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

POLITICOFLORIDA  Tampa Bay Times
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>Size</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**

<table>
<thead>
<tr>
<th>Distribution</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Household Distribution</td>
<td>4,300</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>Total Monthly Readers</td>
<td>9,350</td>
</tr>
</tbody>
</table>
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
2022 ONLINE ADVERTISING

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.

TALLAHASSEEREPORTS.COM

Kathy Stewart
Phone: 850-766-6207
Email: kathy@tallahasseereports.com
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