

2019 **TPC PREVIEW SECTION**  
ADVERTISING RATES



# 2019 TPC PREVIEW SECTION ADVERTISING RATES

REACH **175,000\***  
READERS ON SUNDAY

MORE THAN **175,000**  
PGA FANS EXPECTED!

\*Readership based on Alliance for Audited Media Audit, Dec 2018, using industry standard of 2.5 multiple.

## INSIDE:

- Tournament preview
- Player profiles
- The Players Stadium Village highlights
- Complete course guide with hole descriptions

## DEADLINES:

- Space Reservation: Monday, February 25th
- Ad Approval: Thursday, February 28th
- Publication Date: Sunday, March 10th
- Jacksonville.com ads deliver week of TPC (3/11/19 - 3/17/19)

## LIMITED SPACE AVAILABLE!

FOR ADDITIONAL INFORMATION,  
PLEASE CALL YOUR TIMES-UNION MEDIA  
REPRESENTATIVE OR CALL 904.359.4318

WECANHELP@JACKSONVILLE.COM

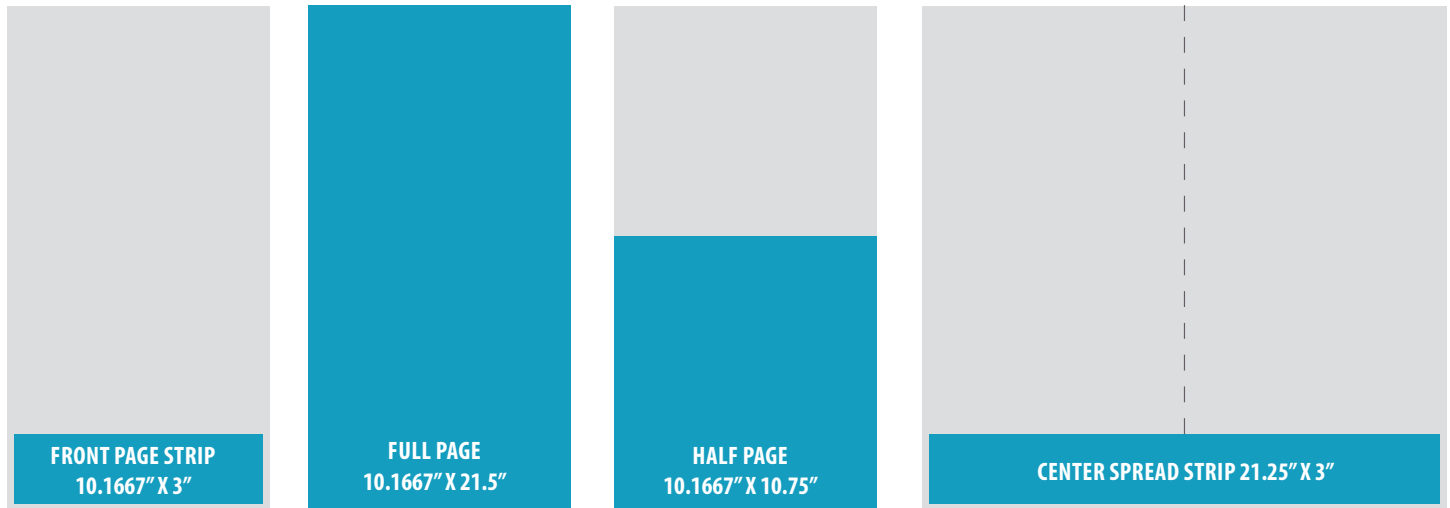
## DIGITAL AD SIZES ON JACKSONVILLE.COM

- Medium Rectangle - 300x250 pixels
- Mobile Medium Rectangle - 320x250 pixels



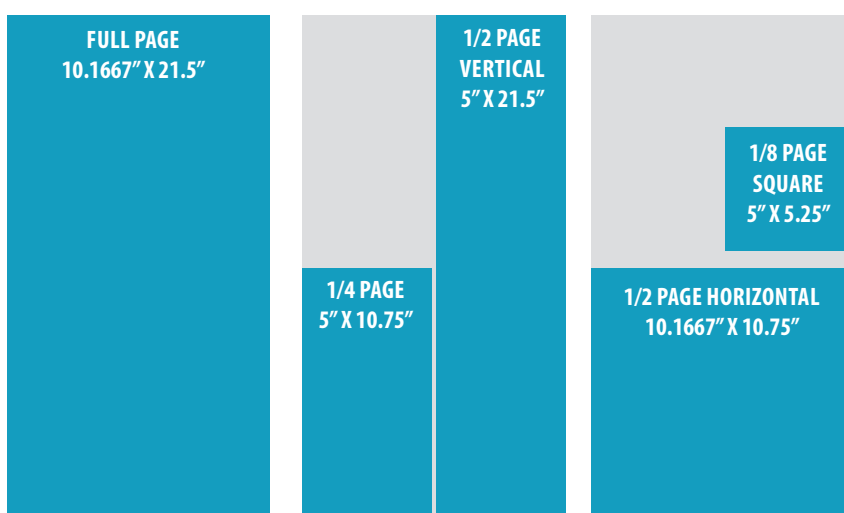


## PREMIUM POSITIONS



PREMIUM POSITION RATES					
AD POSITION	FRONT PAGE STRIP + 50,000 IMPRESSIONS	FULL PAGE (P. 2-5) + 50,000 IMPRESSIONS	HALF PAGE (P. 2-5) + 50,000 IMPRESSIONS	CENTER SPREAD STRIP + 50,000 IMPRESSIONS	BACK PAGE + 50,000 IMPRESSIONS
DIMENSIONS	10.1667" X 3"	10.1667" X 21.5"	10.1667" X 10.75"	21.25" X 3"	10.1667" X 21.5"
PRICE	\$2,000	\$3,000	\$2,000	\$2,000	\$4,000

## STANDARD POSITIONS



STANDARD POSITION RATES		
AD SIZE	DIMENSIONS	PRICE
FULL PAGE + 50,000 IMPRESSIONS	10.1667" X 21.5"	\$2,500
1/2 PAGE + 50,000 IMPRESSIONS	H- 10.1667" X 10.75" V- 5" X 21.5"	\$1,500
