.25 ci 50% of page \$2,186.93	1/3 VERTICAL 2 x 6 mods 2 x 9.75 ci 33% of page \$1,466.97	1/3 HORIZONTAL 3 x 4 mods 3 x 7 ci 33% of page \$1,466.97	1/3 BANNER 6 x 2 mods 6 x 3.5 ci 33% of page \$1,466.97	2/3 VERTICAL 3 x 3 mods 3 x 5.25 ci 25% of page \$1,466.97
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Scene

AWARENESS



EIGHT 2 x 4 mods 2 x 7 ci 22.2% of page \$980.98	SIX VERTICAL 2 x 3 mods 5 x 5.25 ci 16.7% of page \$736.49	SIX HORIZONTAL 2 x 3 mods 2 x 3.5 ci 16.7% of page \$736.49	FOUR 2 x 2 mods 2 x 3.5 ci 11.1% of page \$490.99	TWO VERTICAL 1 x 2 mods 1 x 3.5 ci 5.6% of page \$245.75	TWO HORIZONTAL 2 x 1 mods 2 x 1.75 ci 5.6% of page \$245.75	ONE 1 x 1 mods 1 x 1.75 ci 2.8% of page \$122.87
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Scene

MODULAR ADVERTISING SPECIAL

(based on an \$11,000 annual contract)

Modular

2x1 Mod (2 x 1.75 ci actual)
Sunday, Monday, Tuesday

\$498.21

3
days

Non-Modular

2x2" ci actual
Sunday, Tuesday

\$438.20

2
days



- An additional day in **The Gainesville Sun**
- **31% more advertising space**

HOLIDAYS:

Labor Day, Thanksgiving Day, Christmas Day, Day After Christmas, New Year's Day, Memorial Day, 4th of July

ADVERTISING DEADLINES

DAY OF PUBLICATION	AD DEADLINE	PROOF BACK
MONDAY	3PM THURSDAY	3PM FRIDAY
TUESDAY	3PM FRIDAY	3PM MONDAY
WEDNESDAY	3PM FRIDAY	3PM TUESDAY
THURSDAY	3PM MONDAY	3PM WEDNESDAY
FRIDAY	3PM TUESDAY	3PM THURSDAY
SATURDAY	3PM WEDNESDAY	3PM FRIDAY
SUNDAY G.	3PM TUESDAY	1PM THURSDAY
SUNDAY HOMES	3PM WEDNESDAY	3PM THURSDAY
SUNDAY	3PM WEDNESDAY	3PM FRIDAY
GUARDIAN	3PM THURSDAY*	1PM TUESDAY
SCENE	3PM FRIDAY	1PM TUESDAY

* one week prior

Ads must be scheduled and materials submitted by ad deadline. Late changes cannot be accommodated after proofback deadline.

COLOR COMICS

SUNDAY COMICS ADVERTISING

Full run, full color advertising available with the Sunday newspaper. Opportunities for small and major advertisers. Spadeas (wrapped around the folded edge); Gatefolds (attached to the open edge), and Press Fed Tabloids (inside of comics) available. Call for run date availability.

SPADEA

Full page standard sheet, full color front and back, wrapped around the fold of the Sunday Comics. Full Sunday Distribution Per insertion.

12x	\$2535
6x.....	\$2843
Open.....	\$3188

2 PAGE FLY SHEET

Full page standard sheet, full color front & back, printed with the comics, folded on the inside of the comics. Full Sunday Distribution.

12x	\$2535
6x.....	\$2843
Open.....	\$3188

GATEFOLD

Full page standard sheet, full color front & back, printed with the comics, folded on the outside of the comics. Full Sunday Distribution.

12x	\$1703
6x.....	\$1978
Open.....	\$2277

SPECIAL PRODUCTS

KRAFT WRAPPERS

Heavyweight kraft paper. Color front, B/W back. 6x21 page, front & back, full run.

