

TALACHUA COUNTY TODAY

The only Five Star newspaper Serving the Heartland Communities

2016

general information

*Circulation, coverage and
distribution details*

advertising rates

*The facts and figures on ad
rates in Alachua County Today*

mechanical specifications

*Ad sizes, b/w and color specs,
ad preparations, and accepted file types*

contact us:

tel (386) 462-3355

fax (386)-462-4569

always online:

AlachuaCountyToday.com



MEDIA KIT

GENERAL INFORMATION

at a glance

Alachua County Today
P.O. BOX 2135
14804 MAIN STREET
ALACHUA, FL 32616

Established in 2000

Twice named the No. 1 Weekly
Newspaper in Florida – *Florida
Press Association*

Distribution

Alachua, High Springs,
Newberry, Jonesville,
Gainesville, Archer, Hawthorne,
Micanopy, Waldo and LaCrosse

Circulation

Average of 5,000 copies

Coverage

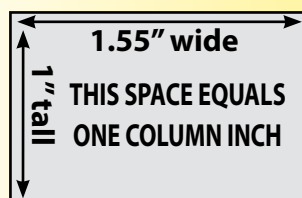
Covering news and community
events in Alachua, High
Springs, Newberry, Jonesville,
Archer, Hawthorne, Micanopy,
Waldo and LaCrosse

Deadline

Tuesday by noon for Thursday
publication

Open Rates

\$10.00 per column inch (PCI)
+ \$3.15 PCI full process color



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Alachua County Today specializes in covering community news and events in the heartland communities dotting Alachua County. With an estimated 15,000 readers, 5,000 copies of *Alachua County Today* are distributed across Alachua, High Springs, Newberry, Jonesville, Gainesville, Archer, Hawthorne, Micanopy, Waldo and LaCrosse. Published each Thursday, *Alachua County Today* is distributed through mailed subscriptions, newsstands and merchant placements.



Ways to advertise

- Printed retail display advertising (in the newspaper) - details at right
- Web site advertising (on AlachuaCountyToday.com) - details on back page
- Front page sticky notes (on the front page of the printed newspaper) - details on back page
- Preprinted inserts (i.e. special supplements, grocery circulars) - details on back page
- Classified advertising - line ads (i.e. job listings, autos for sale) - details on back page
- Special sections published for community events throughout the year - details on back page

Ad submission & preparation

Our graphic artists will gladly work hand-in-hand with you or your staff to design an advertisement that reflects your company's image. Alternatively, you may choose to design your own ad or have an outside agency do so.

Alachua County Today accepts virtually every file type including, tiff, jpeg, pdf, Photoshop, InDesign, Quark, PageMaker, Illustrator, Publisher and many others. Files should be 180 dpi or greater. Ads and ad copy may be submitted via **e-mail** to ads@alachuatoday.com. Please telephone our office to confirm receipt.

Ads should be submitted by Tuesday at noon for publication on Thursday.

Who to contact

Call our office now to speak with one of our advertising representatives or to set up an appointment in our office or yours.

Retail Advertising

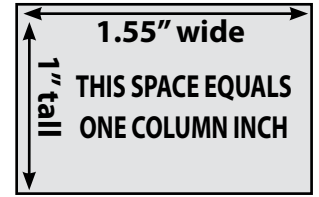
Chris Dampier
ads@alachuatoday.com
(352) 538-0919

Legal Advertising

Robert Boukari
ads@alachuatoday.com
(386) 462-3355

RETAIL DISPLAY ADVERTISING

full newspaper page size 10" W x 20" H
or 6 col. W x 20" H



open rate: \$10.25 per column inch

discount schedule

1-3 weeks - \$10.25 per column inch
4-12 weeks - 10% off open rate
13-26 weeks - 20% off open rate
27-51 weeks - 30% off open rate
52+ weeks - 40% off open rate

COLOR

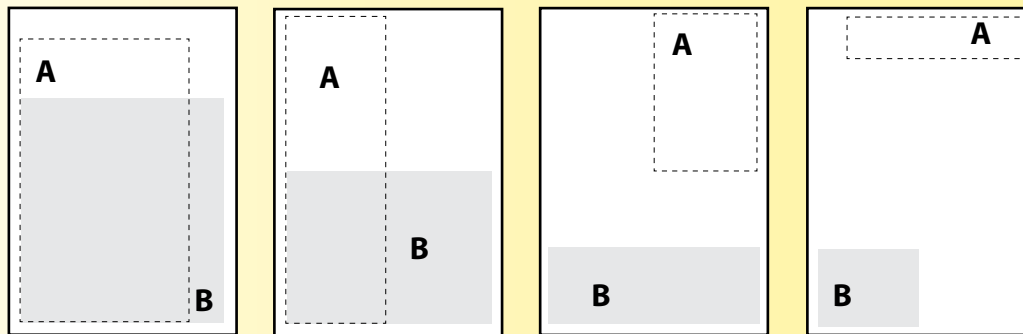
Color is billed at a rate of \$3.15 per column inch. *Alachua County Today* publishes in a four color process (CMYK).

column widths

1 col = 1.55"
2 col = 3.24"
3 col = 4.93"
4 col = 6.62"
5 col = 8.31"
6 col = 10"

sample sizes and suggested dimensions

page size 10" W x 20" H



| | 3/4 Page (90 col. inches) | 1/2 Page (60 col. inches) | 1/4 Page (30 col. inches) | 1/8 Page (15 col. inches) |
|------------|---------------------------|---------------------------|---------------------------|---------------------------|
| A | 8.31" W x 18" H | 4.93" W x 20" H | 4.93" W x 10" H | 8.31" W x 3" H |
| B | 10" W x 15" H | 10" W x 10" H | 10" W x 5" H | 4.93" W x 5" H |
| Open Rate* | \$922.5 | \$615.00 | \$307.00 | \$153.75 |

