



# Resident COMMUNITY NEWS GROUP, INC.

## Delivering Your Advertising Message to the Nicest Doorsteps in the Nation.

*The Resident* is Jacksonville's only trusted source for hyperlocal community news, proudly serving historic riverfront neighborhoods for over 18 years. With two targeted editions, the paper reaches affluent homeowners in *Riverside, Avondale, Ortega, Murray Hill, San Marco, San Jose and St. Nicholas*.

Each month, 30,000 copies are printed and direct-mailed, with additional distribution in high-visibility locations throughout these communities. Advertisers benefit from strong brand alignment, a loyal and engaged readership, and a proven high return on investment. *The Resident* delivers more than just news—it delivers results.



### Display Advertising

Ad Sizes	12 Months*	6 Months*	1 Month*
1/16	\$260	\$280	\$300
1/8	\$360	\$410	\$430
1/4	\$635	\$685	\$735
1/2	\$960	\$1060	\$1160
Full	\$1410	\$1585	\$1710
<b>Lead Top Banner</b> (CENTER SPREAD)	<b>\$799/Month</b> Annual contract only. Placement runs in both editions.		
<b>Column Sponsorship</b>	<b>\$499/Month</b> Annual contract only. Placement runs in both editions.		

\*Rates are per month, per edition. Page Placement Fees: Add 20% for paid positions.

### Advertorial Profile

Ad Sizes	1 Month*
Full Page	\$1995
1/2 Page	\$1295
1/4 Page+	\$895

### Web

Ad Sizes	Monthly
Leaderboard 728 x 90 Mobile (300x250)	\$299
Sidebar 300 x 250	\$199

### Social Media

Monthly
\$99 - \$1500

**DEADLINES:**  
**Space Reservation:** 15th of the Month  
**Proof Approval:** 20th of the Month



## Circles

Social Datebook & Charity Register

Celebrating the spirit of giving in Northeast Florida, *CIRCLES Social Datebook & Charity Register* is the region's only publication dedicated to showcasing the heart of our caring community. This elegant,

annual magazine connects generous individuals, nonprofits, and civic leaders through a beautifully curated calendar of charitable events, a comprehensive nonprofit directory, powerful storytelling, and striking photography from the area's most impactful galas and gatherings.

Found on every philanthropist's coffee table and used as a trusted planning guide, *Circles* is more than a magazine—it's a reflection of the generosity and connection that define our region. It is mailed to high-net-worth households in Northeast Florida—homes valued at \$2 million or more—and prominently placed at major fundraising events and premier local venues.

Ad Sizes	Annual	Added Visibility	Annual
1/6	\$595	Success Story	\$995
1/4	\$895	Event Spotlight	\$895
1/2	\$1495	Full Color Logo Addition to Charity Register	\$129
Full	\$2250		
Double Truck	\$4250		

## HISTORIC Life

Neighbors & Newcomers Guide

An annual celebration of community, connection, and local pride, *Historic Life Community & Newcomers Guide* is the definitive resource for discovering the neighborhoods we call home. Centered on the charm and character of North Florida's historic districts, this beautifully designed publication showcases the very best our area has to offer—from standout local businesses and cultural institutions to schools, parks, healthcare, and lifestyle essentials.

With over 100 pages of curated content, *Historic Life* is far more than a newcomers' guide—it's a trusted companion for both new arrivals and longtime residents looking to engage more deeply with their community.



Ad Sizes	Annual	Added Visibility	Annual
1/6	\$595	Houses of Worship Full Color Logo Addition to the Church Directory	\$129
1/4	\$895		
1/2	\$1495		
Full	\$2250		
Double Truck	\$4250		

**DEADLINES: To ensure timely placement, please confirm current deadlines by calling (904) 388-8839**



Murray Hill

Riverside

Downtown

Brooklyn

Southbank

St. Nicholas

San Marco

Avondale

Fairfax

Granada

Miramar

Ortega

Epping Forest

Ortega Forest

Lakewood

Venetia

San Jose Forest

San Jose

AVERAGE  
HOUSEHOLD  
INCOME

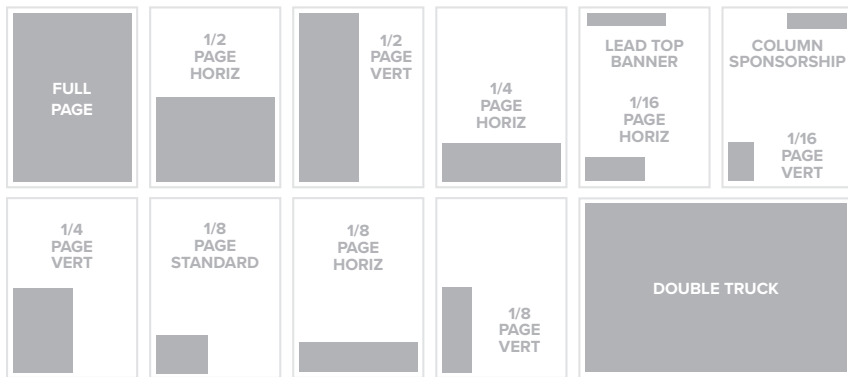
	PINK	\$375,000+
	PURPLE	\$275,000+
	YELLOW	\$200,000+
	GREEN	\$145,000+
	BLUE	\$120,000+



