



*Publishers of*

**Osceola News-Gazette**

*Including*

**Osceola Homefinder**

**The Journal of Osceola County Business**

**Poinciana Pioneer**

**Harmony Notes**

**[www.aroundosceola.com](http://www.aroundosceola.com)**

**[www.holaosceola.com](http://www.holaosceola.com)**

*108 Church Street*

*Kissimmee, Florida 34741*

**407-846-7600**

**Fax: 407-846-8516**

**[display@osceolanewsgazette.com](mailto:display@osceolanewsgazette.com)**



# OSCEOLA NEWS-GAZETTE

AroundOsceola.com

[www.aroundosceola.com](http://www.aroundosceola.com)

- Established 1897
- Osceola County's Only Local Newspaper
- Published Thursday With 49,410 Circulation
  - ~Around Kissimmee: 27,855 Circulation  
Includes BVL, Poinciana And Intercession City
  - ~Around St. Cloud: 21,555 Circulation  
Includes Harmony, Lake Nona and Narcoossee
  - ~Osceola Homefinder
- Published Saturday With 36,590 Circulation
  - ~The Journal of Osceola County Business
- Standard Size (6 columns x 21 inches)
- Periodicals Postage (USPS # 513540)
- Strong Base Of Local And Regional Advertisers
- Classified Advertising By Category
- Editorial And Advertising Publication
- Home Delivery By Adult Carriers Who Bag Each Paper
- Mail Delivery For Subscription
- Pay Racks Conveniently Located In High Traffic Areas
- Active Member Of The Florida Press Association
- Active Member Of Community Papers of Florida
- Audited Circulation



# POINCIANA PIONEER

[www.poincianapioneer.com](http://www.poincianapioneer.com)

- Bi-Monthly Publication Serving Poinciana Area
- Short Tabloid (6 columns x 12 inches)
- Approximately 14,000 Circulation (per issue)
- Mailed To Residents By The First Of Each Month
- Contains Local Community News And Events



## HARMONY FLORIDA

*accountable to nature*

### NOTES

[www.harmonyfl.com](http://www.harmonyfl.com)

- Monthly Publication Serving Harmony, Lake Nona And Highway 15 Areas
- Short Tabloid (6 columns x 12 inches)
- Mailed To Residents Of Harmony The End Of Each Month
- Contains Local Community News And Events

## Websites:

[www.aroundosceola.com](http://www.aroundosceola.com)

[www.holaosceola.com](http://www.holaosceola.com)

# 2011 OSCEOLA NEWS-GAZETTE PROMOTIONAL & SPECIAL SECTION SCHEDULE

## JANUARY

**2011 Internet Challenge**  
Beginning First Week

**Senior Living**  
Thursday, January 20

## FEBRUARY

**Silver Spurs Rodeo**  
Saturday, February 12

**Here Comes The Bride (Feb 20)**  
Thursday, February 17

## MARCH

**St. Cloud Life (March 5)**  
SC Zone Thursday, March 3

**Images of Osceola**  
Saturday, March 12

## APRIL

**Kids Stuff**  
Saturday, April 16

## MAY

**Health & Wellness**  
Thursday, May 12

## JUNE

**101 Things To Do This Summer**  
Saturday, June 4

**Flag Day Poster**  
Saturday, June 11

## JULY

**Best Of...**  
Saturday, July 16

## AUGUST

**Back To School**  
Saturday, August 6

**Football**  
Saturday, August 20

## SEPTEMBER

**Spirit Cards**

**Newcomers Guide**  
Saturday, September 24

## OCTOBER

**Senior Living**  
Saturday, October 29

## NOVEMBER

**Holiday Gift Guide**  
Thursday, November 24

## DECEMBER

**Last Minute Gift Guide**  
Saturday, December 17

**Seasons Greetings**  
Saturday, December 24

4+ Sections 10% OFF    6+ Sections 15% OFF    8+ Sections 20% OFF

Customer

Date

Customer Signature

Account Executive

# Osceola News-Gazette - 2011

## 49,410 - Osceola County Thursday Circulation

Col. Inches	Open	13 Wk	26 Wk	52 Wk
3-10	\$20.35	\$18.30	\$17.50	\$16.80
11-20	\$20.10	\$17.90	\$17.15	\$16.45
21-36	\$19.80	\$17.80	\$16.95	\$16.30
37-54	\$19.70	\$17.70	\$16.85	\$16.05
55-72	\$17.95	\$16.00	\$15.30	\$14.65
73-98	\$17.50	\$15.50	\$14.65	\$14.20
99-126	\$17.11	\$15.20	\$14.30	\$13.90
Over 126	\$17.00	\$15.00	\$14.20	\$13.70

