



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

The Resident is a monthly, direct-mailed, niche-market community newspaper specializing in hyperlocal content. With two editions in print, each paper focuses on historic, riverfront communities primarily targeting affluent homeowners in Jacksonville. One product focuses on Riverside, Avondale, Ortega, and Murray Hill, while the other product covers the San Marco, San Jose and St. Nicholas areas. The paper is produced on 11x17 newsprint and distributed in high visibility areas throughout their targeted niche markets in Jacksonville and boasts a 60,000+ readership.



### Standard Newspaper Advertisement

A carefully designed space in our newspaper, showcasing your message to engage and inform our dedicated readers.

### Business Profile Advertorial

A professionally written and photographed half page article highlighting your business.

### ResidentNews.net Web Advertisement

A visually engaging digital banner prominently showcasing your brand on our website.

Ad Sizes	12 Months* 4-Color / B&W	6 Months* 4-Color / B&W	1 Month* 4-Color / B&W
1/16 V/H	\$260 \$185	\$280 \$205	\$300 \$225
1/8 S/V/H	\$360 \$285	\$410 \$335	\$430 \$345
1/4 V/V+/H	\$635 \$485	\$685 \$535	\$735 \$585
1/2 S/V	\$960 \$810	\$1060 \$910	\$1160 \$1010
Full S/H	\$1410 \$1260	\$1585 \$1435	\$1710 \$1560

Ad Sizes	4-Color*	B&W*
Full Page	\$1600	\$1495
1/2 Page	\$995	\$845
1/4 Page+	\$695	\$650

Ad Sizes	Monthly	Yearly
728 x 90 (Leaderboard)	\$299	\$2050
300 x 250 (Sidebar)	\$199	\$1095

### DEADLINES

Space Reservation: 12th of the Month | Digital Proof Approval: 15th of the Month

S = Standard | V = Vertical | V+ = Tall/Column Vertical | H = Horizontal

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



## Circles

Social Datebook & Charity Register

Described as "The best charity benefit planning guide in Jacksonville" by well-known philanthropists, Circles — Social Datebook & Charity Register features a comprehensive calendar of events for the entire year, a list of 200+ charitable organizations, gala and other charity event photos, as well as stories that shine a spotlight on the nonprofit sector. Mailed directly to Northeast Florida homes worth \$2 million or more, the annual, glossy magazine is also distributed at high visibility locations throughout Northeast Florida and to donors, board members and guests at most fundraising events.

Ad Sizes	Annual	Ad Sizes	Annual
1/6	\$595	Success Story	\$695
1/4	\$895	Event Spotlight	\$695
1/2 V/H	\$1495	Full Color Logo Addition to Charity Register	\$99
Full	\$2250		

## HISTORIC Life

Neighbors & Newcomers Guide

A coveted resource by local realtors, Historic Life — Community & Newcomers Guide is today's answer to the Welcome Wagon. Offering more than 100 pages of information about schools, hospitals, culture, neighborhood parks, sports venues and much more, this glossy go-to guide is helpful to longtime residents and new-to-the-neighborhood alike. Every page guarantees your message will be seen!



Ad Sizes	Annual
1/8 V/H	\$335
1/4 V/H	\$535
1/2 V/H	\$935
Full	\$1635
Premium Full Pages 3, 5, 7, 9, 11 - Right-hand reads	\$2035
Double Truck Two full page ads side by side	\$2735

Showcase your business or restaurant in our Best of Local and Dining Guide sections!

Contact us today to learn more about these unique advertising opportunities.

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



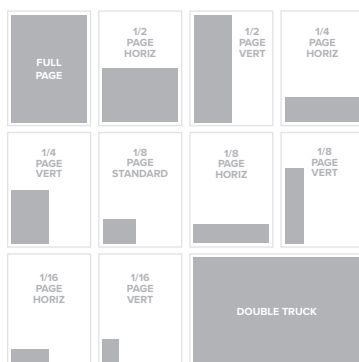
## The Resident

Ad Space	Trim Size	Live Area	Bleed Area
Full Page	10" x 16"	9.5" x 15.5"	No Bleed
Half Page Double Truck <i>Center Spread Only</i>	21" x 7.9"	20.5" x 7.4"	No Bleed
Half Page - Horizontal	10" x 7.9"	10" x 7.9"	No Bleed
Half Page - Vertical	4.917" x 16"	4.417" x 15.5"	No Bleed
1/4 - Horizontal	10" x 3.875"	9.75" x 3.625"	No Bleed
1/4 - Vertical	4.917" x 7.9"	4.667" x 7.65"	No Bleed
1/8 - Standard	4.917" x 3.875"	4.667" x 3.625"	No Bleed
1/8 - Horizontal	10" x 1.85"	9.75" x 1.6"	No Bleed
1/8 - Vertical	2.395" x 7.9"	2.145" x 7.65"	No Bleed
1/16 - Horizontal	4.917" x 1.85"	4.667" x 1.6"	No Bleed
1/16 - Vertical	2.395" x 3.875"	2.145" x 3.625"	No Bleed

### CREATING SPECIALTY AD SIZES

When combining two ad sizes to form a specialty size, remember to account for the space usually present between the two individual ads. Add an extra 0.1667" to the dimension (height or width) along which the ads are being merged.

