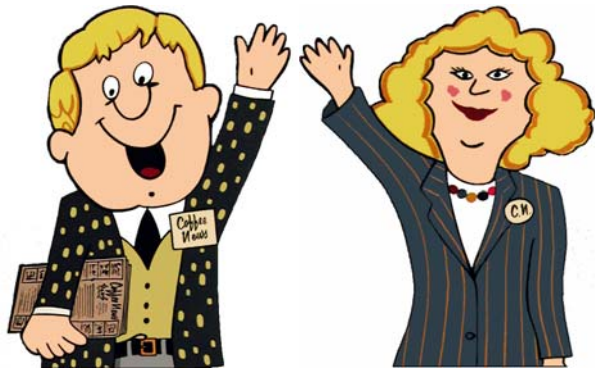


Coffee News Jacksonville Media Kit



Welcome to the Coffee News Family!

Serving neighborhoods in:

Baymeadows / Deerwood
St. Johns Town Center
Tinseltown
St. Lukes Hospital / Southpoint
University Blvd.
San Marco / St Nicholas
Southbank
Downtown / Riverside

Publication Description

- Type of Publication:** *Coffee News* is a free weekly community paper featuring fun, positive content with slice-of-life stories, trivia, horoscopes, quotable quotes, and a listing of upcoming Jacksonville area activities and/or non-profit news. Providing “the light side of the news,” *Coffee News* delivers smiles every week!
- History:** *Coffee News* originated in 1988 in Winnipeg, Manitoba and is now distributed in more than 225 U.S. cities and in 40+ countries. Currently there are over 800 franchises in the United States. Chris McGee is the local franchise owner and publisher located in Jacksonville, Florida.
- Distribution:** Available in restaurants, coffee shops, delis, cafes, medical waiting rooms and other locations throughout Jacksonville & distribution growing monthly.
- Readership:** Harvard Business Review study of free newspapers found an average of 3.4 readers per copy
- Coverage Area/Editions:**
- Baymeadows / Deerwood
 - St Johns Towncenter, Tinsletown
 - St. Lukes Hospital / Southpoint
 - University Blvd
 - San Marco / St. Nicholas
 - Downtown / Riverside
- Demographics:** Income and occupation demographics mirror the resident, employment and retail populations of the communities in which *Coffee News* is distributed.* Age and gender demographics (estimated based on surveys):
Male: 38% Female: 62%
Age: 18-35 (22%); 36-49 (31%); 50+ (47%)
- Advertisers:** Designed for small to medium-sized businesses interested in securing advertiser exclusivity, low-cost media frequency and brand recognition for their products and services. Well suited for retail, service, financial and professional businesses.
- Contest:** “Find the *Coffee News* Man” icon serves as an incentive to motivate readers to pick up the paper & read every ad.

Benefits of Advertising in *Coffee News*

“The business that considers itself immune to the necessity of advertising sooner or later finds itself immune to business.” – Derby Brown

- With *Coffee News*, your ad is either on the front or on the back, but never lost in the middle!
- *Coffee News* is purposely designed to be an old-fashioned looking publication, and with the *Coffee News* Man Icon, it harkens back to the days of old when friends and neighbors did business with friends and neighbors. The unusual color —tan— conveys professionalism, while the creative ad design attracts attention.
- On average, we see over 3,000 different commercial messages daily. The reason why *Coffee News* is so successful is because it meets all of the requirements for effective advertising. It's consistent, affordable and it's distributed in your local neighborhood—to the prospects most likely to buy from you.
- *Coffee News* has a proven track record for over 20 years of providing effective, affordable advertising for businesses who recognize that consistent advertising helps achieve brand recognition and establish buyer awareness.
- All advertising with *Coffee News* is exclusive, which means only one company from each industry/profession can advertise in the publication, thus allowing a business to set itself apart to the consumer without competing against the competition in the same advertising medium.
- Most small and medium-sized businesses are poorly served by print, radio and TV advertising because of the simple fact that, in order to reach the people who are potential customers, they have to buy at least 4 or more times the circulation they need. *Coffee News* allows businesses to target their advertising dollars precisely at much less cost.
- All ads are the same size so that no one advertiser can overpower another by buying a larger ad. Small ads are often obscured in traditional print media because the big bucks advertisers can afford to pay for better placement. *Coffee News* ads are also rotated every week so that no one advertiser dominates a particular spot and all advertisers get equal treatment!
- It takes the average reader 5 -10 minutes to read *Coffee News* as compared to the 15 minutes it takes to scan through a daily newspaper. This means *Coffee News* receives 6 to 12 times the scrutiny while restaurant patrons wait for their food.
- *Coffee News* ads are seen by different groups of people for 3 meals a day, 7 days a week. The fact that *Coffee News* is in coffee shops and restaurants is no accident. The susceptibility to any form of advertising is greatest just before or during eating when there is a need for mental input – food for thought during this time period.

