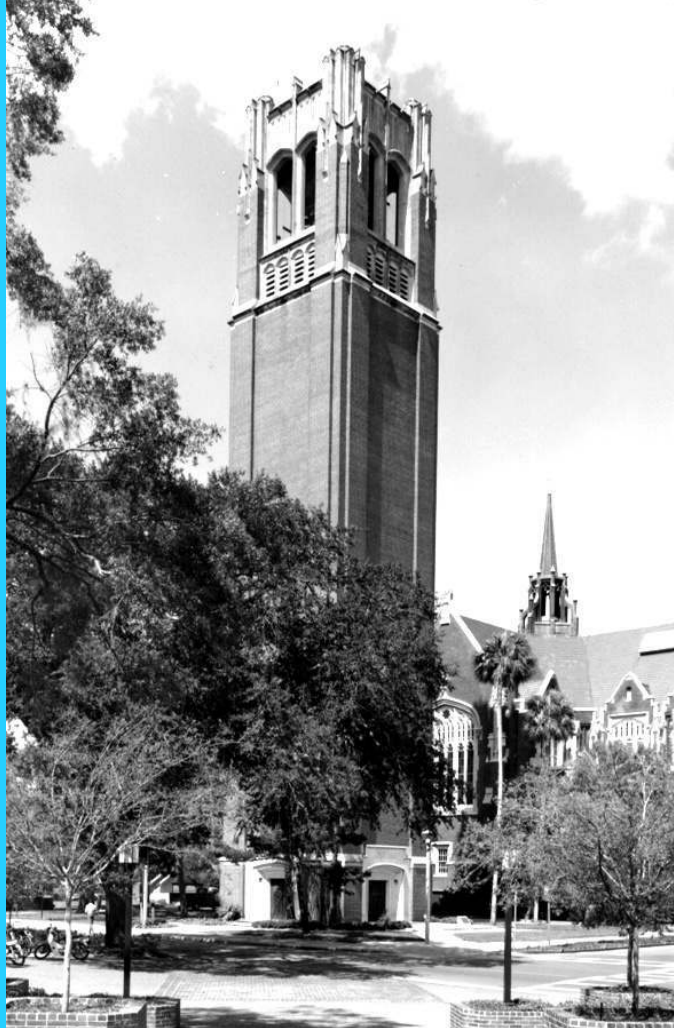


# 2009-2010 General Rate Card



the independent florida  
**alligator**

P.O. Box 14257  
Gainesville, FL 32604  
(352) 376-4482  
(800) 257-4341  
advertising@alligator.org  
www.alligator.org

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**August 2009**

the independent florida  
**alligator**  
 (Founded: 1906)

The Independent Florida Alligator  
 P.O. Box 14257, Gainesville, FL 32604  
<http://www.alligator.org>  
 Display Advertising (352) 376-4482  
 (800) 257-4341  
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 Classified Advertising (352) 373-3463  
 Business (352) 376-3015

Published mornings Monday through Friday, Fall and Spring semesters, and Tuesdays and Thursdays, Summer semester. Refer to calendar on page 3 for exceptions.

**newsplan**



**2009-2010  
 GENERAL RATE CARD**

**1 Personnel**

General Manager ..... Patricia Carey  
 Advertising Director ..... Rose Sierra  
 Classified Advertising Manager ..... Ellen Light  
 Advertising Office Manager ..... Victoria Livingston

**2 Representatives**

Alloy Media & Marketing  
 151 West 26th Street, 12th Floor  
 New York, NY 10001  
 (212) 244-0070  
[kgriiffith@alloymarketing.com](mailto:kgriiffith@alloymarketing.com)



N2PS  
 766 N. Sun Drive, Suite 2090  
 Lake Mary, FL 32746-2553  
 866-404-5913  
[sharding@n2ps.com](mailto:sharding@n2ps.com)



**3 Commission and Cash Discount**

15% to agencies recognized by *The Alligator*; 2% for billed or charge clients/customers who remit payment within 10 days of invoice date. Payment required with order unless credit approved in advance.

**4 Policy-All Classifications**

Rate based on 5-column format. Rates will be published 30 days prior to revisions. Newsplan rates are based on annual contract and not subject to rate change during the contract period. Contracts not fulfilled will require the advertiser pay a contract adjustment calculated at the actual earned rate. Although *The Alligator* reserves the right to refuse to accept a particular advertisement for any reason, the following types of advertising are generally acceptable: alcohol, feminine hygiene products and birth control advertising.

