



Resident

San Jose - San Marco - St. Nicholas



FATHER-SON BONDING ON BAHAMIAN FISHING TRIP

Bill McLaurine, First Mate Ben Tinsley, and Will McLaurine show off a Mutton Snapper caught in the Bahamas on a Boy Scout High Adventure trip. READ MORE, PAGE 37

Final beams placed on new Baptist MD Anderson Cancer Center

Baptist officials praise construction workers

By Kate A. Dallock Resident Community News

Ironworkers and other construction employees of Perry-McCall Construction and DPR Construction were saluted by top officials at Baptist Health during the July 12 topping out ceremony for the new Baptist MD Anderson Cancer Center.

John Wilbanks, executive vice president and COO of Baptist Health, spoke to and about the people who literally did the "heavy lifting" for the vertical phase of the \$150 million project.

"I would be remiss if I didn't acknowledge all the people who have hard hats on. These individuals are the people who really do the work, at times 12 hours a day," said Greene. "It's really a relief of heights as I have a limitation for people to do the work. We are really appreciative of the hard work you are doing in keeping this project on track."

Wilbanks, a 31-year Baptist employee, also gave credit and kudos to the various companies involved with the project, including the design team of HKS Architects Inc. and FreemanWhite, a Haskell company dedicated exclusively to health care.



Resident

COMMUNITY NEWS GROUP, INC.



HISTORIC Life



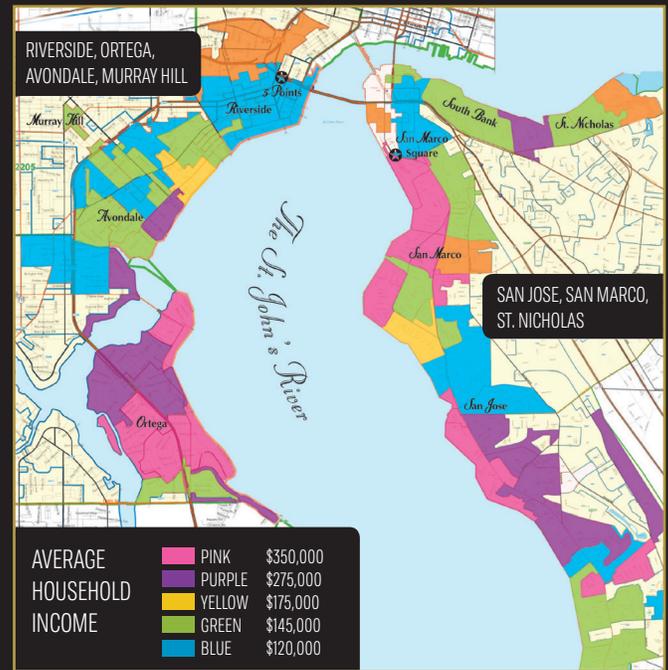
904.388.8839 ResidentNews.net 1650 Margaret Street #310, Jacksonville, FL 32204

Delivering your Advertising message to the nicest doorsteps in the nation.

The Historic District has developed as the epicenter for the affluent in Jacksonville, Florida. Residents of this gorgeous, riverfront community have an appreciation for charitable giving, social and leisure pursuits. For nearly 11 years, The Resident News has captured the imagination and attention of this extraordinary audience with two community newspapers that exemplify a life well lived. We target and direct mail to 30,000 households in the waterfront neighborhoods and surrounding communities, with a readership well over 60,000.

The Resident News is part of a media company with publications representing a mix of lifestyle titles and custom magazines and websites.

Enhancing your business and targeting your market is what we do best. Let the Resident News Group show you how!



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.

Resident

COMMUNITY NEWS

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.



DEADLINES:

SPACE RESERVATION: 12TH OF THE MONTH
CAMERA READY ART APPROVAL: 15TH OF THE MONTH

| AD SIZES | 12 Months* Color (B&W) | 6 Months* Color (B&W) | 1 Month* Color (B&W) |
|----------------|---------------------------|--------------------------|-------------------------|
| 1/16 (V & H) | \$220 (\$145) | \$240 (\$165) | \$260 (\$185) |
| 1/8 (S, V & H) | \$320 (\$245) | \$370 (\$295) | \$390 (\$315) |
| 1/4 (V, V+, H) | \$595 (\$445) | \$645 (\$495) | \$695 (\$545) |
| 1/2 (H & V) | \$920 (\$770) | \$1020 (\$870) | \$1120 (\$970) |
| Full (S & H) | \$1370 (\$1220) | \$1545 (\$1395) | \$1670 (\$1520) |