One color front, B/W back	\$3589
Two color front, B/W back.....	\$3704
Full color front, B/W back	\$3820

PRINTED POLY BAGS

Insertion Rate..... **\$50** per thousand / **\$55** per thousand - zoned
Printing / Production Rates Available Upon Request

TAB-ON NOTES

Advertising available as pre-printed post it notes on the front page of the newspaper. 25,000 minimum order.

Reservation: 28 days prior • Camera Ready: 21 days prior
• "Rush" Orders Incur Additional Charges

PREPRINTED INSERTS

PREPRINT GUIDELINES

Tabloid Insert: Overall paper size should be no larger than 11 inches by 13-3/4 inches. Full page or standard size inserts must be no larger than 11 inches by 12 inches (folded). Minimum insert size: 5-3/4 x 7 inches. One page inserts are 151 square inches or less when laid flat and unfolded. Maximum page size for flexi inserts is 6 inches x 10 inches. All preprints are inserted mechanically to insure effective coverage. To get optimum coverage, please observe the following specifications. Metal objects such as keys, coins, etc., and liquids attached to any page of preprinted sections are NOT machine insertable and will incur additional charges. Minimum size 4-page broadsheet, 8-page tabloid, 16 page quarter fold for even distribution. Inserts under 8-page tabloid or 4-page broadsheet cannot be guaranteed 100% coverage. However, to avoid misses and duplication, all inserts under the above sizes should be at least 8/1000 of an inch thick. We recommend the use of 7 point high bulk, 70# exact

SINGLE SHEET FLYERS

Single sheet insert Print and Deliver program. Targeted preprints produced and delivered by the Newspaper. Rates include full color on both sides, printing, inserting and delivering, and one week posting on Flyerboard on Gainesville.com.

SIZE	QUANTITY	RATE PER THOUSAND	SIZE	QUANTITY	RATE PER THOUSAND	SIZE	QUANTITY	RATE PER THOUSAND	4 Page Tab	QUANTITY	RATE PER THOUSAND
5.5 x 8.5	10,000	40.13	5.5 x 11	10,000	41.47	8.5 x 11	10,000	64.38	4 Page Tab	10,000	72.39
	20,000	33.19		20,000	33.60		20,000	56.68	11x17 folded	20,000	52.67
	30,000	23.02		30,000	24.83		30,000	37.23		30,000	46.96
	50,000	18.35		50,000	20.38		50,000	27.90		50,000	42.38

VERSA COUPONS™



Double sided.
Great for contests, instant redemption coupons, mail in offers, and rebates.

Quantity	25,000	35,000+
2 colors / 1 color.....	\$101	\$61
3 colors / 1 color.....	\$104	\$63
4 spot color / 1 color.....	\$108	\$67

Rates are per thousand and include 1 week posting on Flyerboard on Gainesville.com.
All background colors are charged as a color.

VERSA CARDS™



Double sided and more durable cards extend the life of your ad. No adhesive residue left on cards. Great for temporary membership cards, punch cards, and reward programs.

Quantity	25,000	35,000+
2 colors / 1 color.....	\$81	\$69
3 colors / 1 color.....	\$122	\$74

Rates are per thousand and include 1 week posting on Flyerboard on Gainesville.com. All background colors are charged as a color.

Production Deadlines
Reservation: 28 days prior • Camera Ready: 21 days prior
"Rush Orders" will incur additional charges

TAB-ON™




Single sided and available in two sizes and a variety of colors.

3 X 3 TAB-ON PRICES:

Quantity	25,000	35,000+
1 Spot Color.....	\$45.25	\$42.15
2 Spot Colors.....	\$46.30	\$43.20
3 Spot Colors.....	\$47.35	\$44.25
4 Spot Colors.....	\$48.35	\$45.25
Full Process Color.....	\$50.40	\$47.35

Rates are per thousand and include 1 week posting on Flyerboard on Gainesville.com.
White or yellow background does not count as a color. All other background colors count as a color. 2 sided tab-ons require custom pricing.

