

2023 RATE CARD

AT A GLANCE

The World News is a monthly broadsheet newspaper that serves a very discriminating and diverse 55+ 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. It is also available in newspaper 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



7,500+ printed copies home delivered to every household in On Top of the World.

Circulation of the World News varies from 9,500 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 of time and used as a reference guide for community events and other pertinent information.

24/7 read online anytime at ontopoftheworldnews.com/ocala!

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2,000+ printed copies available at 20+ newspaper racks throughout On Top of the World.

The World News is also available online at ontopoftheworldnews.com/ocala. Statistics show that the online flipbook version averages over 1,000 views per month.

1,000+ average online views per month.



CONTRACTOR ADS

Businesses doing work on the outside of any residential home in On Top of the World Communities, LLC must have the following on file with Resident Services at On Top of the World prior to work commencing:

- Certificate of Liability Insurance:** \$1 million of general liability per occurrence. On Top of the World Communities, LLC, 9850 SW 84th Court, Suite 500, Ocala, FL 34481 must be listed as the certificate holder.
- Automobile Liability Insurance**
- Workers Compensation Insurance** (if applicable)

This information may be emailed to otowservice@otowfl.com or faxed to (352) 854-8688. If you have any questions about the insurance requirements, please call Resident Services 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, handyman, hair styling, estate sales and pet grooming must provide a copy of their license and have a one-time background check completed through Accurate Background Check prior to advertising. Please allow 7 working days for completion of the background check prior to the deadline. 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)).