

Modular Ad Sizes Available

1. Full page: 5 cols. x 13 inches.....65 col. inches
2. Three-Quarter page: 5 cols. x 10 inches50 col. inches
3. Half page: 5 cols. x 6.5 inches32.5 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

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

Application-specific formats:

Adobe Photoshop CS4, InDesign CS3, and Illustrator 10.

Important Information for Electronic Files:

- 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 publication days prior to start date. 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. 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 to 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 = \$12.00
- 2 days = \$22.50
- 3 days = \$30.00
- 4 days = \$37.50
- 5 days = \$45.00

Additional day after 5 = \$4.50 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 of your ad and has an additional \$7.50 charge. We do not design logos. You must provide us with the logo in .jpeg, .png, or .svg 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

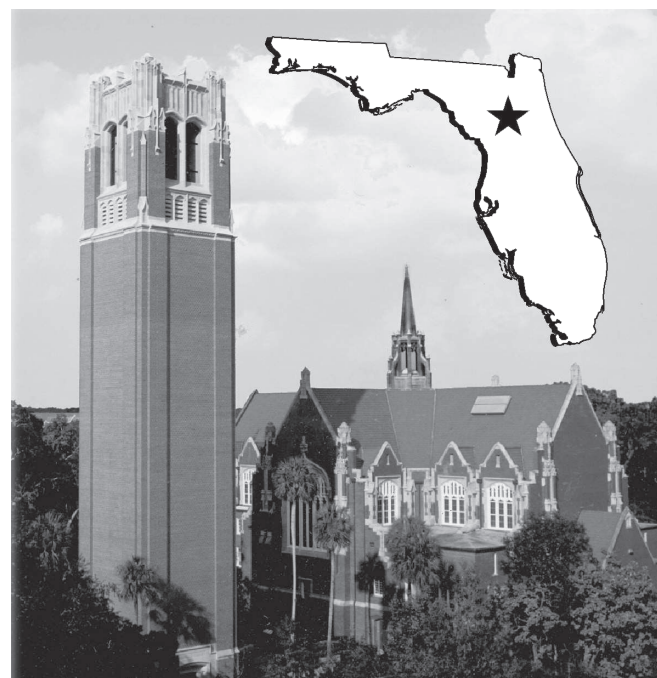
Further information regarding Classified advertising is available upon request. Classified placement of display advertisements is available upon request at the same column width retail advertising rates. Contact the Display Advertising Department regarding classified display ads.

20 Circulation 18,000

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. 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

- 18,000 daily circulation, with a local readership of more than 40,000
- One of the largest university populations in the Southeast, the University of Florida
- The highest percentage of young adults, aged 18-34 years, of any major market in Florida
- \$6 billion per year 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 invoice

University Community Market Information

\$6 billion market.
University of Florida students - 54,854
University of Florida faculty and staff - 13,969
University of Florida annual payroll - \$1.18 Billion
University of Florida as an institution spends an additional \$591,655,228.00 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 - 22,043
Non-credit and community education students - approx. 932
Santa Fe College faculty and staff - 738 full time
Santa Fe College as an institution spends a total of \$75.7 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).....	\$9,379,570
Bicycles.....	2,586,009
Computer Hardware.....	34,481,981
Home Furnishings / Appliances.....	13,580,139
Jewelry.....	8,086,646
Life & Health Insurance.....	16,534,378
Tires / Tire Repair.....	10,205,684
Vehicle Detailing / Modification.....	5,089,833
Vehicle Insurance.....	37,645,958
Vehicle Maintenance and Repair.....	30,920,842
TOTAL.....	\$168,511,042

BI-WEEKLY EXPENDITURES

Items or Expenditures	Student, Staff & Faculty Readers' Expenditures
Eating Out.....	\$4,378,909
Take Out/ Delivery.....	2,880,721
TOTAL.....	\$7,259,630