Special shapes or metalized paper—add \$10 per thousand.

offset or heavier paper for single sheet inserts. Neat, well-secured packaging, as well as having ink dried before stacking, is essential to accurate distribution. All printed inserts should have the supplement line on the front page of the supplement to read as follows: "Advertising Supplement To The Gainesville Sun". Gang listings of newspapers distributing the inserts are acceptable. Insert date on the preprint is preferred, but not required. Confirmation of insertion upon product inspection. Preprints that contain any type of U.S. Postal Permit Imprint or Indicia cannot be inserted except for business reply mail. Shipments are to be delivered F.O.B. to the Ocala Star Banner loading platform, C/O Receiving Manager, 2121 SW 19th Ave. Rd. Ocala, FL 34474 for insertion into the Gainesville Sun. Warehouse receiving hours, 8:00 a.m. to 5:00 p.m., Monday through Friday. Receiving dock is not open on Saturday and Sunday. All preprints due in the warehouse ten (10) days prior to run date. Inserts are not available on Monday or Tuesday. Call for availability around holidays.

FULL RUN Frequency/CPM

	TAB PAGES	2	4	8	12	16	20	24	28	32	36	40	44	48	52	56	60
1-3x	Wed. thru Thurs.	35	48	54	61	65	69	71	73	75	77	79	81	83	85	87	89
	Fri.-Sun./Holiday	37	50	56	64	68	72	74	76	78	80	82	84	86	88	90	92
4-12x	Wed. thru Thurs.	30	43	49	56	60	64	66	68	70	72	74	76	78	80	82	84
	Fri.-Sun./Holiday	32	45	51	59	63	67	69	71	73	75	77	79	81	83	85	87
13-24x	Wed. thru Thurs.	29	42	48	55	59	63	65	67	69	71	73	75	77	79	81	83
	Fri.-Sun./Holiday	31	44	50	58	62	66	68	70	72	74	76	78	80	82	84	86
25-36x	Wed. thru Thurs.	28	41	47	54	58	62	64	66	68	70	72	74	76	78	80	82
	Fri.-Sun./Holiday	30	43	49	57	61	65	67	69	71	73	75	77	79	81	83	85
37-48x	Wed. thru Thurs.	27	40	46	53	57	61	63	65	67	69	71	73	75	77	79	81
	Fri.-Sun./Holiday	29	42	48	56	60	64	66	68	70	72	74	76	78	80	82	84
49-60x	Wed. thru Thurs.	26	39	45	52	56	60	62	64	66	68	70	72	74	76	78	80
	Fri.-Sun./Holiday	28	41	47	55	59	63	65	67	69	71	73	75	77	79	81	83
61-72x	Wed. thru Thurs.	25	38	44	51	55	59	61	63	65	67	69	71	73	75	77	79
	Fri.-Sun./Holiday	27	40	46	54	58	62	64	66	68	70	72	74	76	78	80	82
73-84x	Wed. thru Thurs.	24	37	43	50	54	58	60	62	64	66	68	70	72	74	76	78
	Fri.-Sun./Holiday	26	39	45	53	57	61	63	65	67	69	71	73	75	77	79	81
85-96x	Wed. thru Thurs.	23	36	42	49	53	57	59	61	63	65	67	69	71	73	75	77
	Fri.-Sun./Holiday	25	38	44	52	56	60	62	64	66	68	70	72	74	76	78	80
97-108x	Wed. thru Thurs.	22	35	41	48	52	56	58	60	62	64	66	68	70	72	74	76
	Fri.-Sun./Holiday	24	37	43	51	55	59	61	63	65	67	69	71	73	75	77	79

