

## RETAIL AD MEASUREMENTS

Column width

Columns	Inches	Picas
1	1.55"	9p3
2	3.22"	19p3
3	4.89"	29p4
4	6.56"	39p4
5	8.23"	49p4
6	9.9"	59p4
13	20.9"	125p4

(double truck retail)

Because of GOSPORT's exclusive designation as NAS Pensacola's military installation newspaper, only GOSPORT can guarantee advertisers total local military market coverage including additional distribution to zip codes near the bases.



Photos and screens are 300dpi and 100 lines per inch. Advertisers preparing their own camera-ready art should ask their account executive for detailed mechanical specifications.

### Deadline Information:

Guaranteed Space (8 days prior to release)	Thursday 5 p.m.
Ad Copy	Friday, 5 p.m.
Camera Ready (non proof ads) per available space	Friday, noon
Distribution Date	Fridays (except certain holidays)

### Premium advertising positions

All advertising purchased is positioned as "run of the paper" (R.O.P.) Guaranteed positioning is available for 25 percent of total cost. Some restrictions apply. All preferred positions are subject to the editor's approval.

### Sending electronic ads

Send electronic ads by email to: [kassie@ballingerpublishing.com](mailto:kassie@ballingerpublishing.com).

### Classified advertising

Display and line advertising is available in the GOSPORT Marketplace. Please contact your account executive for rate and deadline information.

### Preprints and Inserts

Expand your message with an insert. You can either supply your inserts preprinted, or we can produce and print the insert from start to finish. Ask your account executive for more information.

### Insertion Rates

Up to 8 pages	\$59.50 per 1,000
More than 8 pages	\$70.00 per 1,000

### Contact Us:

41 North Jefferson St., Ste. 402  
Pensacola, Florida 32502

### Sales Manager:

Malcolm Ballinger  
850.433.1166 ext. 27  
[malcolm@ballingerpublishing.com](mailto:malcolm@ballingerpublishing.com)

### Account Executive

Simone Sands  
850.433.1166 ext. 21  
[simone@ballingerpublishing.com](mailto:simone@ballingerpublishing.com)

# GOSPORT

SERVING THE CRADLE OF NAVAL AVIATION SINCE 1921

## Pensacola Bay Area Economic Impact

of defense personnel  
Military and civilian personnel: 20,968  
Military retirees: 30,000  
Military spouse employment: \$170 million  
Military economic impact: \$2.39 billion

## ADVERTISING OPPORTUNITIES 2011 RATES

### What is GOSPORT?

GOSPORT is a free weekly military newspaper distributed every Friday to active and retired military personnel and their families in the Pensacola area. Established in 1921, GOSPORT is one of the most recognized and longest-serving military installation newspapers in the history of the Armed Forces.

Produced entirely in Pensacola under written contract with the Commanding Officer of Naval Air Station Pensacola, GOSPORT has the unique distinction as the exclusive "weekly military installation community newspaper" authorized for distribution throughout the NAS Pensacola Complex.

As a result, GOSPORT has unrestricted distribution access to more than 200 locations, distributing issues every Friday to NAS Pensacola, Corry Station, Saufley Field and Whiting Field. In addition, 7,500 issues are distributed to local businesses, reaching even more military personnel and retirees in the Pensacola, Naval Air Station, Perdido Key, Milton, Pace, Downtown Pensacola and Gulf Breeze areas.

### Advertising Rates

With options to fit any advertising budget, GOSPORT offers a wide variety of marketing solutions. All rates are per inch and are subject to change without notice.

#### Economy Display Rates

1 column x 1" \$26.78 per week for 6 consecutive weeks with no changes

#### Consecutive run discount

4-time consecutive run \$16.99 per inch  
12-time consecutive run \$15.66 per inch

#### Regular display rates (Cost per column inch)

Inches	1-time	4-time	8-time	12-time	25-time	37-time	50-time
2-19"	\$20.30	\$19.05	\$18.30	\$17.45	\$16.40	\$15.20	\$13.60
20-39"	19.35	18.20	17.50	16.60	15.60	14.50	13.00
40-60"	18.40	17.30	16.55	15.80	14.80	13.75	12.60
61-79"	See Account Executive for details.						
80-120"	See Account Executive for details.						