## 27,855 - Kissimmee Thursday Circulation

Col. Inches	Open	13 Wk	26 Wk	52 Wk
3-10	\$12.80	\$11.50	\$11.00	\$10.50
11-20	\$12.60	\$11.25	\$10.75	\$10.30
21-36	\$12.40	\$11.20	\$10.65	\$10.20
37-54	\$12.30	\$11.10	\$10.60	\$10.10
55-72	\$11.25	\$10.05	\$9.60	\$9.20
73-98	\$11.00	\$9.75	\$9.20	\$8.90
99-126	\$10.75	\$9.50	\$9.00	\$8.70
Over 126	\$10.65	\$9.40	\$8.90	\$8.60

## 21,555 - St. Cloud Thursday Circulation

Col. Inches	Open	13 Wk	26 Wk	52 Wk
3-10	\$10.00	\$9.50	\$8.55	\$7.70
11-20	\$9.90	\$9.40	\$8.45	\$7.60
21-36	\$9.80	\$9.30	\$8.40	\$7.50
37-54	\$9.75	\$9.25	\$8.30	\$7.45
55-72	\$8.95	\$8.50	\$7.65	\$6.50
73-98	\$8.80	\$8.40	\$7.60	\$6.30
99-126	\$8.60	\$8.20	\$7.40	\$6.00
Over 126	\$8.55	\$8.15	\$7.35	\$5.95

## 36,590 - Saturday Circulation

Col. Inches	Open	13 Wk	26 Wk	52Wk
3-10	\$18.50	16.65	15.90	15.25
11-20	\$18.25	16.30	15.60	14.95
21-36	\$18.00	16.20	15.40	14.80
37-54	\$17.90	16.10	15.30	14.60
55-72	\$16.30	14.55	13.90	13.30
73-98	\$15.90	14.10	13.30	12.90
99-126	\$15.55	13.80	13.00	12.60
Over 126	\$15.45	13.60	12.90	12.45

## SPECIAL RATES & DISCOUNTS

- **Pick Up Ads of equal or lesser value**  
(Run within a calendar week) . . . . . **20% off**
- **Church/Civic Rate** (per column inch) . . . . . **\$13.75**
- **Bulk Agreements:** Consult your Account Executive
- **Color** . . . . . **\$75.00**
- **Special Colors** . . . . . **\$100.00**
- **Full Color** . . . . . **\$250.00**
- **Color - Backs and Double Trucks** are full color positions.

All ad depths are rounded to the next 1/2" increase for billing purposes.

## DEADLINES

### THURSDAY ZONED EDITIONS AND HOMEFINDER

Proof: Friday 12:00 Noon  
Non-proof: Friday 5:00 PM

### THURSDAY COUNTY EDITION

Proof: Friday 5:00 PM  
Non-Proof: Monday 12:00 Noon

### SATURDAY EDITION

Proof: Wednesday 12:00 Noon  
Non-Proof: Thursday 12:00 Noon

## MECHANICAL SPECIFICATIONS

### Osceola News-Gazette Image Areas

Columns	Picas	Inches
1 Column	10p9.6	1.80"
2 Column	22p9.6	3.75"
3 Column	34p9.6	5.75"
4 Column	46p2.4	7.75"
5 Column	58p2.4	9.75"
6 Column	70p2.4	11.75"

### Full Page Image Area

6 col. x 20.75" = 11.75" x 20.75"\*

### Double Truck Image Area

24.25" x 20.75"\*

\*Billed at 21" Depth

# FRONT OF SECTION ADVERTISING



Rates effective 1/1/2011

<b>Front Page (6x2" only)</b>	<b>Thurs.</b>	<b>Sat.</b>
• Open rate	\$1050/ad	\$1015/ad
• 13-week contract	\$925/ad	\$890/ad
• 26-week contract	\$820/ad	\$785/ad
• 52-week contract	\$735/ad	\$700/ad

<b>Lifestyles (6x3")</b>		
• Open rate		\$700/ad
• 13-week contract		\$580/ad
• 26-week contract		\$480/ad
• 52-week contract		\$400/ad

<b>Homefinder (6x3")</b>	
• Open rate	\$735/ad
• 13-week contract	\$610/ad
• 26-week contract	\$505/ad
• 52-week contract	\$420/ad

<b>Kissimmee (6x3")</b>	
• Open rate	\$495/ad
• 13-week contract	\$385/ad
• 26-week contract	\$315/ad
• 52-week contract	\$285/ad

<b>St. Cloud (6x3")</b>	
• Open rate	\$390/ad
• 13-week contract	\$330/ad
• 26-week contract	\$285/ad
• 52-week contract	\$245/ad

Price includes full color. Prices are for **News-Gazette Front Page** and fronts of **Homefinder, Lifestyles, Kissimmee/St. Cloud** advertising. Advertising agreements are consecutive weeks only.