PART RUN (LESS THAN 32,000) Frequency/CPM

	TAB PAGES	2	4	8	12	16	20	24	28	32	36	40	44	48	52	56	60
1-3x	Wed. thru Thurs.	38	51	57	64	68	72	74	76	78	80	82	83	85	87	89	91
	Fri.-Sun./Holiday	41.5	55.5	62	71	75.5	80	82	84	86.5	88.5	91	93	95	97	99	101
4-12x	Wed. thru Thurs.	33	46	52	59	63	67	69	71	73	75	77	78	80	82	84	86
	Fri.-Sun./Holiday	36.5	50.5	57	66	70.5	75	77	79	81.5	83.5	86	88	90	92	94	96
13-24x	Wed. thru Thurs.	32	45	51	58	62	66	68	70	72	74	76	78	80	82	84	86
	Fri.-Sun./Holiday	35.5	49.5	56	65	69.5	74	76	78	80.5	82.5	85	87	89	91	93	95
25-36x	Wed. thru Thurs.	31	44	50	57	61	65	67	69	71	73	75	77	79	81	83	85
	Fri.-Sun./Holiday	34.5	48.5	55	64	68.5	73	75	77	79.5	81.5	84	86	88	90	92	94
37-48x	Wed. thru Thurs.	30	43	49	56	60	64	66	68	70	72	74	76	78	80	82	84
	Fri.-Sun./Holiday	33.5	47.5	54	63	67.5	72	74	76	78.5	80.5	83	85	87	89	91	93
49-60x	Wed. thru Thurs.	29	42	48	55	59	63	65	67	69	71	73	75	77	79	81	83
	Fri.-Sun./Holiday	32.5	46.5	53	62	66.5	71	73	75	77.5	79.5	82	84	86	88	90	92
61-72x	Wed. thru Thurs.	28	41	47	54	58	62	64	66	68	70	72	74	76	78	80	82
	Fri.-Sun./Holiday	31.5	45.5	52	61	65.5	70	72	74	76.5	78.5	81	83	85	87	89	91
73-84x	Wed. thru Thurs.	27	40	46	53	57	61	63	65	67	69	71	73	75	77	79	81
	Fri.-Sun./Holiday	30.5	44.5	51	60	64.5	69	71	73	75.5	77.5	80	82	84	86	88	90
85-96x	Wed. thru Thurs.	26	39	45	52	56	60	62	64	66	68	70	72	74	76	78	80
	Fri.-Sun./Holiday	29.5	43.5	50	59	63.5	68	70	72	74.5	76.5	79	81	83	85	87	89
97-108x	Wed. thru Thurs.	25	38	44	51	55	59	61	63	65	67	69	71	73	75	77	79
	Fri.-Sun./Holiday	28.5	42.5	49	58	62.5	67	69	71	73.5	75.5	78	80	82	84	86	88

2012

The Gainesville Sun

RETAIL INVESTMENT GUIDE

Effective January 1, 2012

MAILING & SHIPPING ADDRESS:
2700 S.W. 13th Street
Gainesville, FL 32608
1-800-443-4245

