



Community Information and Resource Guides

Reach Thousands of Homes and Businesses in Orlando's Premier Communities at Absolutely Ridiculously Low Advertising Prices!

Estimated Readership of 40,000 to 60,000 Consumers

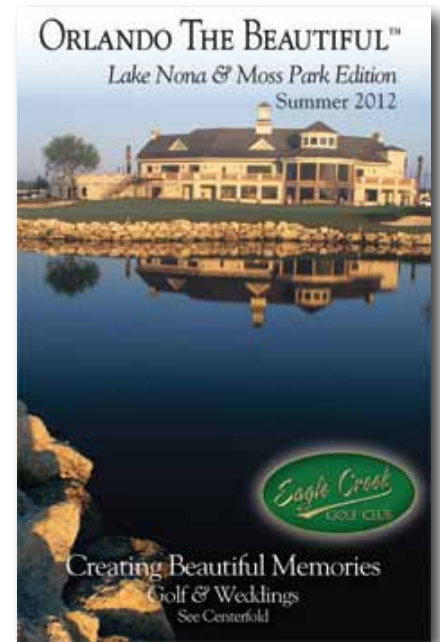
Designed For Longevity — Unsurpassed In Quality

Orlando The Beautiful is very different than most local print media. We put a high priority in design and unsurpassed quality. Our main objective is to have our readers hold onto each publication, referring to it over and over again as an up-to-date reference and information source, until they receive their next issue.

One of the ways we accomplish this is by including 4 directories in each of our publications. Our *Dining In Orlando* directory is a great source for local dining. Whether a reader is looking to place a take-out order via phone, make a reservation at a restaurant or simply trying to decide where to dine out at, our dining guide makes the process quick and easy.

Readers find our *Community Medical Directory* a great resource when fulfilling their medical needs. Each listing is categorized making it a simple process to find the right practitioner or medical facility. Our directories are further enhanced with display ads placed strategically in the publication, typically offering special discounts.

We also provide directories for *Government Offices* and *Important Contacts* for local utility services, schools, community and emergency services, and state and local government agencies. With our directories, contact pages and ads we provide over 200 bits of the most updated and current contact information and resources available to our readers. As a result, readers refer to our publications often!



We strive for excellence and take pride in each issue. For example, our covers are always extremely eye-catching with our focus to entice our readers to immediately open and review its pages. Being a digest size publication, readers can easily store their copy on their desktop, counter or in a drawer. But many readers tell us that because of our beautiful covers, they love to place them on their coffee table.

Each issue also contains several pages of graphically designed themed puzzles created by the publisher to entertain and amuse our readers — and to help ensure readership and interest.

We currently publish two editions, the Lake Nona & Moss Park Edition, and the Waterford Lakes Edition. Together, we have an estimated readership of 40,000 to 60,000 consumers!

Orlando The Beautiful is designed for longevity—whereas our readers hold onto each issue and refer to it often as they go about their daily lives. Our advertisers' ads are seen over and over again as our readers continually turn its pages over the course of time. And best of all, our advertising rates are among the lowest in the industry!

Place Your Order Today! Call 407-275-6556

PUBLISHED BY GELINAS ASSOCIATES

Orlando The Beautiful™

2012 Advertising Rates

The Lake Nona and Moss Park Edition of Orlando The Beautiful has a Minimum Circulation of 8,000. It is published quarterly (March, June, September and December) and distributed primarily via U.S.P. S. to homes and businesses in zip codes 32832 & 32827. An additional 500 to 1,000 copies are placed in waiting rooms and on countertops of various businesses in the Lake Nona Area.

Readership Statistics: Average Household Income: \$67,000
Average Property Value of mailed copies: \$237,000

The Waterford Lakes Edition of Orlando The Beautiful has a Minimum Circulation of 15,000. It is published quarterly (March, June, September and December) and distributed primarily via U.S.P. S. to homes and businesses in zip code 32828. An additional 1,000 + copies are placed in waiting rooms and on countertops of various businesses in the Waterford Lakes area.

Readership Statistics: Average Household Income: \$60,363
Average Property Value of mailed copies: \$180,200

2012 Lake Nona & Moss Park Edition Advertising Rates				
Ad Size	Price	Ad Dimensions	2 Issues	4 Issues
Full Page	\$495	5.5" W x 8.5" H *	\$470	\$445
Half Page	\$295	5" W x 3.875" H	\$280	\$265
Quarter Page	\$185	2.375" W x 3.875" H	\$175	\$165
Eighth Page	\$120	2.375" W x 1.85" H	\$114	\$108
Premium Positions				
Front Cover Page	Includes 2 Page Centerfold - Call For Price & Details			
Back Cover Page	\$1,095	5.5" W x 7.25" H **	\$1,040	\$985
Inside Front Cover	\$645	5.5" W x 8.5" H *	\$612	\$580
Inside Back Cover	\$645	5.5" W x 8.5" H *	\$612	\$580
Opposite Inside Cover	\$645	5.5" W x 8.5" H *	\$612	\$580
Opposite Puzzle Page	\$595	5.5" W x 8.5" H *	\$565	\$535
Other - Full Page Only	\$595	5.5" W x 8.5" H *	\$565	\$535

Advertising rates are based on being provided with copy-ready material.

