

Gulf Breeze News

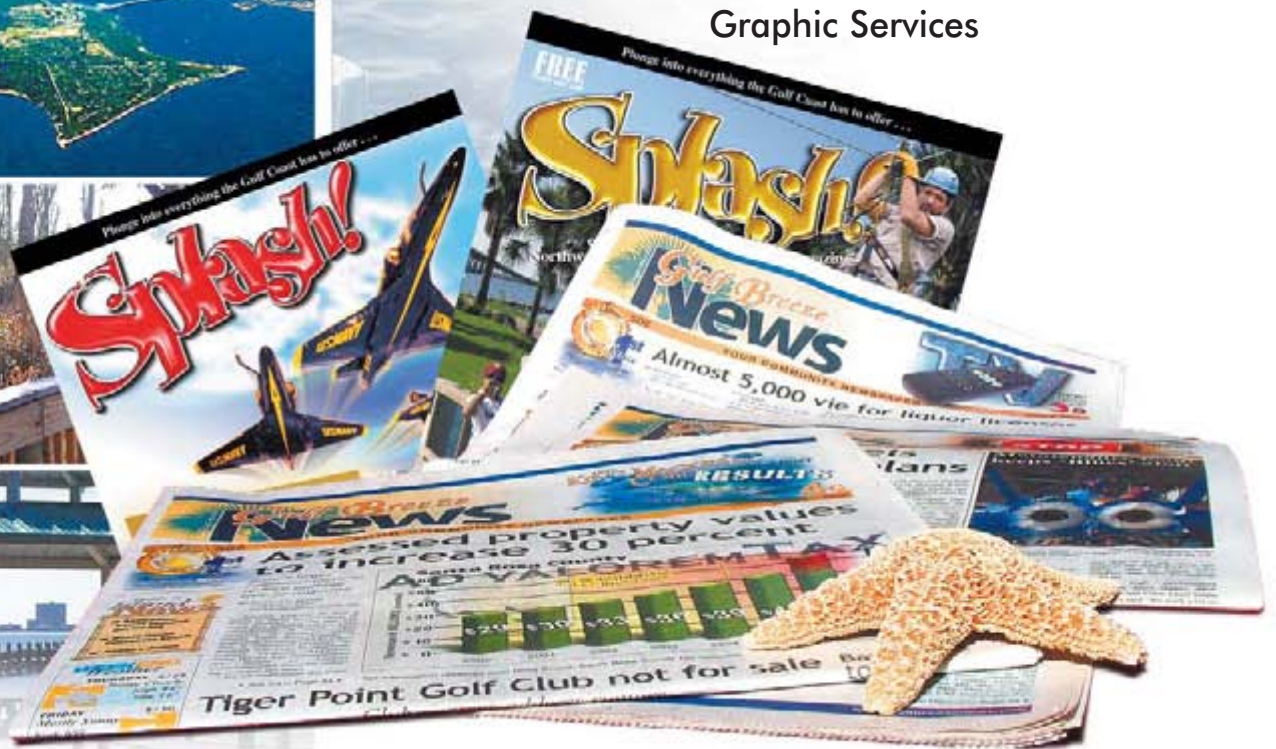
YOUR COMMUNITY NEWSPAPER

Splash!

Northwest Florida's Entertainment Magazine

2012 Media Kit

- Weekly Community Newspaper
- Monthly Entertainment Magazine
- Online Advertising
- Social Media
- Graphic Services



Distributed Weekly * Direct Mailed
Available in Rack Locations
 in Gulf Breeze, Pensacola, Tiger Point,
 Midway, Holley by the Sea, Navarre,
 Navarre Beach, and Holley, FL.



