



 **Resident**
COMMUNITY NEWS
GROUP, INC.

MEDIA GUIDE

904.388.8839 | ResidentNews.net | 1650-302 Margaret Street, #310, Jacksonville, FL 32204

Powerful
DYN
TREN
OF JA
tters
SON VI
ACK SOU
STE

Opposition to facility in Murray Hill SRO crowd to

City to reschedule public hearing

Waterfront country club perfect setting for gala

Year of passage

Delivering your advertising message to the nicest doorsteps in the nation.

The Historic District has developed as the epicenter for the affluent in Jacksonville, Florida. Residents of this gorgeous, riverfront community have an appreciation for charitable giving, social and leisure pursuits. For more than 14 years, *The Resident News* has captured the imagination and attention of this extraordinary audience with two community newspapers that exemplify a life well lived. We target and direct mail to 30,000 households in the waterfront neighborhoods and surrounding communities, with a readership well over 60,000.

The Resident News is part of a media company with publications representing a mix of lifestyle titles and custom magazines and websites.

Enhancing your business and targeting your market is what we do best. Let the Resident Community News Group show you how!

According to a recent survey by the National Paper Association, 83% of adults prefer to read their local community newspapers for essential local news, shopping, and advertising rather than a large metropolitan daily publication.

Resident

COMMUNITY NEWS

The Resident is a monthly, direct-mailed, niche-market community newspaper specializing in hyperlocal content. With two editions in print, each paper focuses on historic, riverfront communities primarily targeting affluent homeowners in Jacksonville. One product focuses on Riverside, Avondale, Ortega, and Murray Hill, while the other product covers the San Marco, San Jose and St. Nicholas areas. The paper is produced on 11x17 newsprint and distributed in high visibility areas throughout their targeted niche markets in Jacksonville and boasts a 60,000+ readership.



DEADLINES:

SPACE RESERVATION: 12TH OF THE MONTH

CAMERA READY ART APPROVAL: 15TH OF THE MONTH

AD SIZES	12 Months* Color (B&W)	6 Months* Color (B&W)	1 Month* Color (B&W)
1/16 (V & H)	\$220 (\$145)	\$240 (\$165)	\$260 (\$185)
1/8 (S, V & H)	\$320 (\$245)	\$370 (\$295)	\$390 (\$315)
1/4 (V, V+, H)	\$595 (\$445)	\$645 (\$495)	\$695 (\$545)
1/2 (H & V)	\$920 (\$770)	\$1020 (\$870)	\$1120 (\$970)
Full (V & H)	\$1370 (\$1220)	\$1545 (\$1395)	\$1670 (\$1520)

BUSINESS PROFILE ADVERTORIAL

A professionally written and photographed article highlighting your business.

1 Month*
Color (B&W)

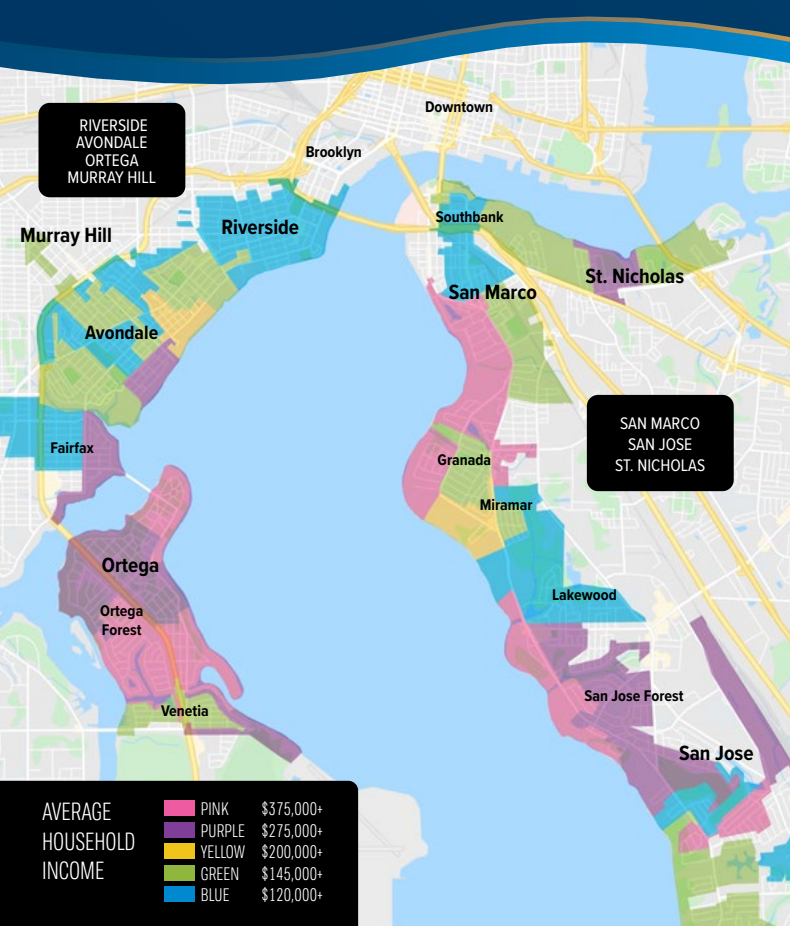
Full Page	\$1595 (\$1395)
1/2 Page	\$900 (\$750)
1/4+ Page	\$595 (\$550)

*Rates are per issue and per edition.