BUSINESS PROFILE ADVERTORIAL

A professionally written and photographed article highlighting your business.

| | Color (B&W) |
|----------|-----------------|
| 1/2 Page | \$900* (\$750*) |
| 1/4 Page | \$495* (\$445*) |

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

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

| WEB ADS ResidentNews.net | Monthly | Yearly |
|--------------------------|---------|--------|
| 728 x 90 (leaderboard) | \$199 | \$1950 |
| 300 x 250 (sidebar) | \$99 | \$995 |

NEIGHBORS & NEWCOMERS GUIDE

HISTORIC *Life*

A coveted resource by local realtors, Historic Life —Neighbors and 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 |
|--|--------|
| 1/12 | \$195 |
| 1/6 (V & H) | \$295 |
| 1/4 | \$495 |
| 1/3 (S & V) | \$750 |
| Half | \$895 |
| Full | \$1595 |
| Premium Full (Pages 3, 5, 7, 9, 11 - Right-hand reads) | \$1995 |
| Double Truck (Two full page ads side by side) | \$2695 |
| Inside Front Cover | \$2495 |
| Inside Back Cover | \$2495 |
| Back Cover | \$3995 |

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.

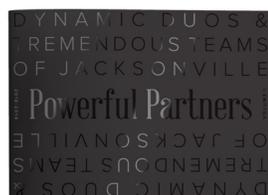


| AD SIZES | Annual |
|--|--------|
| 1/6 | \$545 |
| 1/4 | \$795 |
| 1/2 | \$1295 |
| Full | \$1995 |
| Premium Full (Pages 3,5,7,9,11 - Right-hand reads) | \$2495 |
| Double Truck (Two full page ads side by side) | \$3695 |
| Inside Front Cover | \$3495 |
| Inside Back Cover | \$2995 |
| Back Cover | \$5995 |

Powerful Partners

POWERFUL PARTNERS & TREMENDOUS TEAMS

Powerful Partners glossy, magazine is a coffee table issue you won't want to be left out of. Highlighting the Dynamic Duos, Power Couples and Tremendous Teams on the First Coast and why you should get to know them.



| AD SIZES | Annual |
|--|--------|
| Double Truck (Two full page advertorial including photography) | \$2795 |
| Full Page (Full page advertorial including photography) | \$1595 |
| Back Page Ad (Last page before inside back cover) | \$3495 |
| Inside front or inside back Cover Ad | \$2495 |

PLEASE CONTACT YOUR SALES REP FOR DETAILED AD SPECIFICATIONS AND DESIGN GUIDES FOR ALL OUR PRODUCTS.

2018 Editorial Calendar

FEBRUARY

It's the month to celebrate love of community, a passion for our neighborhood parks, and those who serve tirelessly and donate generously to ensure our historic districts are the best places to live and work in Jacksonville!

MARCH - POWERFUL PARTNERS VOL. 1 RELEASED

Springtime turns our thoughts to the great outdoors as we focus on gardening, community clean-ups and many of the fun activities on the waterways and in our parks.

Summer Camp Guide

APRIL

From charity golf tourneys to galas, 5Ks to fabulous fundraisers, April is the month to finish up charity events before hot weather moves in! It's also time to start planning home renovations!

Summer Camp Guide

MAY

Let's wrap the school year, then it's time to make plans for summer fun, from camps to day trips to family vacations at the beach or on the water...or right in your own backyard.

JUNE

Weekend barbecues, Saturday morning golf, fishing on the St. Johns, tennis in the park — it's not hard to find something to do in the neighborhood and we've got the scoop on where to go!

Quick Trip Getaways

JULY - HISTORIC LIFE VOL. 4 RELEASED

How did you spend your summer vacation? Readers will enjoy hearing about travel, home projects, mission trips and your favorite way to escape the heat.

Quick Trip Getaways

AUGUST

Can't believe it's time to think about back-to-school routines? We'll share what's changing in the classrooms.

How about getting in one last fabulous get-away? We have plans for you!

SEPTEMBER

What's going on in the housing market? We'll explore the ups and down in residential and commercial real estate in the historic districts.

