Mushrooms, Ripe City, Great Southern
take place at the pavilion.

Bannerman Crossings to
Nothing to do but enjoy the view.

Tallahassee, FL 32309
4803 Seaton Court
during his 2018 gubernatorial cam-

By Ana Ceballos, The News Service of Florida

Tallahassee MSA Ranks 17th in Home Sales
Agency Worried Over Home Prices

River Baldwin

The Northern Pines
the Nittany Lions.

By Steve Stewart

The Information shows that for the first nine months of 2018, existing

Homeowners to be Awarded $50K for Winning Home Tour

The Northern Pines

The Tallahassee MSA growth in single-family sales (2.2%) finished

Tallahassee MSA Economic Indicators Report

Commissioners.

Black News Channel,

The report estimates that for the first nine months of 2018, existing

Commissioners.-

Adamy of the WSJ – contains the accumulation of tech talent, wealth, the

Community

Bannerman Crossings to Host Farmers Market

Killarn Residents, KHA, and City Work to Address Power Outage Problem

Local Scouting Troop Sells Christmas Trees at Killarn United Methodist Church

Cost-Effective Print Advertising

2020 MEDIA KIT

Our Readers Make Great Customers

By Austin Mall

The Chart below shows that monthly level of jobs in Leon County over the

Official Source: Bureau of Labor Statistics, U.S. Department of Labor,

Job Growth Flat In October; Unemployment Rate 2.9%

The Northern Pines

We Can Help Your Company With:

Newsletters

Direct Mail

Local print advertising

Web advertising

Business

Local Sports

Women’s Hoops Adds Five-Star River Baldwin

Sports

Taggart, As Nales Move Forward: "We Go Back To Work"

Soccer Heads Back To College Cup With 1-0 Win Over Penn State

Tallahassee Reports

In a recent decision, after hearing testimony from both parties, the court found in favor of the City County Commissioner voted in favor of the Tallahassee Farmers Market. The City Commission has voted 4-3 to keep WastePro, with the exception of the athletics director, who has been in charge of the Tallahassee Farmers Market for over a year and a half.

Leon County Votes 4-3 to Keep WastePro, Adds Requirements

E-Verify Sponsor Says Change Makes “Mockery”

City Commissioners Discuss City Charter Amendment Process, Salary Increase

City Commissioners have discussed the possibility of amending the city charter, with the exception of the athletics director, who has been in charge of the Tallahassee Farmers Market for over a year and a half.

The Tallahassee Economic Index

January 2018

Economic Indicators

1st, members of the club have

Since Killearn Golf Proper-

Killearn Golf Property

The chart below shows that monthly level of jobs in Leon County over the

Official Source: Bureau of Labor Statistics, U.S. Department of Labor,

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Why Advertise with TR

Our Reach

When your business chooses to advertise with Tallahassee Reports you will reach potential customers who live in the Northeast area of Tallahassee and are passionate about the issues we cover.

These issues include local government, neighborhoods, K-12 schools, higher education, sports, and local business.

We deliver 5,000 newspapers each month to homes in the 32308, 32309, and 32312 zip codes. Our website currently averages 95,000 plus page views per month.

Also, the four thousand followers of our Facebook page generate lively discussions related to reports we publish.

Our Readers

Our readers make good customers.

Publicly available data show that TR’s main service area leads Leon County in household income, education levels, and home values. In addition, our readers live short distances from a number of business centers, which includes the Market District, Bannerman Crossings, and the Kerry Forest retail area.

Our Affordability and Flexibility

Tallahassee Reports provides an advertising vehicle that is affordable and effective. Our advertising rates begin at just $90 per month.

We also offer advertisers the flexibility to sponsor specific sections of the newspaper. These sections include neighborhoods (page 3), K-12 schools (page 11), higher education (page 12), and sports (page 10).

We Are A Local, Non-Profit Organization

Tallahassee Reports is a non-profit organization focused on using local resources to provide vital information to our readers. Tallahassee Reports is a project of Red Hills Journalism Foundation, which is a non-profit 501 (c)3 organization. Our non-profit status helps us provide independent, locally focused journalism. Our organization is not beholden to any out of town shareholders.

Our Offer

Nowhere else in the Northeast area of Tallahassee will you find an advertising vehicle that compares to Tallahassee Reports. TR reports offers advertisers access to followers who have bought-in to our mission for a community newspaper. Our readers see our advertisers as they see themselves: invested Tallahassee residents who love Tallahassee.

Sign-up today and start reaching your future customers.

Proud to Be Cited In:

The Miami Herald
The Washington Post
The Palm Beach Post
Tampa Bay Times
2020 PRICING

Tallahassee Reports provide’s **AFFORDABLE ADVERTISING** in **print** for businesses looking to reach **high income, passionate & energized** citizens of Tallahassee

**Print Advertising Monthly Pricing**

<table>
<thead>
<tr>
<th></th>
<th>MONTHLY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>1,050</td>
</tr>
<tr>
<td>2/3 Page Vertical</td>
<td>810</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>560</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>435</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>310</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>190</td>
</tr>
<tr>
<td>1/8 Page Ad</td>
<td>175</td>
</tr>
<tr>
<td>1/10 Page Ad</td>
<td>150</td>
</tr>
<tr>
<td>Extended Business Card</td>
<td>95</td>
</tr>
<tr>
<td>Custom Ad</td>
<td>Call</td>
</tr>
</tbody>
</table>

