On Top of the World NEWS®
Where the news is always good!

(352) 387-7466
news@colenbuilt.net
www.ontopoftheworldnews.com/ocala

# 2027 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



**8,400+** printed copies home delivered to every household in On Top of the World.

Circulation of the World News varies from 10,700 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!




**2,300+** printed copies available at 25 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 700 views per month.

**700+** 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:

1. **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.
2. **Automobile Liability Insurance**
3. **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.

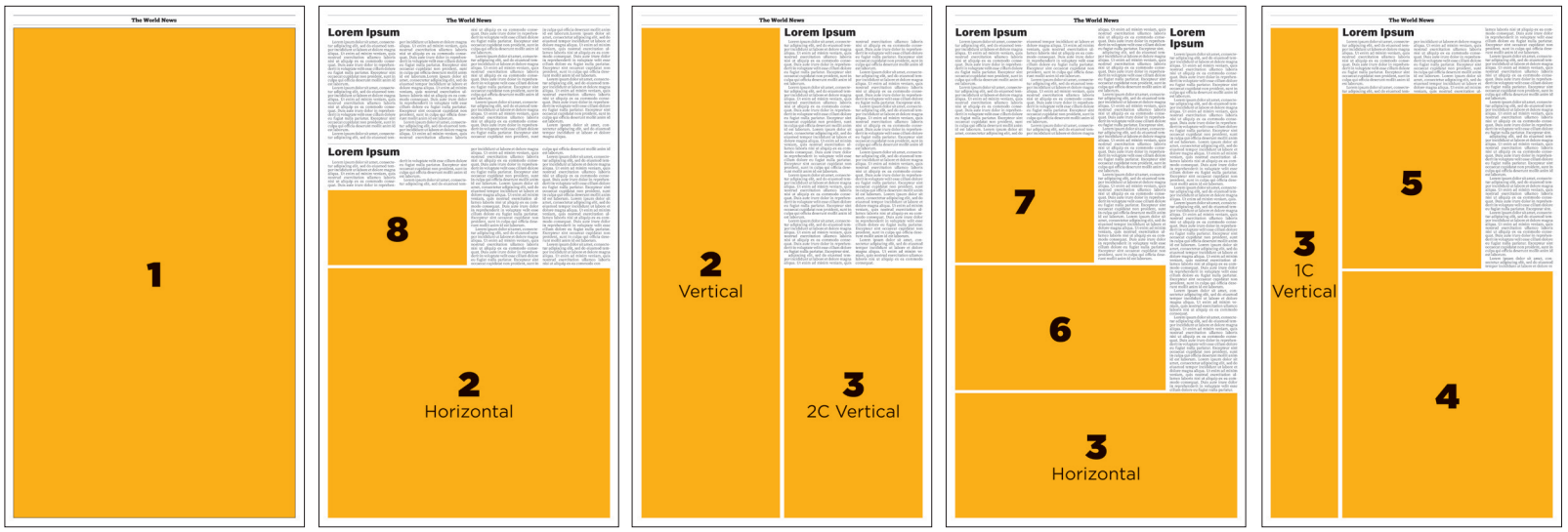
## DEADLINE

Advertisers should email their ad along with their name, business name, address, and telephone number to news@colenbuilt.net. Once the ad is reviewed and approved, an insertion order with an online payment link will be emailed. **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.

On Top of the World NEWS

To advertise, call (352) 387-7466 or email news@colenbuilt.net

## COLOR DISPLAY MODULAR AD RATES (ROP/NET)




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

## 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 as a **PDF (.pdf) or JPEG (.jpg)**.

Email ad to news@colenbuilt.net.

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, cremetories, cemeteries, lawyers/attorneys, adult arcade games, gambling, financial/investment services, internet/TV providers, real estate, salons, spas, timeshares, political campaigns, and medical marijuana. Colen Built Development employees may not advertise a business.

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 news@colenbuilt.net. 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**

Effective 12/2026