

2024 MEDIA KIT

Our Readers Make Great Customers

Cost-Effective
Print Advertising



Community

Business

Local Sports



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 for each print edition to homes in the 32308, 32309, and 32312 zip codes. Our website currently averages 95,000 plus page views per month.

Also, the seven 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 \$100 per edition.

We also offer advertisers the flexibility to sponsor specific sections of the newspaper.

Our Offer

Nowhere else in the Northeast area of Tallahassee will you find an advertising vehicle that compares to Tallahassee Reports. TR offers advertisers access to readers who have bought-in to our mission for a community newspaper.

Advertise today and start reaching your future customers.

PROUD TO BE CITED IN:

The Miami Herald

The Palm Beach Post

The Washington Post

POLITICOFLORIDA

Tampa Bay Times

2024 PRICING

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

Print Advertising Pricing

	PER EDITION
Full Page	1,050
2/3 Page Vertical	810
1/2 Page	560
1/3 Page	435
1/4 Page	310
1/6 Page	190
1/8 Page Ad	175
1/10 Page Ad	150
Extended Business Card	100
Custom Ad	Call

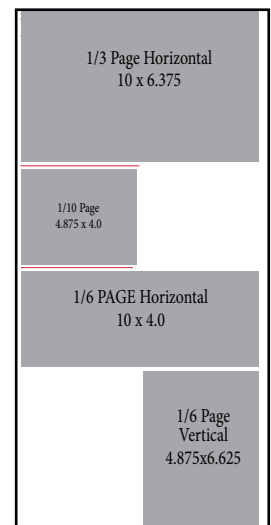
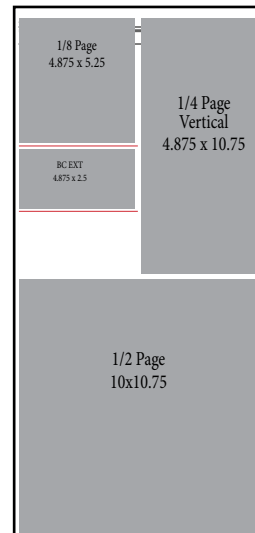
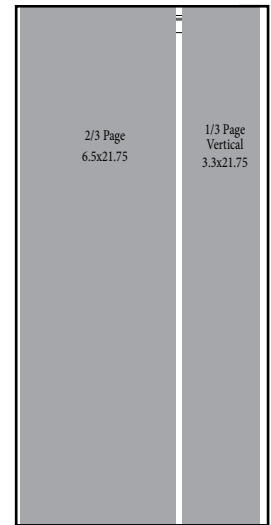
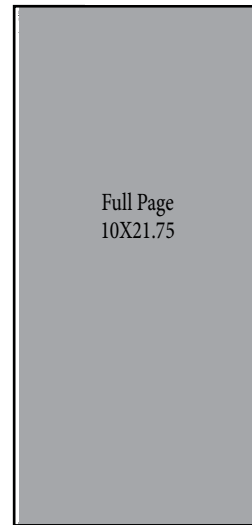
Print Circulation

Household Distribution	4,300
Elected Politicians, Appointed Officials and Professional Staff	100
Subscriptions/Public Distribution	650
Total Readers For Each Edition	9,350

2024 PRINT ADVERTISING SPECS

Newspaper Advertising Sizes

	SIZE: Width x Height
Full Page	10.0 X 21.75
2/3 Page Vertical	6.5 X 21.75
1/2 Page	10.0 X 10.75
1/3 Page Vertical	3.3 x 21.75
1/3 Page Horizontal	10 X 6.375
1/4 Page	4.875 x 10.75
1/6 Page Vertical	4.875 x 6.625
1/6 Page Horizontal	10.0 X 3.625
1/8 Page Ad	4.875" x 5.25"
1/10 Page Ad	4.875 X 4.0
Extended Business Card	4.875" x 2.0"
Custom Ad	call for details
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 a week prior to printing. Ads will be re-run automatically for clients if no changes are received prior to the next printing. 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 vary 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

2024 ONLINE ADVERTISING



Online Advertising Rates

	TYPE/POSITION	SIZE	10,000 monthly impressions	20,000 monthly impressions
1	Header Banner	728 x 90 pixels	\$120	\$220
2	Front Page Rt Side Middle	300 x 300 pixels	\$60	\$110
3	Inner Page Sidebar	300 x 300 pixels	\$100	\$180
For more information or to place an ad, please contact us at (850) 766-6207.				

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) _____