**Example:** If you're merging a 1/4H and a 1/8H ad—typically stacked vertically—the extra space is added to the height. Calculation: 3.875" (1/4H) + 1.85" (1/8H) + 0.1667" (space) = 5.8917" total height. Combined Ad Dimensions: 10" wide x 5.8917" high.



## Circles

Ad Space	Trim Size	Live Area	Bleed Area
Full Page	8.375" x 10.875"	7.625" x 10.375"	8.75" x 11.25"
Half Page - Horizontal	8.375" x 5.354"	7.875" x 4.854"	8.75" x 5.729"
Half Page - Vertical	4.104" x 10.875"	3.604" x 10.375"	4.479" x 11.25"
Double Truck	16.75" x 10.875"	16" x 10.375"	17.125" x 11.25"
1/4 - Horizontal	7.625" x 2.406"	7.625" x 2.406"	No Bleed
1/4 - Vertical	3.729" x 4.979"	3.729" x 4.979"	No Bleed
1/6 - Horizontal	8.375" x 1.687"	7.864" x 1.173"	8.75" x 2.052"

## Historic Life

Ad Space	Trim Size	Live Area	Bleed Area
Full Page	8.5" x 11"	7.75" x 10.5"	9" x 11.5"
Half Page - Horizontal	8.5" x 5.43"	7.75" x 4.93"	9" x 5.93"
Half Page - Vertical	4.12" x 11"	3.62" x 10.5"	4.62" x 11.5"
Double Truck	17" x 11"	16.25" x 10.5"	17.5" x 11.5"
1/4 - Horizontal	7.375" x 2.395"	7.125" x 2.145"	No Bleed
1/4 - Vertical	3.62" x 4.93"	3.37" x 4.43"	No Bleed
1/8 - Horizontal	3.62" x 2.395"	3.37" x 2.145"	No Bleed
1/8 - Vertical	1.74" x 4.93"	1.49" x 4.68"	No Bleed

## PRINT SPECIFICATIONS

### RESOLUTION

- Ensure all images and artwork in your ad design have a resolution of 300 dpi.
- Images should be set at 100% of their intended size in the ad design.

### COLOR FORMAT

- Use CMYK color mode (specifically U.S. Webcoated SWOP V.2).
- Strictly no PANTONE or LAB colors; only CMYK accepted.

### ACCEPTED FILE FORMATS

#### 1. Adobe Acrobat PDF

- Optimized for press
- 300 dpi resolution and CMYK color mode
- All fonts embedded
- Compatible with Acrobat 5

#### 2. TIFF or JPG

- 300 dpi resolution (at actual print size)
- Max quality, flattened, and in CMYK color mode

### AD BORDER/RULE REQUIREMENT

- Ads should ideally be distinguishable from editorial content, either by having a minimum 0.5-point rule around all edges or by featuring clear, solid borders. If an ad does not meet this requirement, a 0.5-point rule will be added by our production team.

### FONTS

- For PDFs: Embed all fonts. If this isn't possible, convert text to outlines.
- Alternatively, rasterize the ad by sending as a flattened JPG or TIFF.

### TRANSPARENCY

- Flatten all transparency effects, including drop shadows and transparent blending. This can be done in Adobe Acrobat.
- No flattening is needed for JPG or TIFF without layers.

### PRINTER MARKS

- Do not include any printer marks (bleed, crop marks, color bars, etc.) in PDFs. We add our marks during the printing process.

### SOFTWARE RECOMMENDATIONS

- Using professional design software (e.g., InDesign, Illustrator, Photoshop) is highly advised.
- Avoid word processors like Microsoft Word or PowerPoint as they lack essential design tools and may complicate the process.

### NEED ASSISTANCE?

- For queries or assistance with file preparation, contact The Resident.

### PRINTING TIPS (RESIDENT COMMUNITY NEWS)

- The Resident Community News is printed on recycled newsprint. This can cause colors to print 10-15% darker and less vibrant than on-screen display. Expect a 20-30% dot-gain on newsprint, leading to potential fuzziness compared to glossy prints.

### PRINT DESIGN CLARITY GUIDELINES:

- **Resolution:** Always use the highest resolution image available.
- **Font Size:** Avoid font sizes below 6.5pt to ensure readability.
- **Image Quality:** Sharpen images and boost contrast for clearer reproduction.
- **Clear Space:** Maintain ample margins around vital content to prevent unwanted cropping or border proximity.
- **Layout Simplicity:** Opt for straightforward layouts to prevent a cluttered appearance.
- **Font Choice:** Prioritize legible typefaces for the main content. Use decorative fonts sparingly, suitable for headings or special callouts.
- **Contrast:** Ensure there's a clear contrast between the background and text, preferably dark text on a light background.
- **Anticipate Ink Spread:** Given the nature of some print mediums, especially newsprint, be cautious about ink spread. Keep design elements spaced sufficiently to prevent unwanted merging.

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