1/4 PAGE + 25,000 IMPRESSIONS	5" X 10.75"	\$800
1/8 PAGE + 25,000 IMPRESSIONS	5" X 5.25"	\$550

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## SIGN UP NOW!

Business Name

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First/Last Name

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Address

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City, State, Zip

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Email Address

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Phone

( \_\_\_\_\_ ) \_\_\_\_\_

Total

\$ \_\_\_\_\_

Payment

BILLED (WITH APPROVED CREDIT)  CHECK # \_\_\_\_\_

CREDIT CARD \_\_\_\_\_  CASH

EXP. DATE \_\_\_\_/\_\_\_\_/\_\_\_\_ CVV \_\_\_\_\_

VISA  MASTERCARD  DISCOVER  AMEX

Authorized Signature

X- \_\_\_\_\_

Printed Name

Date

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\*All terms and conditions contained in The Florida Times-Union Retail Rate Card apply.

## PACKAGE RATES

### PREMIUM POSITIONS

- FRONT PAGE STRIP** \$2,000  
+ 50,000 IMPRESSIONS
- FULL PAGE** \$3,000  
+ 50,000 IMPRESSIONS
- HALF PAGE** \$2,000  
+ 50,000 IMPRESSIONS
- CENTERSPREAD STRIP** \$2,000  
+ 50,000 IMPRESSIONS
- BACK PAGE** \$4,000  
+ 50,000 IMPRESSIONS

### STANDARD POSITIONS

- FULL PAGE** \$2,500  
+ 50,000 IMPRESSIONS
- HALF PAGE** \$1,500  
• H • V  
+ 50,000 IMPRESSIONS
- 1/4 PAGE** \$800  
+ 25,000 IMPRESSIONS
- 1/8 PAGE** \$550  
+ 25,000 IMPRESSIONS

INTERNAL USE ONLY

ACCOUNT # \_\_\_\_\_

APPROVAL 1 \_\_\_\_\_

CONSULTANT: \_\_\_\_\_

APPROVAL 2 \_\_\_\_\_