BANNER AD



BANNER AD



BANNER AD



BANNER AD



BANNER AD

Call your display account representative to reserve your space today! **407-846-7600**

Yes, I agree to a \_\_\_\_\_ week contract commitment to run on the front of \_\_\_\_\_

Signature Authorization \_\_\_\_\_

Business Name (PLEASE PRINT) \_\_\_\_\_

Date \_\_\_\_\_ Sales Executive \_\_\_\_\_



# Circulation – 2011

## Osceola News-Gazette

86,000 COMBINED CIRCULATION

### THURSDAY

ROUTE	HOME DELIVERIES	ROUTE	HOME DELIVERIES
<b>Kissimmee</b>		<b>St. Cloud</b>	
101	825	301	2549
102	1075	302	1775
103	950	303	2109
104	1000	304	1384
105	600	305	1184
106	900	306	1810
107	1350	307	1850
108	1350	308	1478
109	1100	309	3700
110	1600	310	1986
111	1600	311	995
112	1200	Newsstand	735
113	2150	<b>Total</b>	<b>21,555</b>
201	950	<b>Combined</b>	<b>49,410</b>
203	1950		
204	3825		
205	1300		
206	2050		
207	1800		
Newsstand	280		
<b>Total</b>	<b>27,855</b>		

### SATURDAY

ROUTE	HOME DELIVERIES	ROUTE	HOME DELIVERIES
<b>Kissimmee</b>		<b>St. Cloud</b>	
101	825	301	1500
102	1075	302	1400
103	950	303	1950
104	1000	304	1300
105	600	305	1100
106	900	306	1600
107	1350	307	1850
108	1350	308	1300
109	1100	309	2400
110	1300	310	1000
111	1600	311	0
112	1200	Newsstand	250
113	2150	<b>Total</b>	<b>15,650</b>
201	950	<b>Combined</b>	<b>36,590</b>
203	790		
204	1200		
205	0		
206	1350		
207	1000		
Newsstand	250		
<b>Total</b>	<b>20,940</b>		

## THURSDAY, SATURDAY OSCEOLA NEWS-GAZETTE ZIP CODE ROUTES

#### KISSIMMEE THURSDAY

Zip	Route	Total
34741	101, 102, 103, 104, 105	4,450
34743	110, 111, 112, 113	6,550
34744	106, 107, 108, 109	4,700
34746	201, 206, 207	4,800
34758	203, 204	5,775
34759	205	1,300

#### ST. CLOUD THURSDAY

Zip	Route	Total
34771	301, 302	4,324
34769	303, 304, 305, 306	6,487
34744	307, 308	3,328
34772	309, 310	5,686
32832	311	995

#### KISSIMMEE SATURDAY

Zip	Route	Total
34741	101, 102, 103, 104, 105	4,450
34743	110, 111, 112, 113	6,250
34744	106, 107, 108, 109	4,700
34746	201, 206, 207	3,300
34758	203, 204	1,990
34759	205	0

#### ST. CLOUD SATURDAY

Zip	Route	Total
34771	301, 302	2,900
34769	303, 304, 305, 306	5,950
34744	307, 308	3,150
34772	309, 310	3,400
32832	311	0

# INSERT REQUEST

## THURSDAY

ROUTE	HOME DELIVERIES	ROUTE	HOME DELIVERIES
<b>Kissimmee</b>		<b>St. Cloud</b>	
101	825	301	2549
102	1075	302	1775
103	950	303	2109
104	1000	304	1384
105	600	305	1184
106	900	306	1810
107	1350	307	1850
108	1350	308	1478
109	1100	309	3700
110	1600	310	1986
111	1600	311	995
112	1200	Newsstand	1180
113	2150	<b>Total</b>	<b>22000</b>
201	950	<b>Combined</b>	<b>50000</b>
203	1950		
204	3825		
205	1300		
206	2050		
207	1800		
Newsstand	425		
<b>Total</b>	<b>28000</b>		

## SATURDAY

ROUTE	HOME DELIVERIES	ROUTE	HOME DELIVERIES
<b>Kissimmee</b>		<b>St. Cloud</b>	
101	825	301	1500
102	1075	302	1400
103	950	303	1950
104	1000	304	1300
105	600	305	1100
106	900	306	1600
107	1350	307	1850
108	1350	308	1300
109	1100	309	2400
110	1300	310	1000
111	1600	311	0
112	1200	Newsstand	450
113	2150	<b>Total</b>	<b>15850</b>
201	950	<b>Combined</b>	<b>39000</b>
203	1500		
204	2400		
205	0		
206	1350		
207	1000		
Newsstand	550		
<b>Total</b>	<b>23150</b>		