Post Office Box 1414
 913 Gulf Breeze Parkway
 Harbourtown Unit 35
 Gulf Breeze, FL 32562
Office: (850) 932-8986
FAX: (850) 932-8794
www.gulfbreezenews.com
news@gulfbreezenews.com

2012 UPCOMING WEEKLY ISSUES

<u>ISSUE DATE</u>	<u>SPECIALS</u>	<u>DEADLINE</u>	<u>ISSUE DATE</u>	<u>SPECIALS</u>	<u>DEADLINE</u>
Jan. 5	Super Bowl, Cosmetic Surg., Fitness & Nutr.	(12/29)	July 5	Fourth of July, Pets, Summer Sales	(6/28)
Jan. 12	Mardi Gras Supplies, Fitness & Nutr., MLK	(1/5)	July 12	Summer Sales, Pool, Home Decor	(7/5)
Jan. 19	Mardi Gras Supplies	(1/12)	July 19	Summer Sales, Pool, Blue Angels	(7/12)
Jan. 26	Mardi Gras Supplies, Valentines' Day	(1/19)	July 26	Senior Living, Pool, Blue Angels, EXPO	(7/19)
Feb. 2	Valentine's Day, Health & Beauty	(1/26)	Aug. 2	Senior Living, Back to School	(7/26)
Feb. 9	Valentine's Day, Mardi Gras	(2/2)	Aug. 9	Kitchens, beds & baths, Back To School, PRIMARY	(8/2)
Feb. 16	Tax Time, Prom Time, President's Day	(2/9)	Aug. 16	Kitchens, beds & baths, Back To School	(8/9)
Feb. 23	Tax Time, Prom Time	(2/16)	Aug. 23	Health & Beauty	(8/16)
March 1	Pools, Tax time, Spring Break	(2/23)	Aug. 30	Health & Beauty, Kickoff Classic, Labor Day (9/3)	(8/23)
March 8	Spring Break, Prom, St. Patrick's Day	(3/1)	Sept. 6	Football	(8/30)
March 15	St. Patrick's Day, Pools, Golf	(3/8)	Sept. 13	Football preview	(9/6)
March 22	Pools, Spring Cleaning	(3/15)	Sept. 20	Football, Bars	(9/13)
March 29	Easter Brunch, Church, Expo, Spring Cleaning	(3/22)	Sept. 27	Football, Bars	(9/20)
April 5	Arts, Family Business, Good Friday	(3/29)	Oct. 4	Football, Green Living	(9/27)
April 12	Church Ads, Easter, Arts, Family Business	(4/5)	Oct. 11	Football, Women in Business, Col. Day	(10/4)
April 19	Weight Loss, Family Business	(4/12)	Oct. 18	Football, Arts, Women in Business	(10/11)
April 26	Health & Beauty, Family Bus, Easter, Golf	(4/19)	Oct. 25	Football, Arts, Women in Bus., Halloween	(10/18)
May 3	Home/Garden, Mother's Day, Cinco de Mayo	(4/26)	Nov. 1	Football, Arts, Women in Business	(10/25)
May 10	Military Appreciation, Home/Grdn, PROGRESS	(5/3)	Nov. 8	Insurance & Investments, Restaurants for T'Giving	(11/1)
May 17	Grad., Mother's Day, Safety, Summer Camps	5/10)	Nov. 15	Insurance & Investments, Legal/Vets, Vets Day	(11/8)
May 24	Bridal, Memorial Day (5/28)	(5/17)	Nov. 22	Legal directory, Thanksgiving, Black Friday	(11/15)
May 31	Restaurant, Bridal, Medical Directory	(5/24)	Nov. 29	Legal directory, Thanksgiving, Black Friday	(11/12)
June 7	Restaurant, Bridal, Father's Day (6/17)	(5/26)	Dec. 6	Holiday Kickoff Gift Guide, Pet Boarding	(11/29)
June 14	Restaurant, Bridal, Father's Day, Flag Day (6/14)	(6/7)	Dec. 13	Holiday Gifts, Holiday Entertainment	(12/6)
June 21	Restaurant, Bridal, Pets	(6/14)	Dec. 20	Holiday Gifts, Greeting Cards	(12/13)
June 28	Pets	(6/21)	Dec. 27	Holiday Gifts, New Year's Eve	(12/20)