Ad Placement and Discounts For Multiple Ads

Advertising rates are based on run-of-press placement, except for our Cover Pages and Inside Cover Pages. You may request a specific placement, for example, opposite a cover page or puzzle page, and is subject to availability. Premium placement is available for **full page ads only** and is subject to a \$100 up-charge.

A discount is provided for ordering 2 ads in consecutive issues, and an additional discount is provided for placing an insertion order for 4 consecutive issues. Discounts are also provided to advertisers who place an order in both editions. To obtain the best pricing, place an insertion order in both editions and for 4 consecutive issues.

To obtain any discount noted above, the additional ads must be ordered at the same time and noted on a signed insertion order agreement. Our Insertion Order Form can be downloaded at ORLANDOTHEBEAUTIFUL.COM.

About Our Directory Listings

Directory Listings are available to restaurants, diners, food entities, medical practitioners and medical facilities. These listings are provided **FREE OF CHARGE** to those qualified entities that place a display ad of any size.

For those qualified entities that do not choose to place a display ad, listings are priced at \$35 per issue for a 4-time consecutive insertion (\$140); and \$30 per issue for a 4-time consecutive insertion in both editions (\$240).

2012 Waterford Lakes Edition Advertising Rates				
Ad Size	Price	Ad Dimensions	2 Issues	4 Issues
Full Page	\$795	5.5" W x 8.5" H *	\$755	\$715
Half Page	\$475	5" W x 3.875" H	\$450	\$425
Quarter Page	\$285	2.375" W x 3.875" H	\$270	\$255
Eighth Page	\$185	2.375" W x 1.85" H	\$175	\$165
Premium Positions				
Front Cover Page	Includes 2 Page Centerfold - Call For Price & Details			
Back Cover Page	\$1,995	5.5" W x 7.25" H **	\$1,895	\$1,795
Inside Front Cover	\$945	5.5" W x 8.5" H *	\$895	\$850
Inside Back Cover	\$945	5.5" W x 8.5" H *	\$895	\$850
Opposite Inside Cover	\$945	5.5" W x 8.5" H *	\$895	\$850

Advertising rates are based on being provided with copy-ready material.

2012 Both Editions Advertising Rates				
Ad Size	Price	Ad Dimensions	X2	X4
Full Page	1,225	5.5" W x 8.5" H *	1,165	1,095
Half Page	730	5" W x 3.875" H	690	650
Quarter Page	445	2.375" W x 3.875" H	420	395
Eighth Page	285	2.375" W x 1.85" H	270	250
Premium Positions				
Front Cover Page	Includes 2 Page Centerfold - Call For Price & Details			
Back Page	2,895	7.25" H x 5.5" W **	2,750	2,595
Inside Front Cover	1,495	5.5" W x 8.5" H *	1,395	1,345
Inside Back Cover	1,495	5.5" W x 8.5" H *	1,395	1,345
Opposite Inside Cover	1,495	5.5" W x 8.5" H *	1,395	1,345
Opposite Puzzle Page	1,495	5.5" W x 8.5" H *	1,395	1,345
Other - Full Page Only	1,395	5.5" W x 8.5" H *	1,325	1,250

Advertising rates are based on being provided with copy-ready material.

Ad Size, Acceptable Formats & Specifications

Submitted ads must be sized as per the ad dimensions noted above and in one of the following formats: PSD, TIFF, EPS and PDF. Colors must be converted to CMYK. Images should be 300 ppi, but not less than 200 ppi. A PDF file should be exported as a "Press Quality" file.

* Full Page ads may be with or without bleed. With bleed the finished size is 5.5" W x 8.5" H. Bleeds require an extra 1/8" on all sizes for trim. Without bleed, a full page ad size is 5" W x 8" H.

** Back Page ad is subject to availability and has a special size format due to the placement of our mailing label. The finished ad size is 5.5" W x 7.25" H with a bleed on the left, right and bottom sides.

Submit your ad to Ad@OrlandoTheBeautiful.com.

Notice: All orders are subject to final approval, space availability and subject to the terms and conditions stated on the back of our Insertion Order.

Ad Design and Type-Setting Fees

All advertising rates are based on being provided with copy-ready material. Additional fees apply if we design or type-set the ad. Our rates are shown below and are based on the size of the ad. Any logo, photos or graphics desired in the ad should be supplied by the advertiser, along with basic information to be included in the ad.

A logo can be designed for an additional fee which varies according to the complexity involved in the design. For more information on logo design see article on right.

If desired in ad, stock photos and images are available for purchase and prices are based on the size of the ad in which the images are to be used in. Larger ads typically require larger images, and our cost for stock photos and images are typically based on image resolution (ppi). The higher the resolution (allowing for bigger images) the higher the price for the image. Also note that finding the right image for an ad can be very time-consuming.

Advertiser will have the opportunity to approve the ad design and any photos or images used in creating it.