Page Placement Fees: Add 20% for paid positions.

S = Standard | V = Vertical | V+ = Tall/Column Vertical | H = Horizontal

WEB ADS ResidentNews.net	Monthly	Yearly
728 x 90 (leaderboard)	\$199	\$1950
300 x 250 (sidebar)	\$99	\$995



Editorial Calendar

JANUARY - Healthy you, real estate recap, new neighborhood development

FEBRUARY - Love your neighborhood, Heart month, pets we love

MARCH - Summer camp guide part 1, spring has spring in home and garden

APRIL - Summer camp guide part 2, Easter festivities with friends and family

MAY - Celebrate Mom all month, home and garden projects

Circles

SOCIAL DATEBOOK & CHARITY REGISTER



AD SIZES

AD SIZES	Annual
1/6	\$545
1/4	\$795
1/2	\$1295
Full	\$1995
Premium Full (Pages 3,5,7,9,11 - Right-hand reads)	\$2495
Double Truck (Two full page ads side by side)	\$3695
Success Story (within the Charity Register section)	\$499
Event Spotlight (within the Social Datebook section)	\$499

Described as “The best charity benefit planning guide in Jacksonville” by well-known philanthropists, *Circles — Social Datebook & Charity Register* features a comprehensive calendar of events for the entire year, a list of 200+ charitable organizations, gala and other charity event photos, as well as stories that shine a spotlight on the nonprofit sector. Mailed directly to Northeast Florida homes worth \$2 million or more, the annual, glossy magazine is also distributed at high visibility locations throughout Northeast Florida and to donors, board members and guests at most fundraising events.

Reserve your space by:

Submit all camera ready ads by:

Powerful Partners

DYNAMIC DUOS & TREMENDOUS TEAMS



A Business Spotlight highlighting the Dynamic Duos, Power Couples and Tremendous Teams in business on the First Coast and why you should get to know them. **CALL FOR RATES.**

NEWCOMERS GUIDE

HISTORIC Life



AD SIZES

AD SIZES	Annual
1/8 (V & H)	\$295
1/4 (V & H)	\$495
Half	\$895
Full	\$1595
Premium Full (Pages 3, 5, 7, 9, 11 - Right-hand reads)	\$1995
Double Truck (Two full page ads side by side)	\$2695

Showcase your business or restaurant in our Best of Local and Dining Guide sections!

Contact us today to learn more about these unique advertising opportunities.

A coveted resource by local realtors, *Historic Life — Community & Newcomers Guide* is today’s answer to the Welcome Wagon. Offering more than 100 pages of information about schools, hospitals, culture, neighborhood parks, sports venues and much more, this glossy go-to guide is helpful to longtime residents and new-to-the-neighborhood alike. Every page guarantees your message will be seen!

Reserve your space by:

Submit all camera ready ads by:

JUNE - Backyard BBQ’s with Dad, enjoying our waterways
JULY [HISTORIC LIFE IS RELEASED] - Honoring Americana, quick trip getaways
AUGUST - Back to school in the neighborhood, favorite summer family getaway
SEPTEMBER - Temperature of the housing market and commercial development in the historic districts

OCTOBER - Kickoff to the social season, cancer survivors and their stories
NOVEMBER [CIRCLES IS RELEASED] - Honoring local heroes and Veterans, National Philanthropy Day
DECEMBER - Holiday Gift Guide, old and new traditions with friends and family

Product Specifications

THE RESIDENT

1/16 (No Bleed)

Vertical: 2.395" x 3.875"
Horizontal: 4.917" x 1.85"

1/8 (No Bleed)

Standard: 4.917" x 3.875"
Vertical: 2.395" x 7.9"
Horizontal: 10" x 1.85"

1/4 (No Bleed)

Vertical: 4.917" x 7.9"
Horizontal: 10" x 3.875"

1/2 (No Bleed)

Vertical: 4.917" x 16"
Horizontal: 10" x 7.9"

Full (No Bleed)

Vertical: 10" x 16"
Horizontal: 21" x 7.9" (Centerspread only)

HISTORIC LIFE

Full

Trim Size / Document Size - 8.5" x 11"
With Bleed - 9" x 11.5"
Safe Margins / Live Area - 7.75" x 10.5"

Half page - Horizontal

Trim Size / Document Size - 8.5" x 5.43"
With Bleed - 9" x 5.93"
Safe Margins / Live Area - 7.75" x 4.93"

