



Publishers of

Osceola News-Gazette

Including

Osceola Homefinder

The Journal of Osceola County Business

Poinciana Pioneer

Harmony Notes

www.aroundosceola.com

www.holaosceola.com

108 Church Street
Kissimmee, Florida 34741

407-846-7600

Fax: 407-846-8516

display@osceolanewsgazette.com



OSCEOLA NEWS-GAZETTE

AroundOsceola.com

www.aroundosceola.com

- Established 1897
- Osceola County's Only Local Newspaper
- Published Thursday With 44,410 Circulation
 - ~Around Kissimmee: 27,855 Circulation
Includes BVL, Poinciana And Intercession City
 - ~Around St. Cloud: 16,555 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

- Bi-Monthly Publication Serving Poinciana Area
- Short Tabloid (6 columns x 12 inches)
- Approximately 19,000 Circulation (monthly)
- Delivered The First and Fifteenth Of Each Month
- Contains Local Community News And Events



NOTES

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

www.holaosceola.com

FOCUS ON 2012

OSCEOLA NEWS-GAZETTE SPECIAL SECTIONS SCHEDULE

JANUARY

FOCUS -
Our Winter Friends
Thursday, January 19

FEBRUARY

FOCUS -
Silver Spurs Rodeo
Featuring **KVLS & FAIR**
Saturday, February 4

MARCH

ST. CLOUD LIFE
Thursday, March 1

FOCUS -
Kids of All Ages
Saturday, March 10

APRIL

FOCUS -
Keeping Osceola Healthy
Thursday, April 12

MAY

FOCUS -
Osceola Summertime
Featuring **Silver Spurs Rodeo**
Saturday, May 26

JUNE

***FLAG DAY POSTER**
Saturday, June 9

FOCUS -
Heroes
Saturday, June 16

JULY

FOCUS -
Best Of Osceola
Saturday, July 14

AUGUST

FOCUS -
School Days/Sports Plays
Saturday, August 4

***POLITICAL - ROP**
Saturday, August 11

SEPTEMBER

***SCHOOL SPIRIT CARDS**

DISCOVER OSCEOLA
Thursday, September 13

FOCUS -
How To....
Saturday, September 15

OCTOBER

FOCUS -
Lifestyles After 50
Saturday, October 27

NOVEMBER

***POLITICAL - ROP**
Saturday, November 3

FOCUS -
Holiday Happenings
Thursday, November 22

DECEMBER

FOCUS -
Gifts For The Season
Saturday, December 15

SEASON'S GREETINGS - ROP
Saturday, December 22

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

*Does not include Political Sections, Spirit Cards or Flag Poster

Customer _____

Date _____

Customer Signature _____

Account Executive _____

Osceola News-Gazette - 2012

44,410 - 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 1/1/2012

Front Page (6x2" only)	Thurs.	Sat.
• 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

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

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

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

St. Cloud (6x3")	
• 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.