# PUBLICATION CALENDAR

## Fall Semester 2009 (16 weeks, 74 issues)

### AUGUST

S	M	T	W	T	F	S
					1	
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

### SEPTEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

### OCTOBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

### NOVEMBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

### DECEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## Spring Semester 2010 (15 weeks, 76 issues)

### JANUARY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

### FEBRUARY

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

### MARCH

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

### APRIL

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

## Summer Semester 2010 (12 weeks, 25 issues)

### MAY

S	M	T	W	T	F	S
					1	
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

### JUNE

S	M	T	W	T	F	S
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

### JULY

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

### AUGUST

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## 5 Black/White Rates

Effective Publication Date: Aug. 24, 2009

Open Rate, per column inch: \$39.00

1-1.5 .....	\$58.50	3-5.25 .....	614.25
1-2 .....	78.00	3-7 .....	819.00
1-3.5 .....	136.50	3-10.5 .....	1,228.50
1-5.25 .....	195.00	3-13 .....	1,521.00
1-7 .....	273.00		
1-10.5 .....	409.50	4-5.25 .....	819.00
1-13 .....	507.00	4-7 .....	1,092.00
		4-10.5 .....	1,638.00
		4-13 .....	2,028.00
2-2 .....	156.00		
2-3 .....	234.00	5-7 .....	1,365.00
2-3.5 .....	273.00	5-10.5 .....	2,047.50
2-5.25 .....	409.50	5-13 .....	2,535.00
2-7 .....	546.00		
2-10.5 .....	819.00		
2-13 .....	1,014.00		

## alligator Standard ROP Advertising Units Rates

Minimum, if any, float used. Advertiser not charged for any float that occurs.

### Newsplan Inches Equivalent

Pages	Disc.	Daily	Inches
13	10%	\$34.20	845
28	15%	32.30	1,820
52	20%	30.40	3,380

## 7 Color Rates and Data

Available daily. No minimum size required. Color rates are net rates and are not commissionable. Use ROP rate plus the following costs:

Black and 1 color .....	\$60
Black and 2 colors .....	\$115
Four-color process .....	\$235

Closing dates: Scheduling and cancellation date three (3) working days in advance; printing material three (3) working days in advance.

## 8a Inserts

Rates for preprint insertions are net rates and are not commissionable. Insertion rate of preprinted material by size and number of pages:

Size	cost per thousand
single sheet .....	\$25.00
4-8 pages .....	32.00
12-16 pages .....	44.00
20-24 pages .....	57.00
28-32 pages .....	61.00
35 & above .....	65.00

Minimum quantity (available only for inserts four pages or larger): 22,000. For zoned circulation, add an additional \$5.00 per thousand. Please note summer circulation is 23,000 and no zoning available.

Any item larger than the maximum size (11" x 14") must be folded before delivery and priced by the Advertising Director. Preprints above 32 tabloid pages, certain card or product-sample inserts can only be accepted upon special arrangements. Preprints are inserted mechanically for better coverage. Minimum insert size is 5.75" x 7". No metal objects can be attached to any portion of an insert. For even distribution, minimum size should be an 8-page tabloid or 16-page quarter fold. Inserts under 8-page tabloid cannot be guaranteed 100% coverage. All inserts under the above sizes should be at least 8/1000 of an inch thick, or the equivalent of 40 lb. paper, to avoid misses and duplication. Neat, well-secured packaging, as well as having the ink well dried before stacking is essential to efficient distribution.

Two copies of each proposed insert must be submitted to the Advertising Director of *The Alligator* at least two weeks prior to the scheduled insertion and before the inserts are shipped to the printer.

Full-size sections (folded to tabloid) take the rate of a comparable number of tabloid pages (e.g. an 8-page, full size section is equivalent to a 16-page tabloid.) Marriage-insert discounts and further details are available from the Advertising Director. Final products must be no larger than 11" x 14". All printed sections must be properly folded to size, skidded and/or boxed and shipped prepaid to *The Alligator's* printer.

### ■ 9 Split-Run

Split-run is available on the following basis:

1. The advertisement must be the same size for all splits and must have a minimum size of 40 column inches for each ad.
2. An additional \$15 per thousand will be charged for each of the splits.
3. A minimum 6,000 copies will be changed in the split.
4. A split involving color may be (color/no color), (color A/color B) or (color A/color B/no color).
5. Charges for split-run color will be on a per thousand basis with a minimum of 6,000 copies with color. Normal color charges will be added to the split-run cost.