MONTHLY EXPENDITURES

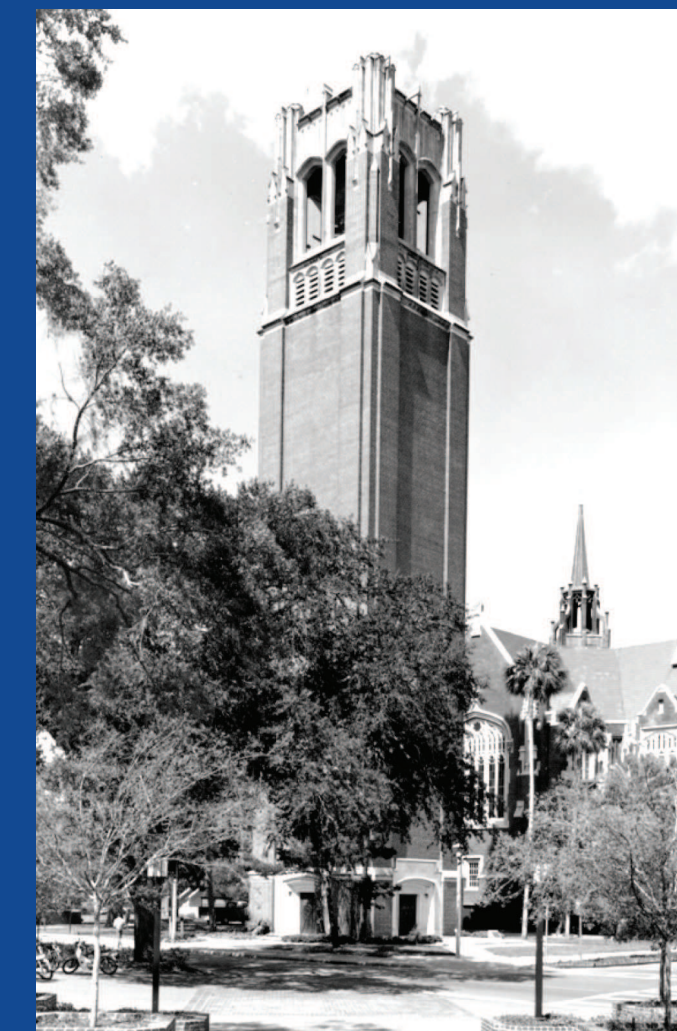
Items or Expenditures	Student, Staff & Faculty Readers' Expenditures
Air, Bus or Train Tickets.....	\$1,482,423
Arts, Crafts & Stationery.....	429,578
Athletic Events.....	955,232
Auto Accessories / Cleaning Products.....	569,122
Balloons and Flowers.....	333,959
Books.....	2,496,739
Buying Music, Movies or Video Games.....	1,259,174
Clothing and Shoes.....	4,789,333
Computer Software.....	323,283
Concerts or Plays.....	781,567
Cosmetics & Toiletries.....	1,519,948
Exercise Classes, Health Spas or Gym Memberships.....	715,903
Groceries.....	10,824,121
Hair Cutting & Styling.....	1,346,278
Housewares / Home Improvement.....	1,253,743
Laundry / Cleaning / Clothes Repair.....	1,076,919
Lounges, Bars & Clubs.....	3,406,300
Movies.....	879,375
Packaged Alcohol.....	2,471,655
Pet Care & Accessories.....	814,834
Photo Equipment, Supplies & Processing.....	289,917
Plants & Garden Supplies.....	931,272
Sporting & Recreational Goods.....	1,626,525
Tobacco Products.....	622,160
Video Rentals.....	681,916
TOTAL.....	\$41,878,275

THREE YEAR EXPENDITURES

Items or Expenditures	Student, Staff & Faculty Readers' Expenditures
Home.....	\$202,310,177
New or Used Boat.....	8,160,557
New or Used Car, Truck or Van.....	353,492,077
New or Used Mobile Home.....	25,129,592
New or Used Moped.....	1,007,713
New or Used Motorcycles.....	1,555,111
TOTAL.....	\$591,655,228

*Conducted by an independent study

**2017-2018
General Rate Card**



the independent florida
alligator

P.O. Box 14257
Gainesville, FL 32604
(352) 376-4482
Fax: (352) 376-4556
advertising@alligator.org
www.alligator.org