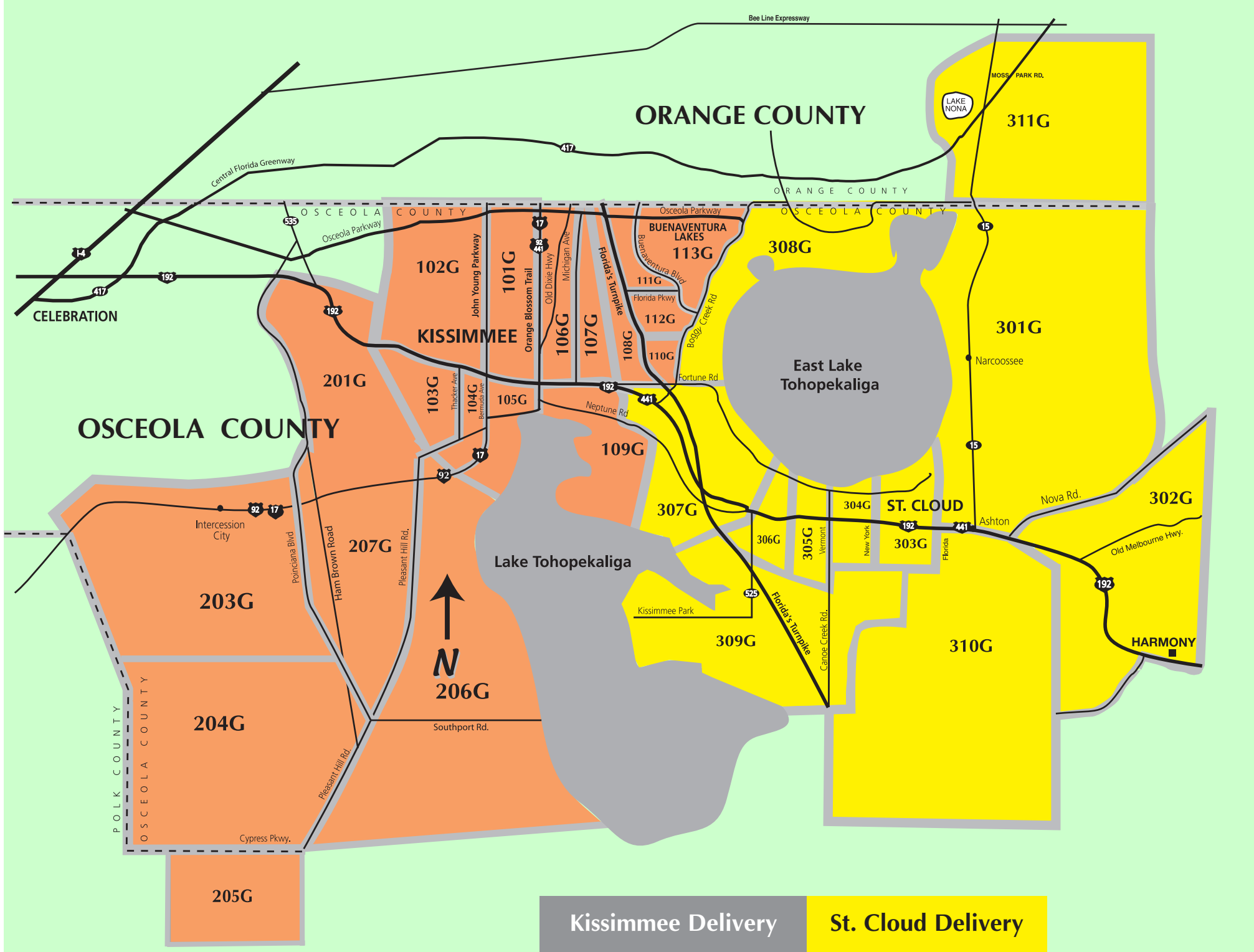
Call your display account representative to reserve your space today! **407-846-7600**

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

Signature Authorization _____

Business Name (PLEASE PRINT) _____

Date _____ Sales Executive _____



Circulation – 2012

Osceola News-Gazette

81,000 COMBINED CIRCULATION

THURSDAY

ROUTE	HOME DELIVERIES	ROUTE	HOME DELIVERIES
Kissimmee		St. Cloud	
101	850	301	1500
102	1075	302	1400
103	975	303	1950
104	950	304	1300
105	600	305	1100
106	900	306	1600
107	1350	307	1850
108	1350	308	1478
109	1100	309	2200
110	1600	310	1200
111	1600	311	697
112	1200	Newsstand	280
113	2150	Total	16,555
201	950	Combined	44,410
203	1950		
204	3825		
205	1300		
206	2050		
207	1800		
Newsstand	280		
Total	27,855		

SATURDAY

ROUTE	HOME DELIVERIES	ROUTE	HOME DELIVERIES
Kissimmee		St. Cloud	
101	850	301	1500
102	1075	302	1400
103	975	303	1950
104	950	304	1300
105	600	305	1100
106	900	306	1600
107	1350	307	1850
108	1350	308	1300
109	1100	309	2200
110	1300	310	1200
111	1600	311	0
112	1200	Newsstand	250
113	2150	Total	15,650
201	950	Combined	36,590
203	790		
204	1200		
205	0		
206	1350		
207	1000		
Newsstand	250		
Total	20,940		