Split-run is not available in special sections.

### ■ 11 Special Days/ Pages/ Features

Best Food Day .....	Thursday
Entertainment section .....	Thursday's <i>The Avenue</i>
Restaurant Guide.....	Thursday
Worship Guide.....	Friday / Thursday (summer)

*The Avenue* is the entertainment section of *The Alligator* designed to find out what to do and where to go in the Gainesville area. *The Avenue* contains stories, reviews and listings. *Restaurant Guide* is a paid dining listing. *Worship Guide* is a paid listing of places of worship.

### Special Sections

Special Section	Month to Run
<b>Welcome Back</b> .....	<b>August</b>
<i>Welcome back is the first issue of fall and allows businesses to reintroduce themselves to readers.</i>	
<b>Student Living Guide</b> .....	<b>October</b>
<i>Apartment and housing guide that runs as part of The Alligator.</i>	
<b>Homecoming issue</b> .....	<b>November</b>
<i>This souvenir edition is passed out along the Home coming parade route.</i>	
<b>Holiday Gift Guide I</b> .....	<b>November</b>
<i>An excellent opportunity for retailers to reach early holiday shoppers.</i>	
<b>Spring Welcome Back</b> .....	<b>January</b>
<i>Welcome back is the first issue of spring and allows businesses to reintroduce themselves to readers.</i>	
<b>Valentine Section</b> .....	<b>February</b>
<i>This is where the UF community looks for Valentine's Day gifts and plans.</i>	
<b>Heartlines</b> .....	<b>February</b>
<i>This section is published on Valentine's Day and includes ideas for gifts and plans.</i>	
<b>Fun and Fitness</b> .....	<b>February</b>
<i>This section features health-related articles and advertisements geared toward students.</i>	
<b>Student Living Guide</b> .....	<b>March</b>
<i>Apartment and housing guide.</i>	
<b>Graduation '09</b> .....	<b>April</b>

*An opportunity for businesses to congratulate their student patrons and run gift specials.*

### New Student Edition.....August

*NSE is published for incoming students to start fall and has helpful information and ads about Gainesville.*

Special Sections calendar available upon request.

### ■ 12 ROP Depth/ Height Requirements

Minimum depth: 1 column inch. No advertisements may be wider in the number of columns than deep in inches except for tie-in advertising. No portion of a column width will be sold.

Minimum height: 1 inch. No advertisements will be sold in increments other than 1/4, 1/2 or full inches deep. Copy over 11 inches deep will be centered vertically on the page and billed as a full 13 inches. Step advertisements available at no extra charge.

### ■ 13 Contract and Copy Regulations

SRDS codes: 1, 2, 3, 6, 7, 8, 9, 10, 12, 13, 14, 15, 16, 18, 19, 20, 21, 23, 24, 25, 26, 27, 28.

### ■ 14 Closing Times

Publication	Deadline
Monday .....	4 p.m., previous Thursday
Tuesday .....	4 p.m., previous Friday
Wednesday .....	4 p.m., previous Monday
Thursday .....	4 p.m., previous Tuesday
Friday .....	4 p.m., previous Wednesday

- Deadlines are adjusted around holidays, breaks and special issues
- Special issue deadlines are set by the Advertising Director.
- Deadlines for original art, photography, and proofs are advanced a minimum or one working day prior to the normal deadline

### ■ 15 Mechanical Measurements

- Printing Process: Offset, 85 - line halftone screen
- Full-page size: 5 cols. x 13 inches (65 column inches)  
61,60 picas x 78 picas  
10 1/4 inches x 13 inches
- Centerfold (double truck) pages:  
11 cols. x 13 inches (143 column inches)  
127,8 picas x 13 picas  
21 5/16 inches x 13 inches

- Centerfold advertisements must be at least 11 inches deep and 11 columns wide.
- Ads over 11" in height will be priced as if 13".