OCTOBER

From "Men Who Wear Pink" to the women who are breast cancer survivors, we honor Breast Cancer Awareness Month and those who work to raise awareness and eradicate the disease.

NOVEMBER - CIRCLES VOL. 4 RELEASED

In this issue we traditionally honor local heroes, volunteers and philanthropists — those who keep our communities safe, clean and welcoming.

DECEMBER

Holidays past and present, we share the traditions and rituals that bind us together as families, friends and community.

JANUARY

A new year, a fresh start — who's doing what in construction and development and how that affects our neighborhoods. Plus, tips for a healthier you from top to bottom!

Magazine Specs

THE RESIDENT

1/16 - No Bleed
Vertical: 2.395" x 3.875"
Horizontal: 4.917" x 1.85"

1/8 - No Bleed
Standard: 4.917" x 3.875"
Vertical: 2.395" x 7.9"
Horizontal: 10" x 1.85"

1/4 - No Bleed
Vertical: 4.917" x 7.9"
Horizontal: 10" x 3.875"

1/2 - No Bleed
Vertical: 4.917" x 16"
Horizontal: 10" x 7.9"

Full - No Bleed
Vertical: 10" x 16"
Horizontal: 21" x 7.9"
(Center-spread only)

CIRCLES

Full
Trim Size / Document Size - 9.25" x 11.75"
With Bleed - 9.75" x 12.25"
Safe Margins / Live Area - 8.5" x 11.25"

Half Page - Horizontal
Trim Size / Document Size - 9.25" x 5.79"
With Bleed - 9.75" x 6.29"
Safe Margins / Live Area - 8.5" x 5.29"

Half Page - Vertical
Trim Size / Document Size - 4.468" x 11.75"
With Bleed - 4.968" x 12.25"
Safe Margins / Live Area - 3.968" x 11.25"

1/6 Page
Trim Size / Document Size - 9.25" x 2"
With Bleed - 9.75" x 2.5"
Safe / Live Area - 8.5" x 1.5"

1/4 Page
Trim Size / Document Size - 3.968" x 5.29"
No Bleed

HISTORIC LIFE

Full
Trim Size / Document Size - 7" x 9"
With Bleed - 7.5" x 9.5"
Safe Margins / Live Area - 6.25" x 8.5"

Half Page - Horizontal
Trim Size / Document Size - 7" x 4.168"
With Bleed - 7.5" x 4.9168"
Safe Margins / Live Area - 6.25" x 3.9168"

1/3 Page - Vertical
Trim Size / Document Size - 2.22" x 9"
With Bleed - 2.72" x 9.5"
Safe Margins / Live Area - 1.72" x 8.5"

1/12 Page
Trim Size / Document Size - 1.97" x 2"
No Bleed

1/6 Page - Horizontal
Trim Size / Document Size - 4.10" x 2"
No Bleed

1/6 Page - Vertical
Trim Size / Document Size - 1.97" x 4.167"
No Bleed

1/4 Page
Trim Size / Document Size - 6.25" x 2"
No Bleed

1/3 Page - Standard
Trim Size / Document Size - 4.10" x 4.167"
No Bleed

RESOLUTION: 300dpi

When building your ad designs make sure that the images and other artwork you are using have a resolution of 300 dpi (minimum 200 dpi) at 100% of the size that it will be used in the ad design.

COLOR FORMAT: CMYK

Please convert all images and artwork to CMYK (U.S. Webcoated SWOP V.2). NO PANTONE or other LAB colors accepted. CMYK ONLY!

FILE FORMATS ACCEPTED: TIFF (no layers), PDF, A JPG may also be accepted if it has a resolution of 300 DPI or higher and was saved at maximum quality. If sending as a PDF please save your PDF as "Press Quality" with compatibility of Acrobat 5.

FONTS: Please embed all fonts if sending as a PDF. Or if you are unable to do that please convert all text into outlines. Or Rasterize the ad by sending as a JPG or flattened TIFF.

TRANSPARENCY: If your design includes a transparency effect such as drop shadows, special transparent blending, semi opaque or transparent layers. Please flatten these transparencies. You can do this using Adobe Acrobat. This is not necessary if sending as a JPG or TIFF (with no layers).

PRINTER MARKS: If sending as a PDF DO NOT include any printer marks such as bleed and crop marks or color bars etc. We place our own marks when sending to the printer and any marks on ads can interfere with our marks