## THURSDAY, SATURDAY OSCEOLA NEWS-GAZETTE ZIP CODE ROUTES

KISSIMMEE THURSDAY			ST. CLOUD THURSDAY			KISSIMMEE SATURDAY			ST. CLOUD SATURDAY		
Zip	Route	Total	Zip	Route	Total	Zip	Route	Total	Zip	Route	Total
34741	101, 102, 103, 104, 105	4,450	34771	301, 302	4,324	34741	101, 102, 103, 104, 105	4,450	34771	301, 302	2,900
34743	110, 111, 112, 113	6,550	34769	303, 304, 305, 306	6,487	34743	110, 111, 112, 113	6,250	34769	303, 304, 305, 306	5,950
34744	106, 107, 108, 109	4,700	34744	307, 308	3,328	34744	106, 107, 108, 109	4,700	34744	307, 308	3,150
34746	201, 206, 207	4,800	34772	309, 310	5,686	34746	201, 206, 207	3,300	34772	309, 310	3,400
34758	203, 204	5,775	32832	311	995	34758	203, 204	3,900	32832	311	0
34759	205	1,300				34759	205	0			

Insertion Date: \_\_\_\_\_ Customer Name: \_\_\_\_\_

Ad Caption: \_\_\_\_\_

Code #: \_\_\_\_\_ No. of Pages \_\_\_\_\_ Total Amount: \_\_\_\_\_

Shipping To: \_\_\_\_\_ Lakeland \_\_\_\_\_ Kissimmee Date Expected: \_\_\_\_\_

Special Requests: \_\_\_\_\_

Date: \_\_\_\_\_ Sales Rep: \_\_\_\_\_

# Preprints - 2011

- Delivery of Inserts And Pre-Printed Materials Is Available At A Price More Competitive Than Direct Mail Advertising.
- Zoning Of Inserted Material Available Upon Request.
- Inserts Requiring Quarter Folding Will Be Billed An Additional \$7.50 Per Thousand.
- All Materials Must Be Delivered In Uniform Bundles, Boxes Or Skids Of Equal Amounts.
- All Inserts Must Be Received One Week Prior To Publication Date. Ask Your Representative For The Proper Delivery Address.
- Special Rates Available For Combined Circulation Of All Sun Publications of Florida's Papers.
- Quantities Of 10,000 Or More Must Be Shipped To Our Plant In Lakeland, Florida, 7060 Haverty's Way, Lakeland, FL 33805. Check With Your Account Representative Concerning Lesser Quantities.

Circulation	Open	52 Week
4,000-10,000	46	40
11,000-20,000	45	38
21,000-40,000	41	34
41,000-60,000	37	32
61,000-100,000	36	31
101,000 +	34	29

- **1-16 pages** (see above)
- **17-24 pages** (add \$1 per 1,000)
- **25-32 pages** (add \$2 per 1,000)

## DESIGN, PRINT & DISTRIBUTE

Our staff is ready to help you. Our complete professional facilities include design and layout artists, typesetting, camera work, finished mechanicals, printing and distribution. We feel the convenience of working with one company will allow you the full benefits of insert advertising.

The Central Florida Group of publications offers a combined weekly distribution of over 181,695 copies in Osceola and Lake County. Our carrier routes provide you with the opportunity to target your specific market. Allow your account representative to assist you through each step of the program to achieve its maximum benefit.

- Prices based on an 8<sup>1</sup>/<sub>2</sub>" x 11"
- Choice of color papers and inks available.
- Copy Deadline: 10 working days prior to insertion date.

Custom Printing Quotes Available

	4-20m	21-40m	41+m
1 Color/1 Side .....	* \$65/m	*\$60/m	* \$55/m
2 Color/1 Side.....	** \$75/m	** \$70/m	** \$65/m
1 Color/2 Sides.....	** \$75/m	** \$70/m	** \$65/m
2 Color/1 Side &			
1 Color/1 Side .....	*** \$85/m	*** \$80/m	*** \$75/m
2 Color/2 Sides .....	*** \$90/m	*** \$85/m	*** \$80/m

\* Prices based on 50 lb. offset    \*\* Based on 60 lb. stock    \*\*\* Based on 70 lb. stock

## COMMERCIAL

- Thursday and Saturday News-Gazettes  
20 Words . . . . . \$68.65                      Each Additional Word.....\$2.10

## PERSONAL

- Thursday and Saturday News-Gazettes  
20 Words . . . . . \$56.70                      Each Additional Word .....\$1.85

*Includes 89,000 circulation weekly and online at [www.aroundosceola.com](http://www.aroundosceola.com)*