### Standard ROP Advertising Units Sizes

Columns	Width in inches
1 .....	1.9
2 .....	4.0
3 .....	6.1
4 .....	8.2
5 .....	10.3
11 .....	21.0

## Modular Ad Sizes Available

1. Full page: 5 cols. x 13 inches.....65 col. inches
2. Three-Quarter page: 5 cols. x 10 inches .....50 col. inches
3. Half page: 5 cols. x 6.5 inches.....32.5 col. inches
4. Quarter page: 4 cols. x 4 inches .....16 col. inches  
2 cols. x 8 inches.....16 col. inches
5. Eighth page: 2 cols. x 4 inches.....8 col. inches

## ■ **Electronic Ad Submission**

### Preferred file formats:

#### • PDF

This format produces the best results. Special care should be taken to ensure all elements are embedded when distilling the file. Call for a camera ready specifications sheet for proper settings: (352) 376-4482.

#### •EPS and TIF

Note: .tif files are bitmapped, which means the entire image may have a fine dot pattern in it. This can make small text difficult, if not impossible, to read. Using the PDF format will eliminate this problem.

### How to send electronic files:

- E-mail attachments to [advertising@alligator.org](mailto:advertising@alligator.org)

Note: not all ads can be sent by e-mail, as some ISPs enforce size limits on attachments.

### Application-specific formats:

Photoshop 7.0, Adobe InDesign 2.0, and Illustrator 10.

### Important Information for Electronic Files:

- The Alligator is IBM-based and cannot accept Apple-formatted files or disks.
- Be sure to embed all fonts in your file. We have many fonts in our collection, but may not have the ones your file needs.
- We cannot edit your files after they are submitted. If you need to change text or art, you will need to do this yourself and resubmit the file.

## ■ **17 Classified Rates 373-FIND**

Deadline is 4 p.m. two working days prior to publication. Classified advertisements may be placed through the website, in person, by mail, telephone, e-mail, or fax. We accept MasterCard or VISA. All classifieds are payable in advance except those placed by commercial accounts which have credit and are currently being billed for display advertising. You can request a credit account application which can take two to three weeks to process. An advertisement may be canceled at any time, but no refunds will be given and no credit may be obtained. You may extend your ad as many times as you wish. As long as you meet the deadline, the lower rates will continue apply. Deadlines will be adjusted for holidays, breaks and special issues.

A basic size ad is 5 lines/32 characters per line (a character being a letter, space, punctuation mark or number. Capital letters count as two character spaces.)

Note: Prices below are for consecutive run dates both in print AND online.

- 1 day = \$9.00
- 2 days = \$16.50
- 3 days = \$21.00
- 4 days = \$25.50
- 5 days = \$30.00

Additional day after 5 = \$3.00 each

## ■ **OPTIONS**

- Additional lines over the first five are \$3.00 per additional line per day
- **Bold print** in any part of your entire ad adds an additional 50% to the subtotal.
- Centering of type or elements adds a one-time charge of \$6.00. As long as your ad runs consecutively you are not recharged for this service.
- Logos can be used in your ad. A logo counts as five lines if your ad and has an additional \$7.50 charge. We do not design logos. You must provide us with the logo in .jpeg or .gif format.
- Larger fonts are available as follows:
  - 7 point font is our standard size for classified ads
  - 10 point font counts as 2 lines and has a width of approximately 22 characters
  - 14 point font counts as 3 lines and has a width of approximately 16 characters
  - 18 point font counts as 4 lines and has a width of approximately 12 characters
  - 24 point font counts as 5 lines and has a width of approximately 9 characters

A Classified Advertising Rate Card is available upon request. Classified placement of display advertisements is available upon request at the same column width retail advertising rates. Contact the Display Advertising Department regarding classified display ads.

## ■ **20 Circulation 35,000**

Founded: 1906. *The Alligator* is circulated free of charge on the University of Florida campus at locations determined to be the high traffic areas of classroom, administration, residential and service buildings. *The Alligator* is circulated at Santa Fe College campus in locations of high traffic areas. *The Alligator* also circulates copies at off-campus locations for the convenience of UF and Santa Fe community members and spouses who may not go to campus on that particular day, and for members of the general public. The off-campus locations include shopping malls and plazas, the public library, convenience stores and other high traffic areas. Summer circulation is 23,000, which completely covers the university market. Circulation figures available as Publisher's sworn statement.

## ■ **MEMBERSHIPS**

Corporate and individual memberships include: American Advertising Federation, Associated Collegiate Press, Better Business Bureau, College Media Advisors, College Newspaper Business & Advertising Managers, First Amendment Foundation, Florida Press Association, Gainesville Advertising Federation, Gainesville Area Chamber of Commerce, International Newspaper Financial Executives, Investigative Reporters & Editors, Newspaper Association of America, Society of News Design, Southern University Newspapers, Society of Professional Journalists.