EFFECTIVE, TARGETED ADVERTISING

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ADVERTISING MEASUREMENTS AND ART SPECIFICATIONS

Retail Column Width

Col	Decimal Inches	Picas
1	1.799"	10p9
2	3.764"	22p7
3	5.73"	34p4
4	7.695"	46p2
5	9.661"	57p11
6	11.626"	69p9
10*	19.5"	117p
12**	24.125"	152p2

*Tabloid Double Truck
**Broadsheet double truck

Classified Column Width

Col.	Decimal inches	Picas
1	1.032"	6p2
2	2.209"	13p3
3	3.385"	20p4
4	4.563"	27p5
5	5.73"	34p5
6	6.907"	41p5
7	8.084"	48p6
8	9.26"	55p7
9	10.438"	62p8
10	11.626"	69p9
21***	24.125"	152p2

** broadsheet double truck

Art and Graphic Specifications

All supplied art or graphics should be submitted in a high resolution PDF file of at least 180 dpi resolution for best quality print. All supplied art will run as provided.

Other acceptable file submission:
180dpi or higher resolution TIF, EPS, or PSD.
FTP site address: ftp.gulfbreezenews.com

Art Deadline

Space reservations are due at 5 p.m. Wednesday, one week prior to publication.
Camera-ready art is due by 12 noon, Friday.

Additional Graphic Services

It's your image...make it your best.
Gulf Breeze News offers these graphics services to help you increase sales and profits.

- | | | | |
|-------------|--------------|-------------|------------|
| Copywriting | Ad Design | Brochures | Stationery |
| Newsletters | Illustration | Invitations | Signage |
| Logos | Websites | Posters | Billboards |

Call (850) 939-8986 for a free consultation.

Online Advertising

Harness the power of the internet.
www.GulfBreezeNews.com averages 1.2 Million hits per month, with average 26,000 unique visitors. Call for pricing on "click through" banners.

Full Page Ad Sizes

Broadsheet6 col. (11.626") x 20"6 col. (11.626") x 10"3 col. (5.73") x 10"
Tabloid5 col. (9.651") x 11.25"5 col. (9.651") x 5"3 col. (5.73") x 5"

Half Page Sizes

Quarter Page Size

UPGRADE YOUR AD SIZE FOR MAXIMUM EXPOSURE!

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2012 ADVERTISING RATES

2011 Demographics

32561 Population: 8,550
32561 Ave. HH Income: \$69,463
32561 Median Age: 48.7

32563 Population: 22,545
32563 Ave HH Income: \$65,523
32563 Median Age: 42.6

32566 Population: 31,521
32566 Ave HH Income: \$56,814
32566 Median Age: 38.2

Quick Reference

Graphic Services

\$45/hour

Color ads

- Full Color \$100
- Spot Color \$33
(Magenta, Cyan, Yellow)

Deadlines

Space reservations:
5 p.m. Wednesday,
one week prior to publication.
Camera-ready art:
12 noon, Friday.

Special Sections

Gulf Breeze News offers many special advertising opportunities throughout the year, including Home and Garden, Pets, Senior Living, Money and Finance and more. Ask for details.

All ad rates are gross with discounts to recognized advertising agencies.

Advertising Rates	1-12x	13-26x	27-39x	40-52x
Full Page (6 col. x 20")	\$1,985	\$1,785	\$1,605	\$1,445
Page Buster (5 col. x 18")	1,488	1,339	1,204	1,084
Half Page (6 col. x 10")	992	893	803	722
Skybox (page 1A)	424	381	342	308
Banner (page 1A)	424	381	342	308
Banner (inside section front)	295	308	323	219
Quarter Page (3 col. x 10")	496	403	401	360
Eighth Page (3 col. x 5")	248	223	200	180
Double Bus. Card (2 col. x 4")	132	119	106	96
Identity Ad (2 col. x 3")	99	88	79	70
Flag Vertical (1 col. x 20.5")	338	303	273	246
Business Cards (2 col. x 2")	66	60	54	48
Mini Mite (1 col. x 2")	33	29	26	23
Advertorial (350 wds)	1,654			

Gulf Breeze News Local Rate.....\$16.53 per column inch

Pick up into SPLASH! 15% off rates

National Rate\$33.07 per column inch
Political Rate.....\$16.53 per column inch
Non-Profit Rate (with tax exempt I.D.)\$14.78 per column inch

Online Ads

Put your ad online at www.gulfbreezenews.com for just 5% of the print cost. Banner ads and links also available. See your account executive for details.

