

TALLAHASSEE NEWCOMER GUIDE

2020-2021

CREATIVE. MEDIA. SOLUTIONS.™

CONTENT

- » Promote your business to new and prospective residents, and gain loyalty when they are making major purchases and establishing relationships
- » The only comprehensive publication for new and prospective residents to Florida's Capital Region
- » Distributed through outlets including the local Chamber of Commerce, the Tallahassee Board of REALTORS® and the local Newcomer Service
- » Editorial content covers the services, resources, history and opportunities the area has to offer

Circulation/Distribution

Greater Tallahassee Chamber of Commerce	300
Visit Tallahassee	300
CareerSource Capital Region	150
Hotels	525
Banks/Newcomer Services	300
Realtors/Tallahassee Board of Realtors	1,300
Local Apartments	200
FSU College of Law	350
FSU Center for Global Engagement	350
FSU Visitor Center	900
Private Schools	210
Hospital New Doctor/Employee Packets	400
Leon County Property Appraiser's Office	210
Leon County Supervisor of Elections Office	500
Leon County Tax Collector's Office	560
City of Tallahassee Energy Services	150
Tallahassee Junior League	75
Rowland Publishing Office (advertisers, refills for clients, events)	220
Total circulation	7,000

AD SPECIFICATIONS

All specs are in inches, width by height)

Full Page.....	7.25 x 10
Full Page Bleed*	8.625 x 11.125
1/2 Page Vertical	3.5 x 10
1/2 Page Horizontal.....	7.25 x 4.875
1/4 Page Vertical.....	3.5 x 4.875

(*Trim size: 8.375" x 10.875". Allow .125" bleed on all sides. Please keep all live material .375" from trim on all sides.)



RATES

Back Cover.....	\$2,799
Page 2.....	\$2,399
Page 3.....	\$2,499
Across from Table of Contents	\$2,355
Inside Back Cover	\$2,355
Full Page, 4-color	\$2,255
Full Page, B/W.....	\$1,999
Half Page, 4-color	\$1,429
Half Page, B/W.....	\$1,255
1/4 Page, 4-color.....	\$999
1/4 Page, B/W	\$899

DEADLINES

Ad Closing/Materials Deadline.....	May 15, 2020
Distribution Date	August 2020-Summer 2021

FOR INFORMATION OR TO RESERVE SPACE, CALL YOUR ACCOUNT EXECUTIVE