Ad Design and Type-Setting Fees			
Logos, photos and graphics should be supplied by advertiser.			
Full Page	Half Page	Quarter Page	Eighth Page
\$100.00	\$60.00	\$35.00	\$25.00
Stock Photos, Graphics & Images for Ads are Available			
Prices are per image and based on ad size. Logo price varies.			
\$50.00	\$35.00	\$25.00	\$15.00

Regarding Our Front and Back Cover Ads

Because our Front and Back Cover not only reflects on the advertiser, but also on the overall quality of our publication, these ad spots are subject to availability and special terms and conditions. Interested parties should inquire about these spots well in advance.

Our Front Cover also includes a 2-page spread in our Centerfold. The front cover itself is subject to special design and must meet our high standards. We work with the advertiser to design a highly attractive cover to meet the needs of all concerns. For greater details about our front cover and pricing contact us at 407-275-6556.

Our Back Cover is also subject to special design to meet our high standards. This ad is priced well below what it would typically cost for any type of mailer. In fact, the cost is less than what the postage alone would be on mailing a standard postcard. And unlike a postcard which is typically trashed upon receipt, most readers of Orlando The Beautiful hold onto their copy for future reference until they receive their next issue. You are not only virtually guaranteed that your ad will be seen by every recipient of our publication, but it is likely to be seen over and over again. Inquire today about our cover pages.

In addition to ad design for merchants placing ads in Orlando The Beautiful, we can design ads for most any publication or media. Our rates are always competitive and our work guaranteed to meet your satisfaction.

We can also design a custom logo to be used exclusively for your business. Logos can be very simple to create, however, world class logos can be very complex and time-consuming. Therefore, our prices for logo design varies depending on the desires of the merchant.

As detailed on the back of this page, we offer a host of design and marketing services. In addition to graphic design and website development, we do business cards, stationary, photography, posters, banners and direct mail.

Hurry!

Place Your Order Today

Whether it's for placing an ad in *Orlando The Beautiful*, using our graphic design services, photography, designing your logo or developing your website, contact us today. There is no better time to get started than right now.

Call 407-275-6556

Did You Know ...

Did you know that if you were to mail a postcard to 25,000 homes the postage alone — at a minimum — would cost you \$3,475. To get that low rate you would need to send it via Standard Mail, Enhanced Carrier Route, meet the density standards of Saturation and the eligibility requirements for walk-sequence and bundle preparation, have a bulk mail permit and bring the pieces directly to the local U.S.P.S. Destination Sectional Center Facility where the postcards are being delivered.

Now add to that \$3,475 the many hundreds of dollars for printing 25,000 postcards, the cost of a mailing list, labeling, design, preparation, delivery and bulk mail permit—plus all your time and effort.

If sent first class and the postcards were the size of our full page ad, the postage would cost a whopping \$11,250. And again, that's just postage!

Our low price of \$1,225 for a Full Page, Full Color Ad on high quality gloss paper in both of our Editions, delivered to 25,000 homes and businesses in YOUR local community, is truly an incredible bargain! Commit to 4 consecutive issues and the price drops to only \$1,095.

GRAPHIC DESIGN SERVICES

DESIGN | PRECISION | RESULTS

Whether you are looking to create an ad, brochure, newsletter, or any other type of marketing material we are here to serve you.

We have over 25 years of graphic design and publishing expertise and can create the perfect marketing piece to fulfill your needs. To see examples of our work, review our publications at OrlandoTheBeautiful.com. As the owner of *Orlando The Beautiful*, all of our publications are formatted by our agency—and about 80% of the ads are designed by us as well.

We offer a host of design services, as well as marketing services, such as, direct mail services. So relax and tend to your business and let us take care of your design and marketing needs!

HERE ARE SOME OF THE DESIGN SERVICES WE OFFER

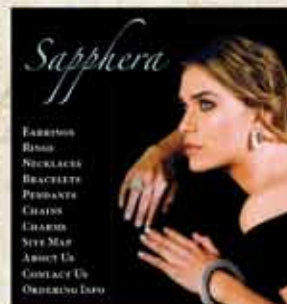
- | | | |
|----------------|-------------|--------------------|
| Advertisements | Logos | Posters |
| Business Cards | Menus | Signage |
| Invitations | Banners | Copywriting |
| Brochures | Stationary | Package Design |
| Catalogs | Newsletters | Point of Sales |
| Direct Mail | Book Covers | Corporate Packages |



WEBSITE DEVELOPMENT

Whether you are looking for a mega site or a simple one page website, we take design seriously. We have the skills and talent to get you what you need—and at a price you can afford!

Consultations are complimentary, and you can rest assured one of our professional design and marketing gurus will work with you every step of the way to ensure you are happy with the results.



PHOTOGRAPHY SERVICES

We offer a variety of photography services for consumers and businesses. Portrait packages start at \$99, commercial advertising packages start at \$149, and weddings start at \$799. Call to schedule your session today!



Gelinas Associates

407-275-6556

GELINASASSOCIATES.NET — ORLANDOTHEBEAUTIFUL.COM