Delivering
your advertising message
to some of the nicest
doorsteps in the nation.

Resident
COMMUNITY NEWS
GROUP, INC.

(904) 388-8839
www.residentnews.net

Resident COMMUNITY NEWS GROUP, INC.

30,000+ HOUSEHOLDS • 60,000+ READERS
DIRECT MAIL – DELIVERED MONTHLY

Ad Rates

Size	12 Mth Rate	6 Mth Rate	1 Mth Rate	Biz Profile/Advertorial
1/16 B&W	$145 per paper	$165 per paper	$185 per paper	1/2 Page advertorial written and professionally photographed B&W $750 FULL COLOR add $150
1/8 B&W	$245 per paper	$295 per paper	$315 per paper	
1/4 B&W	$445 per paper	$495 per paper	$545 per paper	
1/2 B&W	$770 per paper	$870 per paper	$970 per paper	
Full B&W	$1220 per paper	$1395 per paper	$1520 per paper	

*Rates are per month, per paper for B&W ads.
Color is an additional fee based on size:

FULL COLOR FEES

Add the following fees to the above ad rates for full color ads

- 1/2, 1/4 or FULL – add $150 per paper
- 1/8 & 1/16 – add $75 per paper

****PAGE PLACEMENT FEES – ADD 20% FOR PAID POSITION****

Your source for advertising in Jacksonville, with the best reach in the market.

Ad Sizes

All sizes are in inches, non-bleed.
Please omit any bleeds / crop marks.

1/16 Pg Vertical: 2.395" x 3.875"
Horizontal: 4.917" x 1.85"

1/8 Pg Standard: 4.917" x 3.875"
Vertical: 2.395" x 7.9
Horizontal: 10" x 1.85"

1/4 Pg Vertical: 4.917" x 7.9"
Horizontal: 10" x 3.875"

1/2 Pg Standard: 10" x 7.9"
Vertical: 4.917"x16"

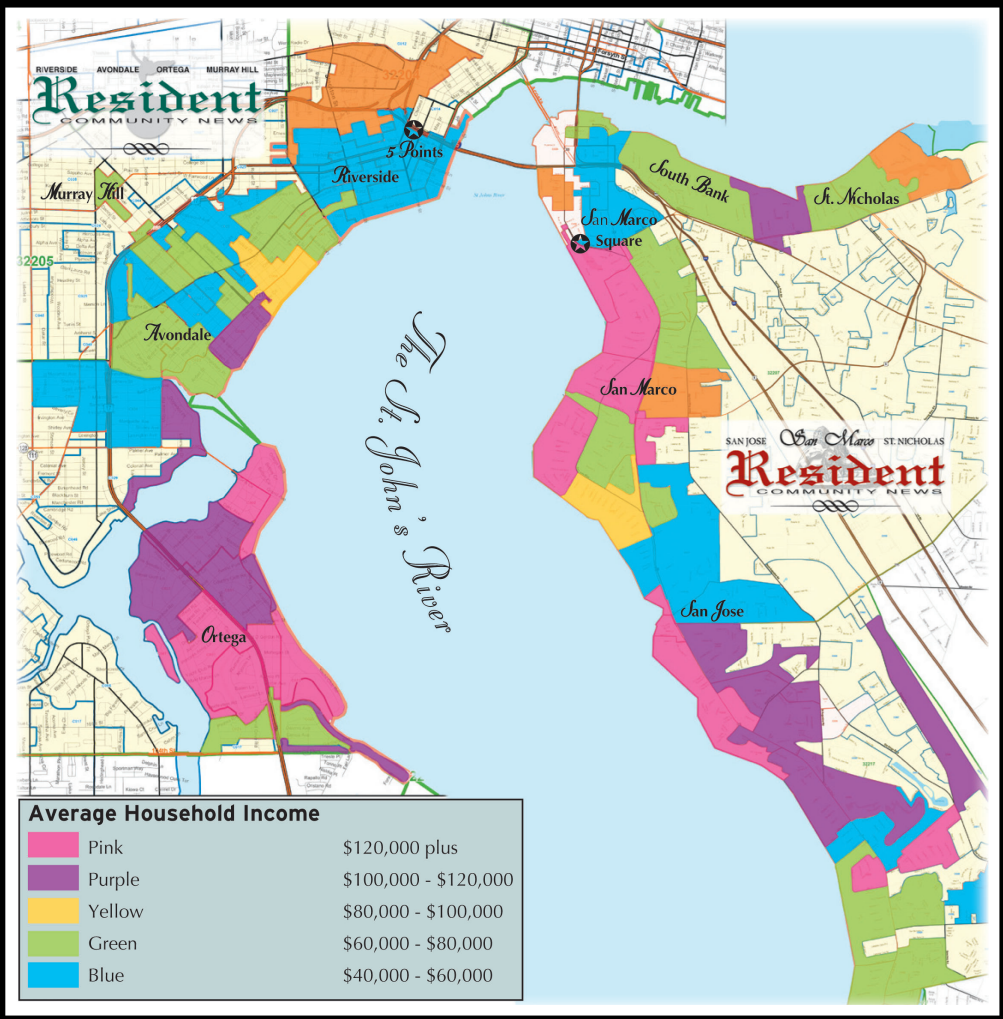
Full Pg Standard: 10" x 16"
Horizontal: 21" x 7.9"
(Horiz. available center spread only please call for details)

DEADLINE & SPACE RESERVATION

Space reservation is the 12th of the month. Camera Ready/Ad approval deadline – the 15th

- **ACCEPTED FILE FORMATS: PDF, TIFF, PSD, PDF**
  Please flatten all layered files, and render/embed all fonts. All ad sizes are non-bleed.
  Please do not include a bleed or crop marks.
- **PREFERRED FORMAT:** PDF/X-1a format is the required file format for PDF submission. Please see www.Adobe.com/products/acrobat/pdfs/pdfx.pdf for guidelines and instructions.
- **SWOP/COLOR GUIDELINES:**
  Files should be CMYK color format and conform to SWOP guidelines. Total ink density should not exceed 240%. View specifications online at www.swop.org.
  If you are providing photos and graphics for use in your ad, your files must be submitted in one of the following formats: Digital photos (JPG, TIFF, PSD) in original form, with no retouches.
  Other digital images such as logos should be provided as an EPS when possible.
  "Right off the camera" is preferred for photos.Professionally printed photos should be scanned at 300 dpi.
  Minimum dpi for all provided images is 200 dpi.

The Resident News is the ideal platform for your business to reach the best demographic in Jacksonville!



Each month, we will deliver your advertising message to some of the nicest doorsteps in the nation, through direct-mail fulfillment. Our publication is mailed to a targeted list, narrowed by zip code, focusing on the riverfront community and neighboring areas. The average household income of our readers includes many households that are over $120,000!

The Resident has established a loyal readership through a high amount of editorial content that is focused on local coverage. This local-coverage priority makes our papers the first, and often the only source that community members and leaders turn to for local news and events. In fact according to a recent survey by the National Paper Association, 83% of adults prefer to read their local community newspapers for essential local news, shopping, and advertising rather than a large metropolitan daily publication.

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1650 Margaret Street #310 • Jacksonville, FL 32204