### OBITUARIES AND MEMORIALS

### PUBLIC NOTICES

125 WORDS, without Photo                      \$30  
125 WORDS, including Photo                      \$35

Fictitious name-\$15.00  
Legal Rates \$6.00 per column inch

Additional Words are 25¢ per word.  
Submit to: [Obituaries@OsceolaNewsGazette.com](mailto:Obituaries@OsceolaNewsGazette.com)

## CLASSIFIED DEADLINES

- 1) **Thursday News-Gazette & Homefinder** – Monday at 5:00 p.m. Prior to Publication
- 2) **Saturday News-Gazette** – Thursday at 2:00 p.m. Prior to Publication

## SUN PUBLICATIONS CLASSIFIED NETWORK ADS

Choose us as your one-stop-shop for classified ad placement in ALL Sun Publications Classified Sections in Osceola, Lake and Pasco Counties!

Choose the “buy” that’s best for you:

Osceola and Lake Counties  
181,695 Weekly Distribution 15 word ad \$70.00  
OR  
Osceola, Lake and Pasco Counties  
238,695 Weekly Distribution 15 word ad \$99.00

**Ask about special promotions for Merchandise, Real Estate, Business and Home Improvement Directories and Help Wanted**

**There's No Business Like YOUR Business!**

# THE JOURNAL

**OF OSCEOLA COUNTY  
BUSINESS**



*Monthly business news will appear in the Saturday News-Gazette on the dates listed.*

## Publishes Saturday

<b>January 22</b>	(Deadline Friday, January 14)
<b>February 19</b>	(Deadline Friday, February 11)
<b>March 19</b>	(Deadline Friday, March 11)
<b>April 23</b>	(Deadline Friday, April 15)
<b>May 21</b>	(Deadline Friday, May 13)
<b>June 18</b>	(Deadline Friday, June 10)
<b>July 23</b>	(Deadline Friday, July 15)
<b>August 20</b>	(Deadline Friday, August 12)
<b>September 17</b>	(Deadline Friday, September 9)
<b>October 22</b>	(Deadline Friday, October 14)
<b>November 19</b>	(Deadline Friday, November 11)
<b>December 17</b>	(Deadline Friday, December 9)

## 2011 RATES

Minimum 9" ad

1x - 6x Based on Open Rate • 6x or more Based on 26x Rate

(Each Color - \$75; Full Color - \$250)

\*\*Prices include internet • [www.journalofosceolabusiness.com](http://www.journalofosceolabusiness.com)

I agree to a \_\_\_\_\_ time commitment in *The Journal of Osceola County Business*

Business Name (please print) \_\_\_\_\_

Signature Authorization \_\_\_\_\_

Date \_\_\_\_\_ Sales Executive \_\_\_\_\_



# POINCIANA PIONEER

THE ASSOCIATION OF POINCIANA VILLAGES INC.,  
SERVING THE COMMUNITY OF POINCIANA

The Poinciana Pioneer is a twice monthly community publication serving the Poinciana area. This publication is mailed to residents the 1st and 15th of each month and contains local community news, sports and events.

Additional copies are available at the Association of Poinciana Villages Administration Office.

## PUBLISHED MONTHLY DEADLINES 2011

Issue Date	Deadline	Issue Date	Deadline
March 1 . . . . .	February 15	March 15 . . . . .	March 1
April 1 . . . . .	March 16	April 15 . . . . .	April 1
May 1 . . . . .	April 13	May 14 . . . . .	April 27
June 1 . . . . .	May 16	June 14 . . . . .	June 1
July 1 . . . . .	June 15	July 15 . . . . .	July 1
August 1 . . . . .	July 15	August 15 . . . . .	July 29
September 1 . . . . .	August 17	September 15 . . . . .	August 31
October 1 . . . . .	September 15	October 15 . . . . .	Sept. 29
November 1 . . . . .	October 17	Nov. 15 . . . . .	November 1
December 1 . . . . .	November 16	Dec. 15 . . . . .	December 1
Jan. 1, 2012 . . . . .	December 14	Jan. 15 . . . . .	December 30

**\* Proof Deadline - 2 days prior**

\_\_\_\_\_  
Please Print Name of Business

\_\_\_\_\_  
Signature Authorization

\_\_\_\_\_  
Date

All advertisements subject to the policies and conditions of Sun Publications of Florida.

## ADVERTISING RATES Effective January 2011

Size	Open Rate		6-11x Agreement		12x & Over Agreement	
		Discount		Discount		Discount
1/8 Page .....	\$140	\$119	\$125	\$106.25	\$110	\$93.50
1/4 Page .....	\$245	\$208.25	\$215	\$182.75	\$190	\$161.50
1/2 Page .....	\$440	\$374	\$390	\$331.50	\$340	\$289
Full Page .....	\$750	\$637.50	\$665	\$565.20	\$580	\$493
Faith Pg Blk .....	\$95	80.75	\$85	\$72.25	\$75	\$63.75

Prices reflect **15% DISCOUNT** on any pickup ad on second issue of that month.