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## AD SPECS The Resident

Ad Space	Trim Size	Live Area	Bleed Size
Full Page	10" x 16"	.25" from Trim	No Bleed
Half Page Double Truck <i>Center Spread Only</i>	21" x 7.9"	.25" from Trim	No Bleed
Half Page - Horizontal	10" x 7.9"	.25" from Trim	No Bleed
Half Page - Vertical	4.917" x 16"	.25" from Trim	No Bleed
1/4 - Horizontal	10" x 3.875"	.25" from Trim	No Bleed
1/4 - Vertical	4.917" x 7.9"	.25" from Trim	No Bleed
1/8 - Standard	4.917" x 3.875"	.25" from Trim	No Bleed
1/8 - Horizontal	10" x 1.85"	.25" from Trim	No Bleed
1/8 - Vertical	2.395" x 7.9"	.25" from Trim	No Bleed
1/16 - Horizontal	4.917" x 1.85"	.25" from Trim	No Bleed
1/16 - Vertical	2.395" x 3.875"	.25" from Trim	No Bleed
Lead Top Banner	6.25" x 1"	.125" from Trim	No Bleed
Column Sponsorship	5.5" x 1.5"	.125" from Trim	No Bleed



## Circles

Ad Space	Trim Size	Live Area	Bleed Size
Full Page	8.375" x 10.875"	.375" from Trim	.375"
Half Page - Horizontal	8.375" x 5.35"	.375" from Trim	.375"
Half Page - Vertical	4.10" x 10.875"	.375" from Trim	.375"
1/6 Page - Horizontal	8.375" x 1.68"	.375" from Trim	.375"
Double Truck (2-Page)	16.75" x 10.875"	.375" from Trim	.375"
1/4 Page - Horizontal	7.625" x 2.49"	.375" from Trim	No Bleed
1/4 Page - Vertical	3.73" x 5.10"	.375" from Trim	No Bleed

## Historic Life

Ad Space	Trim Size	Live Area	Bleed Size
Full Page	8.375" x 10.875"	.375" from Trim	.375"
Half Page - Horizontal	8.375" x 5.35"	.375" from Trim	.375"
Half Page - Vertical	4.10" x 10.875"	.375" from Trim	.375"
1/6 Page - Horizontal	8.375" x 1.68"	.375" from Trim	.375"
Double Truck (2-Page)	16.75" x 10.875"	.375" from Trim	.375"
1/4 Page - Horizontal	7.625" x 2.49"	.375" from Trim	No Bleed
1/4 Page - Vertical	3.73" x 5.10"	.375" from Trim	No Bleed
1/8 - Vertical	1.74" x 4.93"	.375" from Trim	No Bleed

### PRINT SPECIFICATIONS

#### RESOLUTION

- All images and artwork must be 300 dpi at 100% of their intended print size.

#### COLOR FORMAT

- Use CMYK color mode (U.S. Web Coated SWOP v2 preferred).
- Do not use PANTONE or LAB colors—only CMYK is accepted.

#### ACCEPTED FILE FORMATS

##### 1. PDF (Adobe Acrobat)

- Press-optimized
- 300 dpi, CMYK
- All fonts embedded
- Acrobat 5 compatible

##### 2. JPG or TIFF

- 300 dpi at final print size
- Maximum quality, flattened
- CMYK color mode

#### AD BORDERS

- Ads must be clearly distinguishable from editorial content—if not, a solid border or minimum 1-point rule is required.
- If not provided, a 1-point rule will be added by production.

#### FONTS

- For PDFs: Embed all fonts. If embedding isn't possible, convert text to outlines.
- Alternatively, submit a flattened JPG or TIFF.

#### TRANSPARENCY

- Flatten all transparency effects (drop shadows, blending, etc.).
- For JPG/TIFF, flattening isn't necessary if no layers are present.

#### SOFTWARE RECOMMENDATIONS

- Use industry-standard software (InDesign, Illustrator, Photoshop) for precise layout, vector and image editing tasks.
- Avoid Word, PowerPoint, or similar programs, as they lack essential design tools and may cause issues.

#### NEED HELP?

For file setup questions, contact *The Resident*.

#### PRINTING TIPS (RESIDENT COMMUNITY NEWS)

- Printed on recycled newsprint, which causes colors to appear 10–15% darker and less vibrant.
- Expect a 20–30% dot gain, which may reduce clarity compared to glossy prints.

#### PRINT DESIGN CLARITY GUIDELINES

- Resolution:** Use the highest quality images available.
- Font Size:** Avoid anything below 6.5 pt.
- Image Quality:** Sharpen images and increase contrast.
- Clear Space:** Maintain safe margins around all content.
- Layout Simplicity:** Keep designs clean and uncluttered.
- Font Choice:** Use readable typefaces; reserve decorative fonts for accents.
- Contrast:** Aim for dark text on a light background for best readability.

#### PRINTER MARKS

- Do not include bleed, crop marks, or color bars. Our team will add printer marks during production.

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