# The Largest College Newspaper in the Nation.

## The Largest College Market in Florida

- 35,000 daily circulation, with a local readership of more than 50,000
- The largest university population in the Southeast, the University of Florida
- The highest percentage of young adults, aged 18-34 years, of any major market in Florida
- \$3 billion market
- Inexpensive rates and CPM
- ROP Newsplan discounts; standard agency discounts
- 5 column format; short tab size gives you full-page impact at less cost
- Free Standing Inserts with frequency discounts
- Standardized rate card and standardized invoice

### University Community Market Information

\$3 billion market.  
 University of Florida students - 51,413  
 University of Florida faculty - 3,087 full time  
 University of Florida staff - 9,190  
 University of Florida annual payroll - \$1.13 Billion  
 University of Florida as an institution spends an additional \$380,110,000 annually on goods and services. University of Florida employs 11% of the Gainesville work force. Due to the student population of the University of Florida, Gainesville has the highest percentage of people between the ages of 18-34 years of any major market in Florida. Gainesville also has the lowest median age of any major market in the state. More than 93.6% of the student population are loyal readers of *The Alligator*.

### Bonus Market

Santa Fe College, students earning credit - 16,777  
 Non-credit and community education students - approx. 3,024  
 Santa Fe College faculty and staff - 764 full time  
 Santa Fe College as an institution spends a total of \$66.3 million for salaries, goods and services.

### ALLIGATOR READERS' EXPENDITURE INFORMATION

\*TOTAL ITEMS SURVEYED

#### YEARLY EXPENDITURES

Items or Expenditures	Student, Staff & Faculty Readers' Expenditures
Audio Visual Equipment (Stereo, TV, VCR).....	\$8,720,168
Bicycles.....	2,420,460
Computer Hardware.....	32,307,980
Home Furnishings/ Appliances.....	12,369,811
Jewelry.....	7,398,527
Life & Health Insurance.....	15,386,306
Tires/ Tire Repair.....	9,453,954
Vehicle Detailing/ Modification.....	4,759,763
Vehicle Insurance.....	35,211,280
Vehicle Maintenance and Repair.....	28,858,555
<b>TOTAL</b>	<b>\$159,886,801</b>

#### BI-WEEKLY EXPENDITURES

Items or Expenditures	Student, Staff & Faculty Readers' Expenditures
Eating Out.....	\$4,056,869
Take Out/ Delivery.....	2,714,252
<b>TOTAL</b>	<b>\$6,771,122</b>

#### MONTHLY EXPENDITURES

Items or Expenditures	Student, Staff & Faculty Readers' Expenditures
Air, Bus or Train Tickets.....	\$1,369,567
Arts, Crafts & Stationery.....	393,987
Athletic Events.....	915,438
Auto Accessories/ Cleaning Products.....	528,551
Balloons and Flowers.....	309,784
Books.....	2,274,865
Buying Music, Movies or Video Games.....	1,190,849
Clothing and Shoes.....	4,458,461
Computer Software.....	300,439
Concerts or Plays.....	723,563
Cosmetics & Toiletries.....	1,427,700
Exercise Classes, Health Spas or Gym Memberships.....	657,935
Groceries.....	10,124,483
Hair Cutting & Styling.....	1,262,158
Housewares/Home Improvement.....	1,149,413
Laundry/Cleaning/Clothes Repair.....	991,168
Lounges, Bars & Clubs.....	3,210,226
Movies.....	823,852
Packaged Alcohol.....	2,341,889
Pet Care & Accessories.....	744,422
Photo Equipment, Supplies & Processing.....	272,131
Plants & Garden Supplies.....	846,307
Sporting & Recreational Goods.....	1,558,074
Tobacco Products.....	589,216
Video Rentals.....	640,412
<b>TOTAL</b>	<b>\$39,104,891</b>

#### THREE YEAR EXPENDITURES

Items or Expenditures	Student, Staff & Faculty Readers' Expenditures
Home.....	\$190,057,453
New or Used Boat.....	8,275,096
New or Used Car, Truck or Van.....	326,144,261
New or Used Mobile Home.....	25,971,767
New or Used Moped.....	909,959
New or Used Motorcycles.....	1,457,559
<b>TOTAL</b>	<b>\$552,816,095</b>

\*Conducted by an independent study

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