All prices include Internet at [www.poincianapioneer.com](http://www.poincianapioneer.com)

**SPOT COLOR** . . . . .per color \$75      **FULL COLOR** . . . . . \$250

## CLASSIFIED RATES

15 Words for \$10  
(each additional word -50¢)

## MECHANICAL SPECIFICATIONS

Ad Size	Inches
1/8 . . . . .	.5.0" w x 2.65" h
1/4 . . . . .	.5.0" w x 5.65" h
1/2 (Horizontal) . . . . .	.10.25" w x 5.65" h
1/2 (Vertical) . . . . .	.5.0" w x 11.50" h
Full Page . . . . .	.10.25" w x 11.50" h

## CONTACTS

**Advertising . . . . 407-846-7600**  
Tom Latos, Ad Director

Editorial . . . . . 863-427-0900

For further information please contact

\_\_\_\_\_  
Account Executive  
**Email: [display@osceolanewsgazette.com](mailto:display@osceolanewsgazette.com)**



# N O T E S

## PUBLISHED MONTHLY ADVERTISING DEADLINES 2011

<u>Issue</u>	<u>Deadline</u>
January 2011 .....	Friday, <b>December 10, 2010</b>
February .....	Friday, <b>January 14</b>
March .....	Friday, <b>February 11</b>
April .....	Friday, <b>March 11</b>
May .....	Friday, <b>April 8</b>
June .....	Friday, <b>May 13</b>
July .....	Friday, <b>June 10</b>
August .....	Friday, <b>July 15</b>
September .....	Friday, <b>August 12</b>
October .....	Friday, <b>September 16</b>
November .....	Friday, <b>October 7</b>
December .....	Friday, <b>November 11</b>
January 2012 .....	Friday, <b>December 9</b>

Harmony Notes is a monthly community publication. This publication is mailed to residents of Harmony at the end of each month. It is also inserted into the Thursday Osceola News-Gazette the last Thursday of the month.

Additional circulation covers:

**LAKE NONA  
HWY. 15 CORRIDOR  
HICKORY HOLLOW**

*All advertisements subject to the policies and conditions of Sun Publications of Florida.*

*All prices include internet & full color  
[www.harmonyfl.com](http://www.harmonyfl.com)*

## ADVERTISING RATES

<u>SIZE</u>	<u>OPEN</u>	<u>3 TIMES</u>	<u>6 TIMES</u>
1/8 Page	....\$230	.....\$215	.....\$175
1/4 Page	....\$325	.....\$300	.....\$250
1/2 Page	....\$520	.....\$480	.....\$400
Full Page	....\$910	.....\$840	.....\$700

*All prices include internet & full color • [www.harmonyfl.com](http://www.harmonyfl.com)  
Email: [display@osceolanewsgazette.com](mailto:display@osceolanewsgazette.com)*

## CLASSIFIED RATES

20 Words for \$15  
*(each additional word -50¢)*

## CONTACTS

Editorial .....407-891-8358  
Advertising .....407-846-7600  
Ask for Tom Latos, Ad Director

I agree to a \_\_\_\_\_ time commitment in Harmony Notes

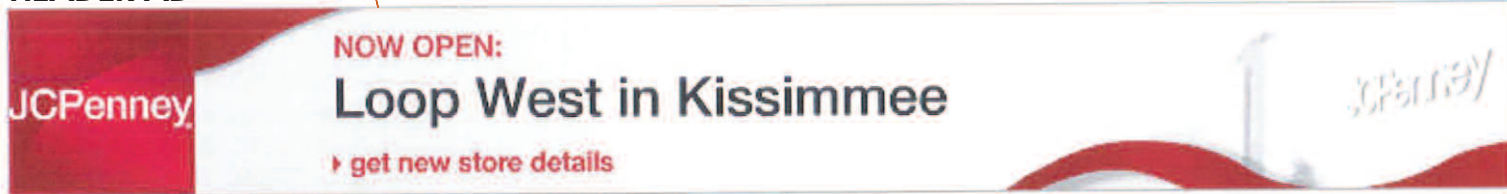
Business Name (please print) \_\_\_\_\_

Signature Authorization \_\_\_\_\_

Date \_\_\_\_\_ Sales Executive \_\_\_\_\_

# EIGHT WAYS TO HAVE THE POWER OF PRESENCE

HEADER AD



**JCPenney** NOW OPEN:  
**Loop West in Kissimmee**  
▶ get new store details

TOWER AD



pet mountain  
UP TO **50%**  
OFF TRUSTED PET PRODUCTS  
FREE SHIPPING

Shop Now ▶  
\$5 OFF COUPON: "SAVE"