*Additional charge for color. Rates do not reflect discounts applied for contracts.

volume/auto discount plan ^{**}

The volume discount plan provides a competitive rate structure for high-volume advertisers such as car dealers and real estate offices. Eligibility for the plan requires approval through an advertising representative.

| inches used | disc. off open rate | rate per col. Inch |
|-------------|---------------------|--------------------|
| 120+ | 24% | \$7.79 |
| 145+ | 29% | \$7.28 |
| 265+ | 34% | \$6.77 |
| 385+ | 42% | \$5.95 |
| 441+ | 55% | \$4.61 |
| 500+ | 58% | \$4.31 |

Color will be billed at a volume discount rate as follows:

- 1/4 page \$80
- 3/4 page \$155
- 1/2 page \$118
- Full page \$188

** Volume discount plan requires a six-month minimum commitment at 120 col. inches per month. Inches used calculated on a calendar month basis.

CONTACT US NOW: tel (386) 462-3355 • fax (386) 462-4569 • always online at AlachuaCountyToday.com

OTHER WAYS TO ADVERTISE

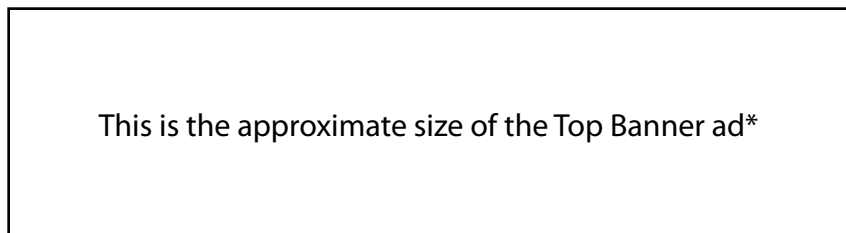
Online advertising AlachuaCountyToday.com

Get oodles of views

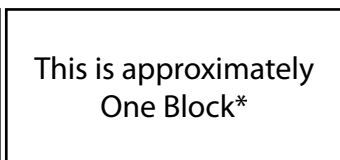
AlachuaCountyToday.com provides local advertisers with a unique angle on reaching the readers. With more than two million page views monthly, our web site is the starting point for anyone wanting to learn about anything local, from news and events to area businesses and more.

- One and two block ads randomly rotate on all pages of AlachuaCountyToday.com including the front web page.
- The top banner ad appears on all pages of AlachuaCountyToday.com and does not rotate off. At this time, the top banner space is exclusive to one advertiser at a time.

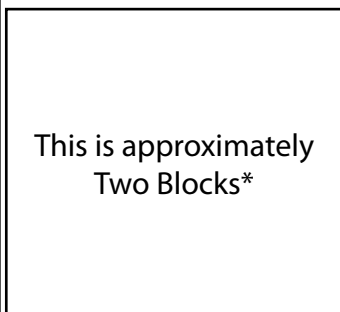
| Run Time | One Block | Two Blocks | Top Banner |
|----------|-----------|------------|------------|
| 1 month | \$160 | \$240 | \$450 |
| 2 months | \$280 | \$420 | \$800 |
| 3 months | \$380 | \$570 | \$1100 |
| 4 months | \$480 | \$720 | \$1350 |
| 5 months | \$580 | \$870 | \$1550 |
| 6 months | \$600 | \$900 | \$1700 |



This is the approximate size of the Top Banner ad*



This is approximately One Block*



This is approximately Two Blocks*

*Sizes will vary slightly based on computer settings of each user. Please refer to AlachuaCountyToday.com for an accurate depiction of ads.

Preprinted inserts*

Also known as ad circulars or grocery ads, preprinted inserts are a cost-effective way of putting your ad materials into the hands of our readers.

Rates:

Single sheet \$61 per 1,000 inserted
Up to 8 pages \$72 per 1,000 inserted
Over 8 pages \$94 per 1,000 inserted

*Inserts to be supplied by advertiser unless other arrangements are made. Finished size of insert may not exceed 10" X 11.5".

NOTE: Materials must be shipped to So. Georgia Printing, C/O Alachua County Today, 311 West Central Ave, Valdosta, Ga. 31601.

Insertion order should be sent to Alachua County Today at least one week prior to insertion.

Front page advertising

Be one of the few businesses to ever advertise on the front of Alachua County Today with a banner ad. Only two spots are available -- an eye-catching full-color banner ad across the bottom of the front page of the A Section or the bottom of the front page of the B section. Call for details. Price varies.



Special sections

Every year, Alachua County Today publishes special sections or supplements for a host of community events. And year-after-year, the Florida Press Association has selected Alachua County Today's special sections as the best in Florida because of our uncompromising attention to detail, design and theme.



Our annual supplements have included the Newberry Watermelon Festival, Thornebrook Art Festival, Alachua Fourth of July, High Springs Pioneer Days, Back to School, special sports sections and many more.

Every year brings new opportunities for advertisers to connect with readers and festivalgoers through one or all of our many award winning sections. Call (386) 462-3355 today to learn about our next special section and how you can save with a multiple placement discount.

Classified & Line ads

Classified & line ads are available to advertisers in two forms:

Line ads such as help wanted, professional service offerings and autos for sale are billed at a rate of \$10 per week for the first 25 words and \$.30 for each additional word. Ads may be placed by calling our office at (386) 462-3355.

available on a space-limited basis.

Size: 3.24" W x 2" H

The ads are classified under a service or business type and cost \$15.00 per week with a 13-week minimum commitment.

Line ads appear both online and in the newspaper.

To place a Business & Service Directory or classified ad, call our office at (386) 462-3355

Business & Service Directory classifieds are