Rate Information & Value-Added Benefits

- Discounts:** Multi-edition discount available.
- Insertion Order:** Insertion orders will automatically renew upon expiration unless given four weeks written notice. If any ad is cancelled prior to the expiration date of the contract, the last payment(s) will include additional charges reflecting the appropriate shorter-term rate.
- Payment:** Cash, check or credit cards are accepted for down payment. All ads require a down payment but the balance is billed monthly to a credit card. We do not provide any net terms. See ad rate sheet for more information.
- Exclusivity:** Only one ad per industry/profession in each edition of *Coffee News*. *Exceptions may be made if current advertiser does not consider new advertiser their competition.*
- Guaranteed Fresh:** Ads changes allowed at no extra charge
- Waiting Lists:** As ad categories fill up, interested advertisers will be put on waiting lists and contacted only if current ad category advertiser wishes to discontinue advertising.
- Web Advertising:** Your business will be listed for free (and a link to your web site) on www.coffeenewsjax.com
- Networking:** As an advertiser in *Coffee News*, you will receive information about networking opportunities for your business.

Advertising Specifications

- Printing:** Offset Printing Press
- Paper Size& Type:** 11" x 17" Tabloid, printed on Wausau Multipurpose Exact Tan 60#
- Ad Dimensions:** 3" x 2"
- Ad Production:** One-time ad production/setup fee is \$30. Ads should not look like a business card and should be as eye-catching as possible.

- Ad Setup:** PDF, TIFF or EPS. Ads should be proper size and should include separate graphic files.
- Ad Changes:** At no extra charges, ad can be changed as desired. We recommend keeping the ad “as is” for at least four weeks to allow for repetitive views. New ads must be submitted two weeks before printing.
- Ad Rotation:** All ads rotate weekly. This gives all advertisers equal exposure in all spaces at no extra charge.
- Coffee News Man Icon:** Publisher will take care of inserting the *Coffee News* Man Icon in your ad to draw attention to your ad as part of the readership contest.



Edition boundaries on next page....

Coffee News Metro Jacksonville Edition Boundaries

1 -- Baymeadows

North – JTB, J. Turner Butler Blvd
South – 9A & U.S. 1 – Phillips Hwy
West – U.S. 1 Phillips Hwy
East – 9A

2 – St Johns Towncenter / Tinseltown

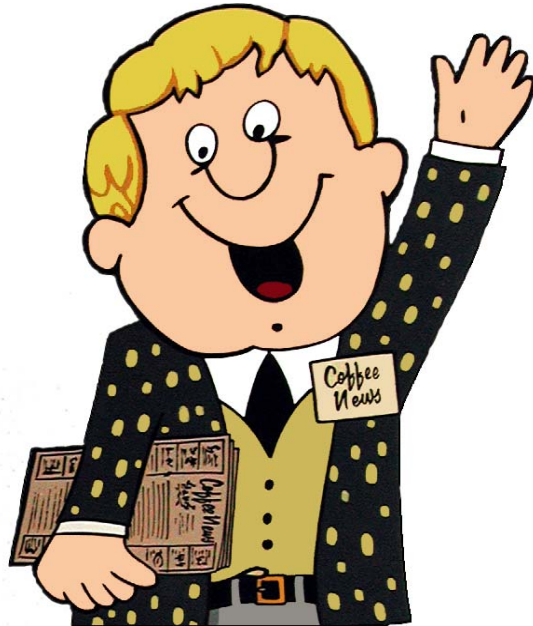
North – Beach Blvd
South – JTB, J. Turner Butler Blvd
West – U.S. 1 – Phillips Hwy & University Blvd
East – 9A

3 – University / San Marco

North – St. Johns Rivers / Hart Bridge Expressway
South – University Blvd
West – University Blvd
East – St Johns River

4 – Downtown / Riverside

North – Kings Road / Union Street
South – St. Johns River
West – Kings Street
East – St. Johns River



Coffee News Jacksonville

9838 Old Baymeadows Road, # 202
 Jacksonville, FL 32256
 Tel: (904) 616-9103
 www.CoffeeNewsJax.com
 coffeenewsjax@gmail.com

Baymeadows Edition - Advertising rates

Rates Effective through 3/31/09

Term	Cost/week	Ad Cost	Down payment	Billable total	Billable amount	Billing Frequency
17 weeks	\$35.00	\$ 595.00	\$ 295.00	\$ 300.00	\$ 300.00	30 days
26 weeks	\$32.50	\$ 845.00	\$ 245.00	\$ 600.00	\$ 100.00	month x 6
52 weeks	\$30.00	\$ 1,560.00	\$ 180.00	\$ 1,380.00	\$ 115.00	month x 12