RETAIL ADVERTISING
352-374-5012

RETAIL FAX
352-338-3125

CLASSIFIED FAX
352-338-3131

PREPRESS
352-338-3141

CREDIT DEPARTMENT
1-866-470-7133

CIRCULATION

ESTABLISHED 1876.
DAILY 75c; SUNDAY \$1.50

MEMBER
ABC, NAA, SCAMA,
FNAME, FMA

104 WEEK AUDIT
MARCH 28, 2010

MONDAY - FRIDAY 37,054
SATURDAY 36,985
SUNDAY 43,482

PERSONNEL

PUBLISHER
JAMES DOUGHTON

DIRECTOR OF SALES AND MARKETING
SUSAN PINDER

SENIOR ADVERTISING MANAGER
LYNDA STRICKLAND

ADVERTISING SALES MANAGER
LISA WIGGS

SALES & MARKETING MANAGER
ART ZAPPA

CLASSIFIED CALL CENTER MANAGER
MELODY DAY

demographics & reach

	Demographics		Net Combined Audience		Gainesville Sun Readership				Gainesville.com	
	Total	%	Past 7 Day	Reach	Daily Readers	Reach	Sunday Readers	Reach	Past 30 Days Users	Reach
Total Adults	322,800	100%	215,100	67%	125,200	39%	147,500	46%	65,400	20%
Gender										
Male	163,400	51%	107,600	66%	62,600	38%	75,800	46%	30,200	18%
Female	159,400	49%	107,500	67%	62,600	39%	71,800	45%	35,200	22%
Age										
18 - 24	61,000	19%	40,000	66%	17,700	29%	22,800	37%	12,600	21%
25 - 34	59,400	18%	33,400	56%	17,500	29%	23,700	40%	13,900	23%
35 - 54	106,300	33%	73,200	69%	40,400	38%	45,300	43%	23,700	22%
35 - 44	52,000	16%	36,200	70%	17,800	34%	21,000	40%	11,300	22%
45 - 54	54,300	17%	36,900	68%	22,600	42%	24,400	45%	12,400	23%
55 - 64	45,300	14%	31,000	68%	21,300	47%	24,000	53%	10,600	23%
65 and older	50,900	16%	37,400	73%	28,300	56%	31,700	62%	4,700	9%
Education										
Less than HS Graduate	37,300	12%	19,400	52%	10,700	29%	10,500	28%	4,700	13%
High School Graduate	64,000	20%	41,300	65%	18,700	29%	28,200	44%	6,100	10%
Some College	94,200	29%	56,100	60%	32,000	34%	37,100	39%	14,200	15%
College Graduate	127,300	39%	98,300	77%	63,800	50%	71,600	56%	40,300	32%
Employment										
Employed Full-time	152,600	47%	108,200	71%	66,500	44%	76,600	50%	40,500	27%
Employed Part-time	39,200	12%	25,100	64%	13,600	35%	16,200	41%	6,400	16%
Not Employed	131,100	41%	81,700	62%	45,000	34%	54,700	42%	18,400	14%
Children Present in Home	111,900	35%	74,700	67%	42,600	38%	54,000	48%	26,200	23%
Own or Rent Residence										
Home owner	249,600	77%	174,200	70%	105,500	42%	127,500	51%	51,600	21%
Renter	66,100	20%	38,500	58%	19,200	29%	18,200	28%	13,800	21%
Household Income										
Under \$35,000	121,500	38%	74,500	61%	42,800	35%	48,300	40%	15,400	13%
\$35,000 and over	201,300	62%	140,500	70%	82,400	41%	99,200	49%	50,000	25%
\$50,000 or more	131,400	41%	95,700	73%	59,200	45%	68,500	52%	37,800	29%
\$75,000 or more	72,400	22%	54,600	75%	33,900	47%	37,300	52%	22,500	31%

How to Read Profiles: The total adult population is the composition of the market (Demographics) and all information in this column is read vertically. For example, there are 163,400 adults who are male and they represent 51% of the total market. For all media measurements, the percentages are read horizontally and this is referred to as demographic reach. Daily readers read The Gainesville Sun on an average weekday (read yesterday). Sunday readers read The Gainesville Sun last Sunday (average Sunday). The Net Combined Measurement is the Audit Bureau of Circulation Audience-FAX standard of reporting audience. This measurement is unduplicated reach of The Gainesville Sun and Gainesville.com. There are 215,100 adults who read a copy of The Gainesville Sun during the past seven days (Monday through Sunday) or have visited Gainesville.com. The Gainesville Sun is read by 147,500 adults on an average Sunday or The Gainesville Sun has 46% reach among adults in the market.

The Gainesville Sun has access to the most comprehensive portrait of demographics, shopping and media usage in the Greater Gainesville market. For more information, call 352. 374-5012 or e-mail advertising@gvillesun.com