## ONLINE ADVERTISING SOLUTIONS

<b>1.</b>	<b>HEADER AD</b> Header ad links to a website address. Header ad size: 730 x 90 pixels. Ad will rotate when needed.	<b>\$400</b> PER MONTH	<b>\$200</b> PER MONTH <small>with print contract, for the length of contract</small>
<b>2.</b>	<b>TOWER AD</b> Tower ad links to a website address. Tower ad will appear on right side of all pages. Tower ad size limit: 140 x 600 pixels. Ad will rotate when needed.	<b>\$400</b> PER MONTH	<b>\$200</b> PER MONTH <small>with print contract, for the length of contract</small>
<b>3.</b>	<b>BANNER AD</b> Banner ad links to a website address. Banner ad size: 468 x 60 pixels. Ad will rotate at top and bottom of each site page. Rotates with other banner ads.	<b>\$200</b> PER MONTH	<b>\$100</b> PER MONTH <small>with print contract, for the length of contract</small>
<b>4.</b>	<b>BOX AD</b> Box ad links to a website address. Box ad will appear on the upper right side of all pages. Box ad size: 300 x 250 pixels. Ad will rotate when needed.	<b>\$400</b> PER MONTH	<b>\$200</b> PER MONTH <small>with print contract, for the length of contract</small>
<b>5.</b>	<b>TILE AD</b> Tile ad links to a website address. Tiles are available on the left side of all pages. Tile size limit: 140 x 60 pixels. Ad will rotate when needed.	<b>\$150</b> PER MONTH	<b>\$75</b> PER MONTH <small>with print contract, for the length of contract</small>
<b>6.</b>	<b>COMMERCIAL VIDEO</b> Appears on the homepage only. Video begins playing on page load. Will rotate with other video when needed. Customer must supply video in electronic format.	<b>\$500</b> PER MONTH	<b>\$250</b> PER MONTH <small>with print contract, for the length of contract</small>
<b>7.</b>	<b>SPONSOR AD</b> Scoreboard • Pet of the Week, etc.	<b>\$150</b> PER MONTH	<b>\$75</b> PER MONTH <small>with print contract, for the length of contract</small>
<b>8.</b>	<b>OBITS AD</b>	<b>\$150</b> PER MONTH	<b>\$75</b> PER MONTH <small>with print contract, for the length of contract</small>

BANNER AD



**mullinax**  **Great Service**



Send **ProFlowers** from **\$19.99** +s/h

Shop Now

FREE VASE

**61,000** PAGE VIEWS PER MONTH

- ADDED VALUE**
- NO FIREWALL OF INFORMATION TO FILL OUT TO ACCESS OUR NEWS
  - PEOPLE ARE DRIVEN TO OUR SITE FOR NEWS, CLASSIFIEDS, LOOKING FOR A BUSINESS, WEATHER AND VACATION INFORMATION



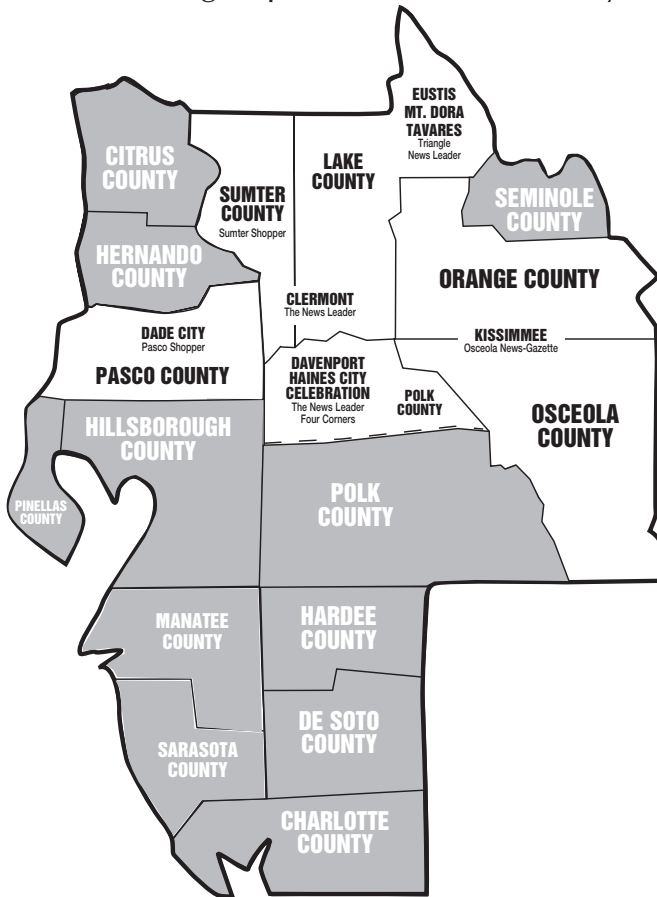
**Century 21**  
**Diamond Properties**  
Your Real Estate Store!  
www.c21diamondproperties.com  
407-846-1114

BOX AD

TILE AD

# Cross-Selling Products

Sun Publications of Florida, Inc. has the ability to serve their customers more fully by cross-selling into its sister publications in Mid-Florida. Listed below are the various groups and the services they can offer.