- * There is a 5% discount for prepayment of any ad running 26 weeks or longer.
- * There is a 5% discount for advertising in more than one edition.
- * Advertisers can change/update their ads at no additional cost.
- * Ad design is Free of Charge after down payment has been received.
- * Down payments are non-refundable.
- * Our agreement is open ended and can be cancelled at any time with a 4 week written notice.
- * Please make checks payable to: Coffee News Jacksonville

The insertion Order will automatically renew on expiration date, unless given 4 weeks notice by written cancellation. Advertisers agree to pay a service charge for the late payment, computed at a percentage rate of 1.5% per month. If an account is placed for collection, Advertiser agrees to pay all reasonable collection charges, including attorney's fees. Advertiser further agrees that a charge of 25% of the claim shall be considered reasonable as an attorney's fees and 30% of the claim shall be considered reasonable as a collection fee. All advertisers in good standing are given first right of refusal to all future editions as published and distributed by Community Ads, LLC dba Coffee News Jacksonville.



Coffee News

Jacksonville

9838 Old Baymeadows Road # 202
 Jacksonville, FL 32256
 Tel: (904) 616-9103
 www.CoffeeNewsJax.com
 coffeenewsjax@gmail.com

Insertion Order / Invoice

Name:	Date:
Address:	Phone:
City:	Fax:
Contact:	Category:

Issues Requested	Starting	Cost/week	Weeks	Expires	Amount	TOTAL
						\$ -
						\$ -
						\$ -
						\$ -
Credit Card Type: <input type="checkbox"/> Mastercard <input type="checkbox"/> Visa <input type="checkbox"/> American Express					Ad creation	\$ -
Card Number: _____ - _____ - _____ - _____					Total	
CC Billing address:					Deposit paid	
Expiration date: / 3 digit code on back:					Billable Amt	\$ -
Please make checks payable to: Coffee News Jacksonville					Monthly payments =	
					Monthly amount due =	

Terms and Conditions

- Ad Rotation:** The Client/Agency acknowledges and accepts that placement of this ad changes position weekly.
- Rates:** Coffee News reserves the right to change its ad rates, provided this right shall not apply to the ad rates noted in initial term of this agreement. Thereafter, any change in ad rates will take effect ninety (90) days after a written notice of said change in rates and has been given to The Client/Agency.
- Start Dates:** Start dates indicated on the agreement are tentative and thereby subject to change. Client will be notified of any delay in actual start date.
- Terms:** The Client/Agency, if any, agrees to monthly invoicing in advance of their display dates. The undersigned, who is named on the front under "agreement", personally guarantees to pay the amount of this agreement. Coffee News reserves the right to require full payment on outstanding balances (including balances within the current period of under 30 days) prior to processing any renewal of this agreement.
- Past Due Fees:** The Client/Agency, agrees to pay a penalty charge of \$25 once 10 days late. For additional 5 days a \$5 fee will be added in addition to the initial \$25 late fee. Ad(s) may be dropped from publication(s) after 15 days of payment being past due.
- The Client/Agency, if any, agrees to pay any and all collection and/or legal fees incurred by Coffee News, in the event such services are required to settle this account.
- N.S.F Charge:** The Client/Agency, if any, agrees to pay a \$30 service charge for each check that is returned N.S.F.
- Liability:** The Client/Agency, if any, has complete responsibility and liability for the content of any advertisement displayed for the Client/Agency by Coffee News including all texts, representations and warranties. Coffee News assumes no liability or responsibility for the character or content of any advertisement including but not limited to the subject matter, text representations or warranties.
- Indemnity:** The Client/Agency, if any, agrees to and is responsible to indemnify and hold Coffee News, its principals and employees harmless against any claims, actions or proceedings arising out of, or relating to, any advertising carried and/or displayed by Coffee News for the client hereunder and agrees to indemnify Coffee News for all costs and expenses arising out of, or relating to, any such claim, action or proceeding.
- Refusal:** Coffee News reserves the right to refuse displaying any and all advertisements which it deems objectionable or detrimental to its business.

Cancellation

Fees: Coffee News reserves the right to cancel any agreement at any time due to non-payment of account or any breach of the conditions described herein. Should the Client/Agency cancel the agreement before the final end date, the Client/Agency will be charged \$150.00 penalty fee in addition to current month and last month advertising fee.

A minimum of four weeks (28) days written notice is required to cancel this agreement. Advertiser is responsible for contacting Coffee News via email or U.S. mail to cancel.

Copy

Deadline: All new and revised advertising copy and instructions must be provided to Coffee News a minimum of seven (7) business days in advance of displaying dates.

By signing this Advertiser Agreement I acknowledge that I understand and accept the above terms and conditions. Signature also grants permission to draft checking account or credit card, if applicable.

Advertiser Print Name _____

Advertiser Signature _____

Date Signed _____

Accepted on behalf of Coffee News (Print Name) _____

Coffee News Publisher Signature _____

Date of Agreement _____