Classifieds

\$16.53 up to 20 words. 25 cents per additional word, Bold header or boxed, \$5 additional. Display advertisements are \$21 per column inch.

Pre-Printed Inserts

Cost per thousand

	1-13x	14-26x	27-39x	40-52x
Single Sheet	\$78	\$71	\$63	\$56

All others priced by weight

Deliver To: Size

ARC Pollack Center
1000 E. Fairfield Dr.
Pensacola, FL 32503

Legal Advertising

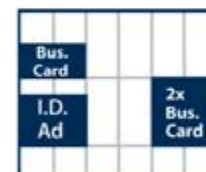
Gulf Breeze News is certified to publish legal advertising. Each legal is \$9.66 per column inch, with 6 pt. type unless otherwise specified. Notarized affidavits and publication proofs provided.

Reprint Services:

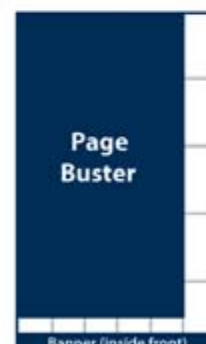
Photos: \$5 per photo emailed, \$10 per photo on CD.
Articles/Pages: \$45/hour. Customized plaques priced on request.



Full Page



Half Page

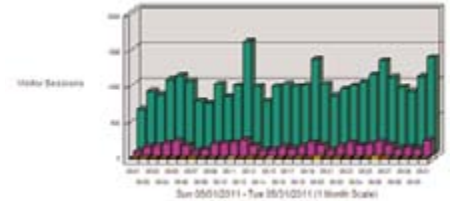


Banner (inside front)

● Call **Gulf Breeze News** to speak with an Advertising Account Executive and set up a personal consultation.

Ad rates and corresponding online sizes

Ad Type	Size (pixels)	Per Week	With ROP	ROS
Leaderboard	728 x 90	\$275	\$200	\$800
Skyscraper online ad	200 x 300	\$250	\$195	\$780
Square online ad	200 x 200	\$125	\$115	\$300
Tile online ad	200 x 100	\$100	\$95	\$250
Half Tile online ad	95 x 100	\$50	\$45	\$150
Interior Banner	728 x 90	\$100	\$95	0




Scientific study casts net over 200 years of natural history

Local environmental expert joins effort to map the Gulf sturgeon's life history.

Council creates Gateway limits

Numerous types of businesses won't be allowed in entrance areas.

Considering Social Marketing?

The Gulf Breeze News website gets a million hits per month and enjoys thousands of weekly readers. Hundreds subscribe to the weekly email newsletter and breaking news updates, and our following on facebook and twitter grows every week.

Enhance the impact of your display ads or just make a splash online! Ads on Gulfbreezenews.com link directly to your web page, increasing traffic to your site.

With your ad on www.gulfbreezenews.com, you get:

- * **Click-Through Ads** - interested parties can learn more about your business with the click of a mouse
- * **Google Searchability** - bring the power of the internet search engine to your website.
- * **More potential customers** - Visitors are likely to live nearby or be planning a trip to the area.

Call (850) 932-8986

GET THE MOST OUT OF YOUR INVESTMENT BY CHOOSING
Print & Web Combo Rate

Splash!

Northwest Florida's Entertainment Magazine

2012 ADVERTISING RATES

Gulf Breeze News
and Splash
Combo
15% OFF Splash!

