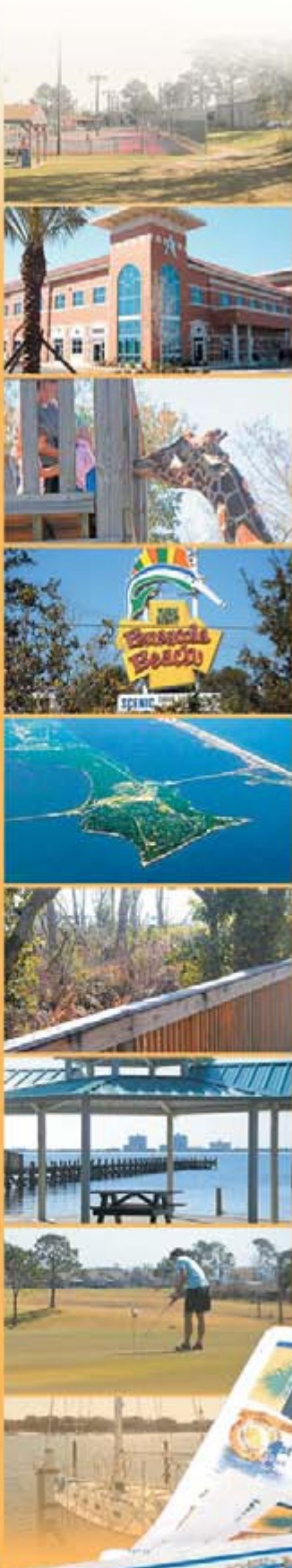


MEDIA KIT



Gulf Breeze News

YOUR COMMUNITY NEWSPAPER

The only weekly community newspaper for Gulf Breeze, Pensacola Beach, Tiger Point, Midway and Navarre.

- Independently owned and operated
- Reaches the area's highest income demographic
- Read by over 25,000, including pass-along readers
- Available at over 30 point of sale racks throughout the area
- The Gulf Breeze News website gets over 1.4 million hits per month, updated weekly



**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

2010 UPCOMING WEEKLY ISSUES

<u>ISSUE DATE</u>	<u>SPECIALS</u>	<u>DEADLINE</u>	<u>ISSUE DATE</u>	<u>SPECIALS</u>	<u>DEADLINE</u>
Jan. 7	Cosmetic Surg. Opts./Fitness & Nutr.	(1/5)	July 8	Summer Sales, home decor	(7/6)
Jan. 14	Cosmetic Surg. Opts./Fitness/MLK	(1/12)	July 15	Summer Sales, Dennis 4 yr., Home Decor	(7/13)
Jan. 21	Cos. Surg. Opts./H&G, Pres/MLK-1/19	(1/19)	July 22	Sr Living, Blue Angels	(7/20)
Jan. 28	Cos. Surg./Hm& Gard., Senior Living	(1/26)	July 29	Senior Living	(7/27)
Feb. 4	Senior Living, Health & Beauty	(2/2)	Aug. 5	Kitchens, beds & baths, Back To School	(8/3)
Feb. 11	Valentine's Day, Health & Beauty	(2/9)	Aug. 12	Kitchens, beds & baths, Back To School	(8/10)
Feb. 18	Tax Time	(2/16)	Aug. 19	Health & Beauty, Back To School	(8/17)
Feb. 25	Tax Time, Mardi Gras (2/16)	(2/23)	Aug. 26	Election Guide, Health & Beauty, Kickoff Classic(8/24)	
March 4	Pools/Tax time	(3/2)	Sept. 2	Football	(8/31)
March 11	Spring Break TBD/Prom TBD/Pools	(3/9)	Sept. 9	Football preview/Labor Day (9/7)	(9/7)
March 18	St. Pat's Day/Pools/Prom TBD	(3/16)	Sept. 16	Football, Ivan 5 year anniversary	(9/14)
March 25	Car Care/Pools/	(3/23)	Sept. 23	Football, Green Living	(9/21)
April 1	Car Care/Pools/Expo/Easter (4/4)	(3/30)	Sept. 30	Football, Green Living	(9/28)
April 8	Arts/Family Business	(4/6)	Oct. 7	Football, Women in Business	(10/5)
April 15	Arts/Family Business/	(4/13)	Oct. 14	Football, Arts, Women in Bus., Col. Day	(10/12)
April 22	Health & Beaut/Family Bus./Earth Day (4/22)(4/20)		Oct. 21	Football, Arts, Women in Business	(10/19)
April 29	Family Bus./Health, Beauty, Cinco de Mayo (4/27)		Oct. 28	Football/Arts/Women in Bus./Halloween	(10/26)
May 6	Mother's Day, Mil App. Hm&Gdn., , PROGRESS(5/4)		Nov. 4	Ins. & Inv./Mil./Hall.	(11/2)
May 13	Graduation, Hm & Gdn, /Memorial Day (5/11)		Nov. 11	Insurance & Investments, Legal/Vets	(11/9)
May 20	Grad., Safety, Activities	(5/18)	Nov. 18	Legal directory	(11/16)
May 27	Memorial Day (5/25)	(5/25)	Nov. 25	Legal directory, Thanksgiving	(11/23)
June 3	Restaurant, Medical Directory	(6/1)	Dec. 2	Thanksgiving (11-26)	(11/30)
June 10	Restaurant, Medical directory	(6/8)	Dec. 9	Christmas Kickoff Gift Guide/ThxGifts	(12/7)
June 17	Bridal/Flag day,/Father's Day	(6/15)	Dec. 16	Gifts	(12/14)
June 24	Bridal, Pets	(6/22)	Dec. 23	Greeting Cards	(12/21)
July 1	Fourth of July, Pets	(6/29)	Dec. 30	New Year's Eve, After Christmas	(12/28)