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	2,900
34769	303, 304, 305, 306	5,950
34744	307, 308	3,328
34772	309, 310	3,400
32832	311	697

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
Kissimmee		St. Cloud	
101	850	301	1500
102	1075	302	1400
103	975	303	1950
104	950	304	1300
105	600	305	1100
106	900	306	1600
107	1350	307	1850
108	1350	308	1478
109	1100	309	2200
110	1600	310	1200
111	1600	311	697
112	1200	Newsstand	280
113	2150	Total	16,555
201	950	Combined	44,410
203	1950		
204	3825		
205	1300		
206	2050		
207	1800		
Newsstand	280		
Total	27,855		

SATURDAY

ROUTE	HOME DELIVERIES	ROUTE	HOME DELIVERIES
Kissimmee		St. Cloud	
101	850	301	1500
102	1075	302	1400
103	975	303	1950
104	950	304	1300
105	600	305	1100
106	900	306	1600
107	1350	307	1850
108	1350	308	1300
109	1100	309	2200
110	1300	310	1200
111	1600	311	0
112	1200	Newsstand	250
113	2150	Total	15,650
201	950	Combined	36,590
203	790		
204	1200		
205	0		
206	1350		
207	1000		
Newsstand	250		
Total	20,940		

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	2,900	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	5,950	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	3,400	34746	201, 206, 207	3,300	34772	309, 310	3,400
34758	203, 204	5,775	32832	311	697	34758	203, 204	1,990	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 - 2012

- 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 1/2" x 11"
- Choice of color papers and inks available.
- Copy Deadline: 10 working days prior to insertion date.

Custom Printing Quotes Available

STANDARD INK - BLACK	4-9m	10-14m
1 Color/1 Side	\$74/m	\$69/m
1 Color/2 Sides	\$92/m	\$87/m
PREMIUM INK - RED, BLUE, GREEN		
1 Color/1 Side	\$94/m	
1 Color/2 Sides	\$114/m	
Standard Paper Colors: include blue, green, canary, pink and orchid. Based on 60# paper		

Preprint Rate - 2012

SUN PUBLICATIONS OF FLORIDA DIRECT MAIL

SINGLE SHEET INSERTS - \$34/M

Weight	Cost p/1,000	Weight	Cost p/1,000
.20	\$34/m	1.2	\$74/m
.30	\$38/m	1.3	\$78/m
.40	\$42/m	1.4	\$82/m
.50	\$46/m	1.5	\$86/m
.60	\$50/m	1.6	\$90/m
.70	\$54/m	1.7	\$94/m
.80	\$58/m	1.8	\$98/m
.90	\$62/m	1.9	\$102/m
1.00	\$66/m	2.0	\$106/m
1.10	\$70/m	2.1 & above	Call for rate

- Rates based on full run.
- Delivery of insert is direct mail advertising with 99.4% guaranteed delivery by the U.S. Postal Service.
- Inserts must be received at our printing facility one week prior to publication date.
- All materials must be quarter folded and delivered in uniform bundles, boxes or skids of equal amounts.
- Must be shipped to our plant in Lakeland, Florida:
Sun Publications of Florida
7060 Haverty's Way
Lakeland, FL 33805

**Clermont
News Leader**

**Four Corners
News Leader**

**Triangle
News Leader**

Preprint Rate - 2012

SUN PUBLICATIONS OF FLORIDA CARRIER DELIVERED

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)

- 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.
- Must be shipped to our plant in Lakeland, Florida:
Sun Publications of Florida
7060 Haverty's Way
Lakeland, FL 33805

Osceola News-Gazette
Pasco Shopper

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 81,000 circulation weekly and online at 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

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
178,330 Weekly Distribution 15 word ad \$70.00
OR
Osceola, Lake and Pasco Counties
229,850 Weekly Distribution 15 word ad \$99.00

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



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 distributed on 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 2012