## MID-FLORIDA GROUP

- News Leader**      Clermont/Minneola/Groveland/Winter Garden  
 Run Day - Wednesday      Circulation - 34,000  
 Page Size - 6 col. x 13 inches  
 Delivery Method - Mail
- News Leader 4 Corners**      Davenport/South Clermont/Haines City/  
 Celebration/ChampionsGate  
 Run Day - Thursday      Circulation - 28,695  
 Page Size - 6 col. x 13 inches  
 Delivery Method - Mail
- Triangle News Leader**      Mt. Dora/Eustis/Tavares/Sorrento  
 Run Day - Thursday      Circulation - 30,000  
 Page Size - 6 col. x 13 inches  
 Delivery Method - Mail
- Sumter Shopper**      Bushnell, Wildwood, Villages, Lake Panasoffkee  
 Run Day - Wednesday      Circulation - 22,000  
 Page Size - 6 col. x 13 inches  
 Delivery Method - Mail
- Pasco Shopper**      Dade City, Zephyrhills, Ridge Manor, San Antonio  
 Run Day - Wednesday      Circulation - 35,000  
 Page Size - 6 col. x 13 inches  
 Delivery Method - Carrier

**Osceola Circulation: 86,000**

- **Combination Package Rates Available**
- **One Billing • One Representative**
- **Over 235,695 Combined Circulation**

Rates available upon request

# REQUIREMENTS FOR ELECTRONIC SUBMISSION

Sun Publications of Florida's computers are all MacIntosh Platform. The following are the recommended formats for electronic submission:

## **DISK:**

Mac Formatted CD Rom

**Note:** *MacIntosh can read PC formatted disks however some file formats cannot be converted.*

## **INTERNET / EMAIL:**

For internet transfer of artwork or advertising materials please send to e-mail:

**display@osceolanewsgazette.com**

**Note:** *When submitting material through e-mail, please include sales representative's name, date the material is to be used and any instructions for use of material.)*

*Please include all artwork and fonts that cannot be embedded into the file such as Illustrator and QuarkXpress files.*

Sun Publications of Florida is also set up to receive advertising from AdSend services. Identification ID: **FLBSP**. We can also download ads from AdTransit, Print Placement or your download or FTP site (supply us with url and appropriate passwords).

## ADVERTISING POLICIES & CONDITIONS

- The Osceola Shopper and Osceola News-Gazette are products of Sun Publications of Florida, Inc., hereinafter called "The Publisher."
- The Publisher reserves the right to revise rates on thirty (30) days written notice to the advertiser. In this event, the advertiser may, by written notice prior to the effective date of the revised rates, terminate any advertising agreement without penalty or refund.
- The Publisher will not be liable for any error in advertisement to a greater extent than the cost of the space occupied by the error. In the event of The 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, but will not assume any liability for goods sold at the incorrect price.
- **Advertising submitted past proof-copy deadline shall be published at the risk of the advertiser. The Publisher will not accept responsibility for, nor issue credit on errors made on such advertisements. This condition will also apply to ads run when proofs are returned past deadline.**
- Only preferred positions covered specifically by a special rate are guaranteed. Positions other than these are not guaranteed, therefore, credit will not be issued for placement of advertisements.
- Claims for adjustment of errors must be made no later than thirty (30) days after publication date upon which said error occurred. Claims submitted past this time limit will not be honored.
- For the mutual protection of its papers, its advertisers and its readers, The Publisher reserves the right to revise or reject any advertisement which it, in its sole judgement and discretion, considers to be objectionable or offensive in subject matter, phraseology or layout.
- All advertising is accepted on a prepaid basis until credit has been approved.
- Terms of payment are net on or before the twenty-fifth (25) of the month for advertising published for the advertiser in the month previous; provided, however, The Publisher may at any time demand cash at time of delivery of copy for insertion.
- A one and one-half percent (1½%) monthly service charge will be added to all unpaid balances in excess of 30 days.
- In the event legal collection becomes necessary, the advertiser agrees to pay all court costs, attorney fees, filing fees and any other cost involved in collection.