

## RATE CARD

### At a Glance

The World News is a monthly broadsheet newspaper that serves a very discriminating and diverse adult community. Each household at On Top of the World receives a complimentary copy, which is normally distributed on the last Thursday of each month with the Ocala Star-Banner. It is also available in newspaper racks throughout the community and online at [ontopoftheworldnews.com/ocala](http://ontopoftheworldnews.com/ocala). Articles are written by and for residents of On Top of the World. The latest edition and upcoming publication dates may be viewed at [ontopoftheworldnews.com/ocala](http://ontopoftheworldnews.com/ocala).

### Circulation



**5,000+** printed copies home delivered to every household in On Top of the World.

Circulation of the World News varies from 7,500 printed copies or more, depending on delivery requirements for any given month. As this is a growing community, circulation increases proportionately. Studies indicate

**225** average online views per month.

each printed newspaper copy is read on average by 2.1 persons, thereby more than doubling advertisers' exposure to mature consumers of goods and services. The World News is often kept by residents for long periods and used as a reference guide for community events information and other pertinent information.

**2,500+** printed copies available at 20+ newspaper racks throughout On Top of the World.

The World News can also be read online at [ontopoftheworldnews.com/ocala](http://ontopoftheworldnews.com/ocala). Statistics show that from January to December 2017, the online flipbook version averaged 225 views per month.

**24/7** read online anytime at [ontopoftheworldnews.com/ocala!](http://ontopoftheworldnews.com/ocala)



### Contractor Ads

Businesses doing work on the outside of any residential home in On Top of the World Communities, Inc. must have their \$1 million liability insurance (\$1 million per occurrence) on file with On Top of the World's Customer Service department prior to work commencing. This information may be emailed to [otowservice@otowfl.com](mailto:otowservice@otowfl.com) or faxed to (352) 854-8688. If you have any questions about the insurance requirements, please call Customer Service at (352) 236-6869.

### In-Home Service Ads

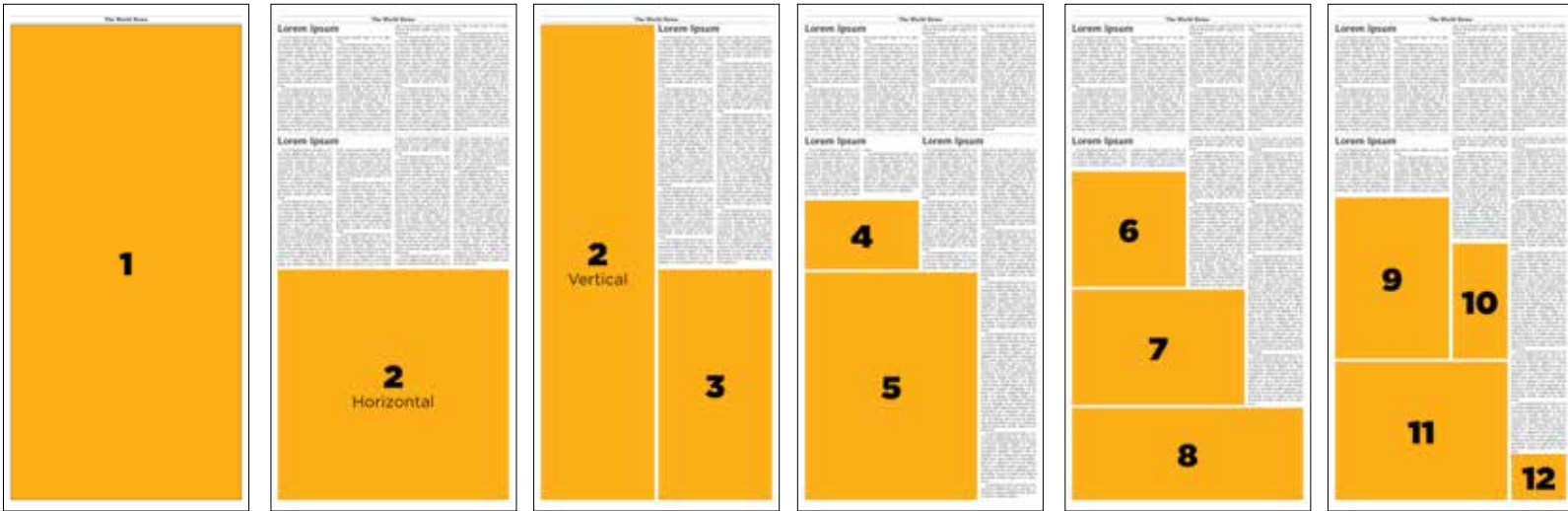
Self-employed individuals providing in-home services including but not limited to CNA, LPN, RN, caregiver, companion, cleaning, hair styling, estate sales and pet grooming must provide a copy of their license and have a background check completed prior to advertising. The cost of the background check is \$40 and will be valid for one year. Please allow 5 business days for completion of the background check. Additionally, the license number, if available, will appear in the ad. Businesses providing in-home services (as listed above) with more than one employee must supply a copy of their business license, liability insurance (minimum \$250,000) and bond.