DISTRIBUTION

Available monthly at over 150 high traffic locations including restaurants, hotels and businesses from the Naval Air Station, through Pensacola's entertainment and dining spots -- Gulf Breeze, Pensacola Beach, Navarre Beach, Hurlburt Field, Eglin Air Force Base and throughout Ft. Walton and Destin. Find us at Florida's I-10 Welcome Center, Pensacola Visitor Center, Navarre Visitor Center, Gulf Breeze Chamber, Pensacola Beach Visitor's Center, Pensacola Jr. College and local shopping centers and mall shops.

Direct-mailed to all Holley by the Sea residences.



ADVERTISING RATES

\$26 /column inch

***National rate: \$30 /column inch**

- Front Cover: Full Color and Glossy
Includes feature story inside
- Back Page Full Color GLOSSY
- Inside Front Cover Color GLOSSY
- Inside Back Cover Color GLOSSY
- Full page inside full Color (5 col. x 11")
- Half page (5 col.x 5") full color
- Half page (5 col.x 5") black only
- Quarter page (3 col. x 5") black only
- Double business card (2 col. x 4") b/w
- Business Card: (2col. by 2") b/w
- Advertorial (300-350 words w/ pics)

**Your advertising
can make a Splash!**

	1-6X	7-12X
Front Cover	\$3,570	\$3,570
Back Page	\$2,357	\$1,907
Inside Front Cover	\$1,907	\$1,546
Inside Back Cover	\$1,832	\$1,416
Full page inside	\$1,757	\$1,285
Half page full color	\$ 788	\$ 630
Half page black only	\$ 683	\$ 546
Quarter page black only	\$ 410	\$ 328
Double business card	\$ 218	\$ 174
Business Card	\$ 109	\$ 87
Advertorial	\$3,150	\$3,150

CLASSIFIEDS

INDIVIDUAL LINE AD:
\$27 per ad up to 20 words

DISPLAY ADS (BOXED):
\$33 per column inch

- P.O. Box 1414
- 913 Gulf Breeze Pkwy.
- Harbortown Unit 35
- Gulf Breeze, FL 32562
- Office (850) 932-8986
- Fax (850) 932-8794
- splash@gulfbreezenews.com
- www.splashpensacolabeach.com

**GET THE MOST OUT OF YOUR INVESTMENT BY
CHOOSING OUR 2 PUBLICATION COMBO RATE.**



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FAX: (850) 932-8794
 www.gulfbreezenews.com
 www.splashpensacolabeach.com
 news@gulfbreezenews.com

2012 ADVERTISING CONTRACT

Date _____

It is hereby agreed that _____, herein known as Advertiser, will advertise
 _____ column inches for _____ issues in:

- Gulf Breeze News Combo
 Splash Magazine Website

Subscription Cost \$: _____

Total \$: _____

PROFESSIONAL DESIGN SERVICES AVAILABLE FOR \$45/HOUR

GULF BREEZE NEWS

SPLASH

Run Date	Ad Size	Color	Price	Run Date	Ad Size	Color	Price
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____

Premium positions

Skybox _____ Cover (with story) _____

Online Ad on www.gulfbreezenews.com

Online ad on www.splashpensacolabeach.com

Leaderboard	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____

Business Name _____ **Contact:** _____

Address/City/State/Zip: _____

Billing Address/City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

Amount paid: _____ **Date:** _____

Tear Sheets? _____ **Signature:** _____ **Date:** _____

Quantity _____ **Account Executive** _____ **Date:** _____

Accepted by Signature: _____ **Date:** _____

**Yes, I'd like to
 subscribe to
 Gulf Breeze News!**

The Gulf Breeze News is a broadsheet format newspaper, published weekly and mailed to subscribers in zip codes 32561 and 32563. Splash is a tabloid-style entertainment magazine distributed all over the greater Gulf Coast. We can not be responsible for quality or discoloration in ads provided by the advertiser or its agents. If contract is canceled, client will be billed full published rate.