Half page - Vertical

Trim Size / Document Size - 4.12" x 11"
With Bleed - 4.62" x 11.5"
Safe Margins / Live Area - 3.62" x 10.5"

1/8 - Horizontal (No Bleed)

Trim Size / Document Size - 3.62" x 2.395"

1/8 - Vertical (No Bleed)

Trim Size / Document Size - 1.74" x 4.93"

1/4 - Horizontal (No Bleed)

Trim Size / Document Size - 7.375" x 2.395"

1/4 - Vertical (No Bleed)

Trim Size / Document Size - 3.62" x 4.93"

CIRCLES

Full

Trim Size / Document Size - 9.25" x 11.75"
With Bleed - 9.75" x 12.25"
Safe Margins / Live Area - 8.5" x 11.25"

Half Page - Horizontal

Trim Size / Document Size - 9.25" x 5.79"
With Bleed - 9.75" x 6.29"
Safe Margins / Live Area - 8.5" x 5.29"

Half Page - Vertical

Trim Size / Document Size - 4.468" x 11.75"
With Bleed - 4.968" x 12.25"
Safe Margins / Live Area - 3.968" x 11.25"

1/6 Page

Trim Size / Document Size - 9.25" x 2"
With Bleed - 9.75" x 2.5"
Safe / Live Area - 8.5" x 1.5"

1/4 Page (No Bleed)

Trim Size / Document Size - 3.968" x 5.29"

TECHNICAL INFORMATION

RESOLUTION: 300dpi

Make sure that the images and other artwork you are using have a resolution of 300 dpi (minimum 200 dpi) at 100% of the size that it will be used in the ad design.

COLOR FORMAT: CMYK

Please convert all images and artwork to CMYK (U.S. Webcoated SWOP V.2). NO PANTONE or other LAB colors accepted unless otherwise specified.

FILE FORMATS ACCEPTED: TIFF (no layers), PDF. A JPG may also be accepted if it has a resolution of 300 DPI or higher and was saved at maximum quality. If sending as a PDF please save your PDF as "Press Quality" with compatibility of Acrobat 5.

FONTS: Please embed all fonts if sending as a PDF. Or if you are unable to do that please convert all text to outlines. Or rasterize the ad by sending as a high quality 300 dpi JPG or flattened TIFF.

TRANSPARENCY: If your design includes a transparency effect such as drop shadows, special transparent blending, semi opaque or transparent layers. Please flatten these transparencies. You can do this using Adobe Acrobat. This is not necessary if sending as a JPG or TIFF (with no layers).

PRINTER MARKS: If sending as a PDF, DO NOT include any printer marks such as bleed and crop marks or color bars etc. We place our own marks when sending to the printer and any marks on ads can interfere with our marks

Ad design guides are available for all our products at ResidentNews.net



"I personally read the paper from cover to cover and I find it very informative about what is happening in our community. Frankly, a big part of the rationale for advertising is to give our support to the paper and the mission it fulfills in our neighborhood. The Resident gives us news about the neighborhood that we can't find anywhere else. It provides a balanced perspective between the concerns of the residents and the business interests in the community. I like the history pieces best of all. History is what makes Riverside and Avondale so special."

— Steve Pajcic, Avondale



"The Resident has filled a real void in the community by providing current local community-based stories. That's a thing we didn't have before. It's a real service to the community because it keeps everyone informed with what's going on in their neighborhoods."

— Lori Boyer, San Marco



"The Resident Community News has been an integral part of our company's media plan since its inception because it is THE voice of Riverside/Avondale/Ortega and Murray Hill, and we always enjoy reading it cover to cover. We feel that it is the best way to keep up with news of the area where we live, work and play, and it's also a great source of historical information on our beloved neighborhoods! It's always fun to open the cover and read articles and profiles of the people who make our community the greatest place to call home, and Seth, Pamela and Debra are an incredible team of professionals who are a dream to work with."

— Fred and Carol Miller, Ortega



"I love the newspaper and read it cover to cover. It is packed full of neighborhood news and updates on San Marco projects."

— Karen Carlucci, San Marco



"The Resident is one of my favorite sources of information; and I enjoy reading every issue. It keeps me well informed of all the wonderful organizations, people involved, and dates of present and future activities in Jacksonville. If you are out of town and can't attend an engagement, it is always nice to see good friends and others supporting our great city.

There is no other place for getting such helpful information across our city. I don't know how they do it. It is marvelous."

— Betsy Lovett, Ortega



"My wife Kimberly and I rely on The Resident to give us the in-depth coverage of all the events happening around town and specifically in our area. They cover news and social events so well and it is always a treat seeing pictures and stories of friends we know. Seth and his team seem to be everywhere at once. We always look forward to the latest issue of The Resident."

— Richard Sisisky, San Jose