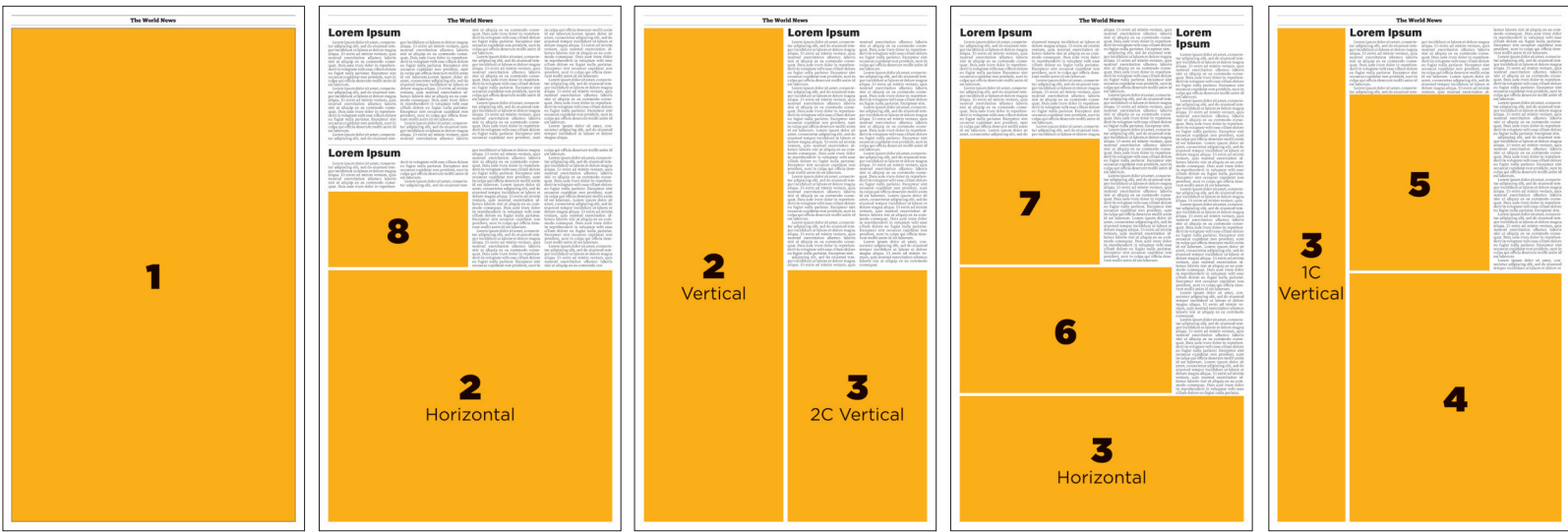


COLOR DISPLAY MODULAR AD RATES (ROP/NET)



AD SIZE				MONTHLY AD RATE	6 MONTH AD RATE
Ad #	Options	Width	Height		
1	Full Page			\$760	\$4,104
		11.25"	19.625"		
2	Half Page			\$460	\$2,484
	Horizontal	11.25"	10"		
	Vertical	5.5417"	19.625"		
3	Quarter Page			\$270	\$1,458
	Horizontal	11.25"	5"		
	1C Vertical	2.6875"	19.625"		
	2C Vertical	5.5417"	10"		
4	Letter			\$405	\$2,187
		8.3958"	10"		
5	House			\$230	\$1,242
		5.5417"	7"		
6	XL Business Card			\$250	\$1,350
		8.3958"	5"		
7	Eighth Page			\$165	\$890
		5.5417"	5"		
8	Business Card			\$100	\$540
		5.5417"	3"		

DISPLAY AD POSITIONING FEES

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

Sections Available: Our World (A), Lifestyle (B), Recreation (C) and Arts & Entertainment (D).

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 otownews@otowfl.com.

If supplied ad file does not meet the above specs, an ad setup fee of \$50 will be charged.

The following businesses (but not limited to) may not advertise: funeral homes, crematories, cemeteries, lawyers/attorneys, adult arcade games, financial/investment services, internet/TV providers, real estate, salons, spas, and medical marijuana.

Since the World News only publishes good news, ads cannot communicate a negative message. 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.

CLASSIFIED AD RATES (NET)

AD SIZE	WORD COUNT	MONTHLY AD RATE	6 MONTH AD RATE
3 Lines	21	\$35	\$180
4 Lines	28	\$40	\$210
5 Lines	35	\$45	\$240

Email classified ad to otownews@otowfl.com. Classified ads are published in alphabetical order (by business name or service) on the inside back page in black text (no logos, photos, etc.).

INSERTS (NET)

Full run or home delivery only available. Advertiser is responsible for printing and delivering inserts to The Villages Media Group in The Villages, 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