\* National Rate: \$15.04 per inch, net

To advertise, call: 850.433.1166 ext 21

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## ABOUT THE GOSPORT MARKET

The NAS Pensacola Complex is known as the "Cradle of Naval Aviation" because every Naval Aviator, Naval Flight Officer and enlisted air crew member in the Navy receives training here. Recognized as one of the largest military education and high-technology training operations in the world, the NAS Pensacola Complex includes Naval Air Station Pensacola, Corry Station, Saufley Field, and Whiting Field.

### Color Rates:

Color talks. Color sells. Color ads life to everything we see. Color ads sell 43 percent more than the same ads in black and white (on average)

One Color: \$50  
Two Color: \$100  
Three Color: \$150  
Color By The Inch: \$5 per color, per column inch



2011

### Advertising Agreement

Date \_\_\_\_\_

Advertiser \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

$$\begin{array}{ccccccc}
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 & & & & \text{Inches} & & \text{Inch} & & & & \text{Ad} \\
 & & & & & & & & & & \\
 \text{Number of} & & \boxed{\hspace{2cm}} & & & & \text{Color} & & \boxed{\hspace{2cm}} & & \\
 \text{Insertions} & & & & & & \text{Selection} & & & & 
 \end{array}$$

Notes \_\_\_\_\_

Date of Insertions (Must list all dates the ad will run)

Email ad copy to [kassie@ballingerpublishing.com](mailto:kassie@ballingerpublishing.com)

Ad deadline

### Terms and Agreement

Publisher is authorized to insert advertising for the undersigned, hereinafter known as the Advertiser, and to run the amount of space and number of insertions at the price stipulated above. Advertiser agrees to pay on proof of publication and presentation of bill according to the terms stated above. All copy submitted shall be subject to publisher's approval and Advertiser is to have the privilege of seeing a proof, if so desired. Any changes other than typographical work necessary to make the change, artwork and special camera work, will be paid for by the Advertiser when ordered. Failure to give ad approval by deadline will result in advertisement being run "as requested" or the previous week's ad will be run. This contract shall be noncancelable except by mutual consent, in which case space shall be paid for at the rates earned up to the time of cancellation. In the event of cancellation the Advertiser pays any expenses incurred in the sale of this space and processing of the advertising to be used therein. Publisher will not be responsible for any space, copy, position, color, number of pages, etc., not otherwise noted in this agreement. In order to induce Ballinger Publishing to extend credit for advertising to the applicant identified above and in consideration of Ballinger Publishing extending credit to the above applicant for publishing any advertising materials after this date at the request of applicant or its authorized agents, the undersigned guarantor hereby personally guarantees unconditionally and irrevocably prompt payment of any sums now or hereafter owed Ballinger Publishing for advertising or related work performed at the request of applicant of its authorized agent, whether said sums are or will be due Ballinger Publishing shall not be obligated to notify the undersigned guarantor of the dates or amounts of any such credit, and the undersigned guarantor waives demand, notice of default, and extension of time or other forbearance which may be extended by publishers. Guarantor agrees and promises to pay a late charge fee of 1 1/2 PERCENT PER MONTH (ANNUAL PERCENTAGE OF 18%) on any unpaid past due balance. This guaranty shall continue in force until notice in writing sent by registered or certified mail, return receipt requested, is received by Ballinger Publishing 41 North Jefferson Street, Suite 402 Pensacola, Florida 32502— 850/433-1166 Fax 850/435-9174. Attention: Credit Manager. Said notice is to specify the date on which the guaranty is to be terminated; said date not to be less than seven (7) days after the described notice is received. A late payment penalty of 1 1/2 percent per month will be added to account balances 30 days past due. All invoices are due and payable within 30 days from date of invoice.

Ballinger Publishing reserves the right to edit or reject materials deemed inappropriate.

\_\_\_\_\_  
Advertiser's Authorized Signature

\_\_\_\_\_  
Advertiser's Authorized Signature (Printed)

\_\_\_\_\_  
Account Executive's Signature

Date: \_\_\_\_\_