On Top of the World NEWS

8447 SW 99th Street Road, Ocala, FL 34481
(352) 387-7466 · otownews@otowfl.com

ontopoftheworldnews.com/ocala

Where the news is always good!

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 distributed normally on the last Thursday of each month with the Ocala Star-Banner. It is also available in news racks throughout the community and online at *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*.

Circulation

Circulation of the World News varies from 7,000 printed copies or more, depending on delivery requirements for any given month. As this is a growing community, circulation increases proportionately. Studies indicate 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.

The World News can also be read online at *ontopoftheworldnews.com/ocala*. Statistics show that from January to December 2016, the online flipbook version averaged 200 views per month.

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 e-mailed to 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 $85 and will be valid for one year. Please allow 10 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 13th 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.

Make check payable to: *The World News*. Check may be mailed or delivered to:

The World News
8447 SW 99th Street Road
Ocala, FL 34481

Or call (352) 387-7466 to make a payment via credit card.

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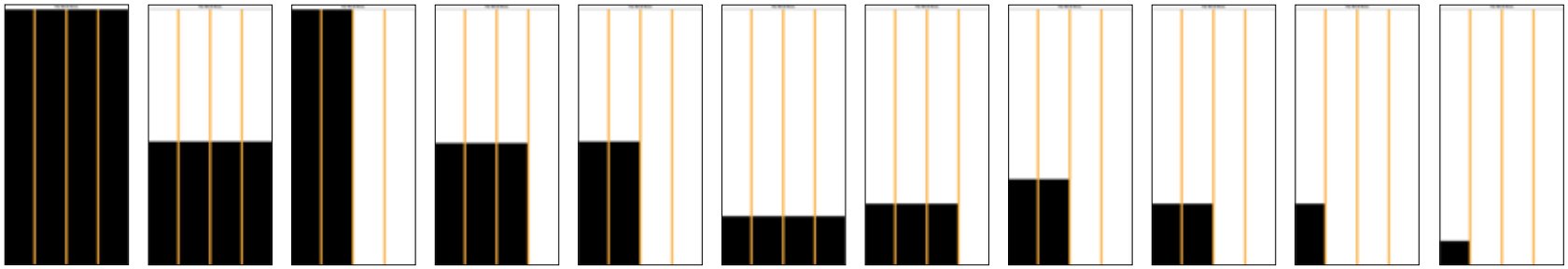
To advertise, call (352) 387-7466 or e-mail otownews@otowfl.com.

Popular Display Ad Sizes and Net Black & White Rates (ROP)



4 col. x 20.625" Full Page	4 col. x 10" 1/2 Page (H)	2 col. x 20.625" 1/2 Page (V)	3 col. x 10"	2 col. x 10" 1/4 Page	4 col. x 4"	3 col. x 5"	2 col. x 7"	2 col. x 5" 1/8 Page	1 col. x 5" 1/16 Page	1 col. x 2"
$480 per month $2,592 for six months	$240 per month $1,296 for six months	$240 per month $1,296 for six months	$180 per month $972 for six months	$120 per month $648 for six months	$128 per month $691 for six months	$120 per month $648 for six months	$112 per month $605 for six months	$80 per month $432 for six months	$60 per month $324 for six months	$45 per month $243 for six months

Additional ad sizes are available. Call (352) 387-7466 for rates or e-mail your ad as a PDF or JPG to otownews@otowfl.com.

Add Color

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 Positions

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

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

Ad Specifications

E-mail display or classified ads to *otownews@otowfl.com.* 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: **Acrobat PDF (.pdf)** *or* **JPEG (.jpg)**. For advertisers unable to supply display ad artwork in one of the above file formats, the ad setup fee is $35.

Column widths for display ads are as follows: **1 column = 2.375" wide**; **2 columns = 4.9167" wide**; **3 columns = 7.4583" wide**; **4 columns = 10" wide**.

Classified Ad Rates

3 lines (21 words): $25 per month or $120 for six months
4 lines (28 words): $30 per month or $150 for six months
5 lines (35 words): $35 per month or $180 for six months

Classified ad sections include Services and Wanted.

Inserts

$70 per 1,000 for insertion

Advertiser supplies printed flyers to insert in the newspaper. Please call (352) 387-7466 to get the current print total, specific delivery and skid marking instructions.

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.