### Deadline

Payment and ad need to be received by noon on the 12th of the month prior to publication date. To receive the 6 month rate, payment must be received for all 6 months in advance. Should an account become overdue (for 30 days), the ad will be pulled and any contract in force will be voided. Acceptable payment methods include cash, check (payable to The World News and mailed to address above), or credit card (over the phone or online (instructions on invoice)).

The publisher reserves the right to reject any ad which, in his judgment, would not be in the best interest of the residents of On Top of the World Communities.

## Black & White Display Ad Rates (ROP/Net)



AD SIZE	DIMENSIONS Width x Height	MONTHLY AD RATE	6 MONTH AD RATE
<b>1</b> Full Page 4 col. X 20.625"	10" w x 20.625" h	\$520	\$2,808
<b>2</b> Half Page 4 col. X 10" (H) or 2 col. X 20.625" (V)	10" w x 10" h or 4.9167" w x 20.625" h	\$260	\$1,404
<b>3</b> Quarter Page 2 col. X 10"	4.9167" w x 10" h	\$130	\$702
<b>4</b> 2 col. X 3"	4.9167" w x 3" h	\$70	\$378
<b>5</b> 3 col. X 10"	7.4583 w x 10" h	\$195	\$1,053
<b>6</b> Eighth Page 2 col. X 5"	4.9167" w x 5" h	\$85	\$459
<b>7</b> 3 col. X 5"	7.4583" w x 5" h	\$128	\$692
<b>8</b> 4 col. X 4"	10" w x 4" h	\$136	\$734
<b>9</b> 2 col. X 7"	4.9167" w x 7" h	\$119	\$643
<b>10</b> 1 col. X 5"	2.375" w x 5" h	\$65	\$351
<b>11</b> 3 col. X 6"	7.4583 w x 6" h	\$153	\$826
<b>12</b> 1 col. X 2"	2.375" w x 2" h	\$50	\$270

### Color Surcharge

- 1-Color** Black & White Rate + \$60 per month
- 2-Color** Black & White Rate + \$100 per month
- 4-Color** Black & White Rate + \$125 per month

### Display Ad Positioning Fees

- Specific Page: \$50 charge per ad per month
- Specific Section: \$25 charge per ad per month

Sections available include Our World, Lifestyle, Recreation and Arts & Entertainment.

### Display Ad Specs

Display ad artwork should be high-res (300 dpi) with fonts embedded, file size should not exceed 8 MB and saved in one of the following file formats: **PDF (.pdf)** or **JPEG (.jpg)**. Email ad to otownnews@otowfl.com.

COLUMN WIDTHS	
1	2.375"
2	4.9167"
3	7.4583"
4	10"

If supplied ad file does not meet the above specs, an ad setup fee of \$35 will be charged.

Additional display ad sizes are available. For an estimate, email ad as a PDF or JPG to otownnews@otowfl.com.

## Additional Advertising Options

### Classified Ad Rates (Net)

AD SIZE	WORDS	MONTHLY AD RATE	6 MONTH AD RATE
3 Lines	21	\$30	\$150
4 Lines	28	\$35	\$180
5 Lines	35	\$40	\$210

Email classified ad to otownnews@otowfl.com. Classified ads are published in alphabetical order (by business name or service) on the inside back page.

### Inserts (Net)

Full run or home delivery only available. Advertiser is responsible for printing and delivering inserts to Heart of Florida Printing in Gainesville, Florida. Please call (352) 387-7466 to get the current print total, specific delivery and skid marking instructions. A sample of the insert must be emailed prior to printing for approval.

**\$70 per 1,000 for insertion**