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August 2017



The Independent Florida Alligator
 P.O. Box 14257, Gainesville, FL 32604
 http://www.alligator.org

Display Advertising (352) 376-4482
 Fax (352) 376-4556
 E-mail advertising@alligator.org
 Classified Advertising (352) 373-3463
 Business (352) 376-3015

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



2017-2018 GENERAL RATE CARD

1 Personnel

General Manager Patricia Carey
 Advertising Director.....Shaun O'Connor
 Classified Advertising Manager.....Ellen Light
 Advertising Office Manager Cheryl del Rosario

2 Representatives

re:fuel
 10 Abeel Road
 Cranbury, NJ 08512
 (609) 655-8878

Intersect Media Solutions
 610 Crescent Executive CT, Suite 112
 Lake Mary, FL 32746-2111
 866-404-5913

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 2017 (16 weeks, 43 issues)

AUGUST 2017
 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 2017
 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 2017
 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 2017
 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 2017
 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 2018 (15 weeks, 43 issues)

JANUARY 2018
 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 2018
 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 2018
 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 2018
 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 2018 (12 weeks, 25 issues)

MAY 2018
 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 2018
 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 2018
 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 2018
 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. 21, 2017

Open Rate, per column inch: \$46.35

1-1.5	\$67.65	3-5.25	710.325
1-2	90.20	3-7	947.10
1-3.5	157.85	3-10.5	1,420.65
1-5.25	236.775	3-13	1,758.90
1-7	315.70		
1-10.5	473.55	4-5.25	947.10
1-13	586.30	4-7	1,262.80
		4-10.5	1,894.20
		4-13	2,345.20
2-2	180.40		
2-3	270.60	5-7	1,578.50
2-3.5	315.70	5-10.5	2,367.75
2-5.25	473.55	5-13	2,931.50
2-7	631.40		
2-10.5	947.10		
2-13	1,172.60		

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%	\$40.59	845
28	15%	38.34	1,820
52	20%	36.08	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:

Insertion rates of preprinted material by size and number of pages:

Retail	FREQUENCY RATES					
	1-4 times	5-8	9-12	13-16	17-20	21 & above
single sheet	\$32.00	31.00	30.00	29.00	28.00	27.00
4-8 pages	37.00	36.00	35.00	34.00	33.00	32.00
12-16 pages	49.00	48.00	47.00	46.00	45.00	44.00
20-24 pages	62.00	61.00	60.00	59.00	58.00	57.00
28-32 pages	66.00	65.00	64.00	63.00	62.00	61.00
35 & above	70.00	69.00	68.00	67.00	66.00	65.00

A full run of 18,000 inserts is required (insert must be 1 page or larger).

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:

- The advertisement must be the same size for all splits and must have a minimum size of 40 column inches for each ad.
- An additional \$15 per thousand will be charged for each of the splits.
- A minimum 6,000 copies will be changed in the split.
- A split involving color may be (color/no color), (color A/color B) or (color A/color B/no color).
- 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.....	Wednesday
Entertainment section	Wednesday's <i>The Avenue</i>
Restaurant Guide.....	Wednesday
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
Welcome Back.....	August <i>This is the first issue of fall and allows businesses to reintroduce themselves to readers.</i>
Family Weekend.....	September
Homecoming issue	October <i>This souvenir edition is passed out along the Homecoming parade route.</i>
Student Living Guide.....	November <i>Apartment and housing guide that runs as part of The Alligator.</i>
Local Living Guide.....	December <i>Dedicated to locals who stay in town over semester break. It includes a map showing locations of advertisers.</i>
Spring Welcome Back.....	January <i>This is the first issue of spring and allows businesses to reintroduce themselves to readers.</i>
Fun and Fitness.....	February <i>This section features health-related articles and advertisements geared toward student health and wellness.</i>
Spring Break Getaway.....	TBA
Student Living Guide.....	March <i>Apartment and housing guide.</i>

NCCAA Bracket.....March

Local Living GuideApril
Dedicated to locals who stay in town over semester break.

Thanks for StayingMay

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 10 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
Wednesday.....	4 p.m., previous Friday
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 of 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 3/4 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.....	10.25
11.....	21.0