Issue Date	Deadline	Issue Date	Deadline
Jan. 1, 2012	December 14	Jan. 15	December 30
Feb. 1	January 13	Feb. 15	January 27
March 1	February 15	March 15	February 27
April 1	March 16	April 15	March 30
May 1	April 11	May 15	April 27
June 1	May 17	June 15	May 31
July 1	June 13	July 15	June 29
August 1	July 13	August 15	July 27
September 1	August 15	September 15	August 31
October 1	September 13	October 15	Sept. 28
November 1	October 17	Nov. 15	October 29
December 1	November 14	Dec. 15	November 30
Jan. 1, 2013	December 14	Jan. 15	December 28

*** 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 2012

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

SPOT COLORper 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**

Editorial 863-427-0900

For further information please contact

Account Executive

Email: display@osceolanewsgazette.com

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

January 21	(Deadline Friday, January 13)
February 18	(Deadline Friday, February 10)
March 17	(Deadline Friday, March 9)
April 21	(Deadline Friday, April 13)
May 19	(Deadline Friday, May 11)
June 16	(Deadline Friday, June 8)
July 21	(Deadline Friday, July 13)
August 18	(Deadline Friday, August 10)
September 22	(Deadline Friday, September 14)
October 20	(Deadline Friday, October 12)
November 17	(Deadline Friday, November 9)
December 22	(Deadline Friday, December 14)

2012 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

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

Business Name (please print) _____

Signature Authorization _____

Date _____ Sales Executive _____



N O T E S

PUBLISHED MONTHLY ADVERTISING DEADLINES 2012

<u>Issue</u>	<u>Deadline</u>
January 2012	Friday, December 16, 2011
February	Friday, January 20
March	Friday, February 17
April	Friday, March 16
May	Friday, April 13
June	Friday, May 18
July	Friday, June 15
August	Friday, July 13
September	Friday, August 17
October	Friday, September 14
November	Friday, October 19
December	Friday, November 16
January 2013	Friday, December 14

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*

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
Email: display@osceolanewsgazette.com*

CLASSIFIED RATES

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

CONTACTS

Editorial407-891-8358
Advertising407-846-7600

I agree to a _____ time commitment in Harmony Notes

Business Name (please print) _____

Signature Authorization _____

Date _____ Sales Executive _____

AROUNDOSCEOLA.COM RUN OF SITE ADVERTISING

MORE THAN 64,000 PAGE VIEWS A MONTH!

A. Leaderboard

Open Rate \$400/mo
With Print or Internet Contract for the length of the contract \$200/mo

B. Skyscraper Ad

Open Rate \$400/mo
With Print or Internet Contract for the length of the contract \$200/mo

C. Banner Ad

Open Rate \$200/mo
With Print or Internet Contract for the length of the contract \$100/mo

D. Box Ad

Open Rate \$400/mo
With Print or Internet Contract for the length of the contract \$200/mo

E. Tower Ad

Open Rate \$200/mo
With Print or Internet Contract for the length of the contract \$100/mo

F. Tile Ad

Open Rate \$150/mo
With Print or Internet Contract for the length of the contract \$75/mo

G. Commercial Video

Open Rate \$500/mo
With Print or Internet Contract for the length of the contract \$250/mo

More than 64,000 page views a month. Rates include a guaranteed minimum of 16,000 impressions a month. All ads are run of site. More than 18,000 unique visitors a month. Other online advertising options are available. Rich media ads may require additional charges. Advertisers with print contracts concurrent with online advertising qualify for frequency discounts noted above.

A. Leaderboard

728 x 90 pixels

C. Banner

468 x 60 pixels

D. Box

300 x 250 pixels

G. Commercial Video

300 x 250 pixels

The screenshot shows the homepage of the Around Osceola website. At the top, there is a navigation menu with links for Home Page, Classified Search, Employment, Real Estate, Transportation, and Garage Sales Map. Below the navigation is a weather widget for St. Cloud, FL, showing a 67° temperature and 'Partly cloudy' conditions. A main menu on the left lists various categories like Home, Osceola News, Kissimmee, St. Cloud, Crime News, Osceola Sports, Opinions, Entertainment, Community, Community Events, Garage Sales, Classifieds, Osceola Police Matters, Home Classifieds, Osceola Homeowner Magazine, Osceola Pioneer, Harmony News, Advertising Media Kit, Delivery Request, Contact Us, Articles Prior to 2007, Archived Digital Publications, Special Section Archives, Osceola County Delinquency Teams, University of Florida, Newspaper Digital Archives, City of St. Cloud Website, and White Market. The main content area features several news articles, including 'Cattle ranching, cowboy exhibits open Feb. 12 at Florida Museum Natural History', 'Poinciana defends girls hoops district title', 'Ground to be broken Feb. 15 for senior housing project', 'Lady Longhorns advance to state tournament', 'U.S. Attorney announces results of operation: Kissimmee Crackdown', and 'Groups protest city airport ban'. On the right side, there are sections for 'DATELINE' (View St. Cloud Dateline Newsletter), 'Pet of the Week', and a 'Calendar of Events' for February 2011. At the bottom right, there is a 'Poll of the Week' section.