**Print Circulation**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential Distribution</td>
<td>8,500</td>
</tr>
<tr>
<td>Elected Politicians, Appointed Officials and Professional Staff</td>
<td>100</td>
</tr>
<tr>
<td>Subscriptions/Public Distribution</td>
<td>650</td>
</tr>
<tr>
<td>Advertisers and Promotional Copies</td>
<td>250</td>
</tr>
<tr>
<td>Total Monthly Readers</td>
<td>9,500</td>
</tr>
</tbody>
</table>
# 2020 PRINT ADVERTISING SPECS

## Newspaper Advertising Sizes

<table>
<thead>
<tr>
<th>Size</th>
<th>Width x Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>10.0 X 21.75</td>
</tr>
<tr>
<td>2/3 Page Vertical</td>
<td>6.5 X 21.75</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>10.0 X 10.75</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>3.3 x 21.75</td>
</tr>
<tr>
<td>1/3 Page Horizontal</td>
<td>10 X 6.375</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>4.875 x 10.75</td>
</tr>
<tr>
<td>1/6 Page Vertical</td>
<td>4.875 x 6.625</td>
</tr>
<tr>
<td>1/6 Page Horizontal</td>
<td>10.0 X 3.625</td>
</tr>
<tr>
<td>1/8 Page Ad</td>
<td>4.875&quot; x 5.25&quot;</td>
</tr>
<tr>
<td>1/10 Page Ad</td>
<td>4.875 X 4.0</td>
</tr>
<tr>
<td>Extended Business Card</td>
<td>4.875&quot; x 2.0&quot;</td>
</tr>
<tr>
<td>Custom Ad</td>
<td>call for details</td>
</tr>
</tbody>
</table>

Please include files in .jpg, .tiff, .png, .pdf or .gif format.

## TERMS
Advertiser may pay by check or credit card. All insertion orders for new accounts must be accompanied by advance payment. Advertisers and their agencies will be held jointly responsible for unpaid invoices. If it becomes necessary for the magazine to sue for financial recovery, the advertiser and/or his agent will be held liable for court costs and attorneys’ fees.

## AGENCY COMMISSION
15 percent to recognized advertising agencies on space, color and position if paid in 30 days.

## ARTWORK
Photo Images: 250 dpi Color:
CMYK format, no spot colors, black text should be C=0, M=0, Y=0, K=100 PDF: To meet x1a standard must have embedded fonts, all transparencies flattened
Rates are for advertisement space only.
Design services available for additional charge.
E-mail artwork in high resolution (300 dpi) PDF files to kathy@tallahasseereports.com

## AD SUBMISSION DEADLINE
Ad files are due by the 28th of the prior month that is being mailed. Ads will be re-run automatically for clients if no changes are received by the 28th. We reserve the right to refuse ads that are deemed out-of-character and/or contrary to the purposes of this paper.

## GENERAL INFORMATION
Each edition is printed on newspaper., color in ink may very slightly from file. Frequency: Published 2 times a month or as often as the community supports. For questions, contact your account executive or Kathy Stewart, contact information below.

## SEND ALL PAYMENTS AND CONTRACTS TO
Tallahassee Reports
3048 Waterford Dr.
Tallahassee, FL 32309
Phone: 850-766-6207
Email: kathy@tallahasseereports.com
# Online Advertising Rates

<table>
<thead>
<tr>
<th>TYPE/POSITION</th>
<th>SIZE</th>
<th>10,000 monthly impressions</th>
<th>20,000 monthly impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Header Banner</td>
<td>728 x 90 pixels</td>
<td>$120</td>
<td>$220</td>
</tr>
<tr>
<td>2 Front Page Rt Side Banner</td>
<td>180 x 360 pixels</td>
<td>$60</td>
<td>$110</td>
</tr>
<tr>
<td>3 Inner Page Sidebar</td>
<td>300 x 300 pixels</td>
<td>$100</td>
<td>$180</td>
</tr>
</tbody>
</table>

For more information or to place an ad, please contact us at (850) 766-6207.
Print Advertising

Business Name: __________________________________________________________

Contact Name: ___________________________________ Phone: ______________________

Email: ___________________________________ Website: __________________________

Address: ____________________________________________________________________________________

City: ___________________ State: ___________________ Zip: __________

AD SIZE ___________________________________________ Enter Ad Dimensions

AD WILL RUN __________________________ to __________________________ Enter Starting & Ending Date

TIME PERIOD ___________________________ Enter No. Of Months Or Monthly Impressions

PAYMENT __________________________________ Enter Billed Monthly or Pre-Pay

AMOUNT ___________________________ Enter Monthly Cost or Pre-Pay Amount

ADDITIONAL COMMENTS OR INSTRUCTIONS

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

I would like to run an Ad in TALLAHASSEE REPORTS (TR) for the time period and at the price indicated above. I accept the responsibility of paying for said Ad within a twenty five day period after the bill is received.

Signed: ___________________________________________ Date: ________________

(Advertiser)

Signed: ___________________________________________ Date: ________________

(TR Representative)

All Ads should be in by the 28th to make next month’s paper. Ads will be re-run automatically for Clients if no changes are received by the 28th. We reserve the right to refuse Ads that are deemed out-of-character and/or contrary to the purposes of this paper.

Tallahassee Reports 3048 Waterford Drive Tallahassee, FL 32309