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 resolutions 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 or Eps

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. We can design Brochures, Logos, Business Cards, Direct Mail Pieces, Identity or Image ads, and Billboards. Call for a free consultation.

Online Advertising

Harness the power of the internet. www.GulfBreezeNews.com averages 850,000 to 1 Million hits per month, with average 33,000 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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2010 ADVERTISING RATES

2009 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

32563 Population: 31,521
32563 Ave HH Income: \$56,814
32563 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")	\$1,800	\$1,622	\$1,300	\$1,457
Page Buster (5 col. x 18")	1,350	1,214	1,093	.983
Half Page (6 col. x 10")	.899	.809	.728	.656
Skybox (page 1A)	.385	.346	.311	.280
Banner (page 1A)	.385	.346	.211	.280
Banner (inside section front)	.275	.247	.222	.200
Quarter Page (3 col. x 10")	.450	.404	.352	.327
Eighth Page (3 col. x 5")	.225	.202	.182	.163
Double Bus. Card (2 col. x 4")	.120	.108	.097	.087
Identity Ad (2 col. x 3")	.090	.081	.072	.065
Flag Vertical (1 col. x 20.5")	.307	.276	.249	.224
Business Cards (2 col. x 2")	.060	.054	.048	.043
Mini Mite (1 col. x 2")	.030	.027	.024	.021
Advertorial (350 wds)	1,575			

Gulf Breeze News Local Rate.....\$15.00 per column inch

Pick up into SPLASH! or Holley by the Sea News...15% off rates

National Rate	\$30.00 per column inch
Political Rate	\$15.00 per column inch
Non-Profit Rate (with tax exempt I.D.)	\$13.50 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

\$15.00 up to 20 words. 25 cents per additional word, Bold header or boxed, \$5 additional. Display advertisements are \$20.00 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

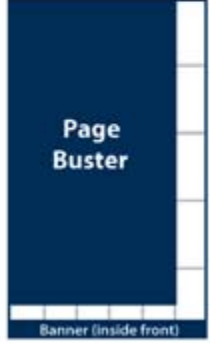
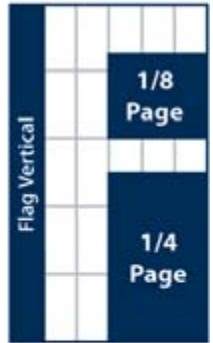
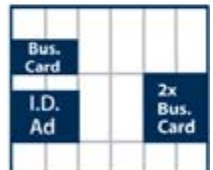
ARC Pollack Center
1000 E. Fairfield Dr.
Pensacola, FL 32503

Legal Advertising

Gulf Breeze News is certified to publish legal advertising. Each legal is \$8.27 per column inch, with 6 pt. type unless otherwise specified. Notarized affidavits and publication proofs provided.

Reprint Services:

Photos: \$15 per photo emailed, \$10 per photo on CD.
Articles/Pages: \$45/hour. Customized plaques priced on request.



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

Splash!

Northwest Florida's Entertainment Magazine

2010

ADVERTISING RATES

Ask about our
Gulf Breeze News
/Splash/Holley by
the Sea combo!

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, Navarre Beach, Hurlburt Field, Eglin Air Force Base and through-out 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.



ADVERTISING RATES

\$26 /column inch

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

■ **Front Cover: Full Color**

Includes feature story inside

■ **Back Page Full Color**

■ **Full page inside full Color (5col.x11")**

■ **Half page (5col.x 5") full color**

■ **Half page (5col.x 5") black only**

■ **Quarter page (3col. x 5") black only**

■ **Double business card (2col. 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

\$3,570

\$3,213

\$ 1,890

\$ 1,701

\$ 1,575

\$ 1,417

\$ 750

\$ 675

\$650

\$ 585

\$ 390

\$ 351

\$ 208

\$ 187

\$ 104

\$ 94

\$3,000

\$3,000

CLASSIFIEDS

INDIVIDUAL LINE AD:

\$16 per ad up to 20 words

AUTO CLASSIFIED DISPLAY ADS:

\$17 per column inch

DISPLAY ADS (BOXED):

\$26 per column inch

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- Fax (850) 932-8794
- splash@gulfbreezenews.com
- www.splashpensacolabeach.com

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