F. Tower Ad
140 x 120 pixels

F. Tile Ad
140 x 60 pixels

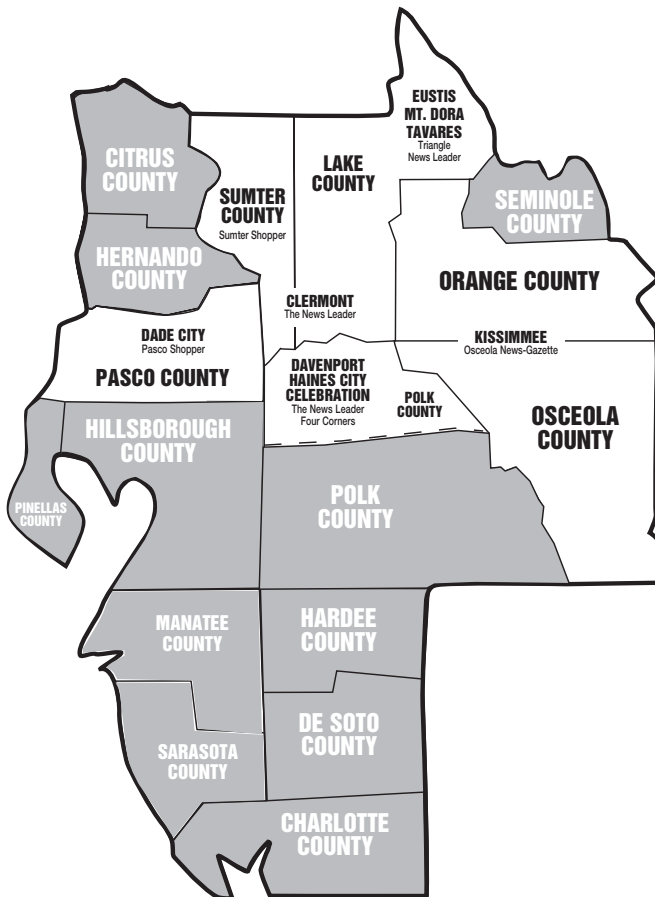
F. Tile Ad
140 x 60 pixels

F. Tile Ad
140 x 60 pixels

B. Skyscraper
160 x 600 pixels

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
 Page Size - 6 col. x 13 inches
 Delivery Method - Mail
 Circulation - 35,700
- News Leader 4 Corners** Davenport/South Clermont/Haines City/Celebration/ChampionsGate
 Run Day - Thursday
 Page Size - 6 col. x 13 inches
 Delivery Method - Mail
 Circulation - 30,330
- Triangle News Leader** Mt. Dora/Eustis/Tavares/Sorrento
 Run Day - Thursday
 Page Size - 6 col. x 13 inches
 Delivery Method - Mail
 Circulation - 31,300
- Sumter Shopper** Bushnell, Wildwood, Villages, Lake Panasoffkee
 Run Day - Wednesday
 Page Size - 6 col. x 13 inches
 Delivery Method - Mail
 Circulation - 20,420
- Pasco Shopper** Dade City, Zephyrhills, Ridge Manor, San Antonio
 Run Day - Wednesday
 Page Size - 6 col. x 13 inches
 Delivery Method - Carrier
 Circulation - 31,300

Osceola Circulation: 81,000

- **Combination Package Rates Available**
- **One Billing • One Representative**
- **Over 229,850 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 News-Gazette is a product 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.