

Why advertise in **OCALA'S** **good life?** MAGAZINE

1. It's highly **TARGETED**.

The goal of *OGL* is simple—**get the issues in the hands of as many Ocala seniors as possible**. We **direct mail** most of our issues right into Ocala's largest communities! Sure, it costs more to do that, but we are committed to ensuring that your message is received by the right audience.

2. It's **AFFORDABLE**.

OGL is **an incredible value!** When you consider that it's bi-monthly (six issues a year), it can fit in any ad budget. We can even split the bill into two months, so you're effectively paying half of the rate each month.

3. Great **CUSTOMER SERVICE**.

Need a new ad designed? Need a professional photograph of your staff? Want more copies of the current issue delivered to your business? Need us to promote your event on our Facebook page? **We treat our advertisers like our partners.** We're in this together, and we're here for you!

Take it from our advertisers:



“What a great response we've had to our ads in *Ocala's Good Life*! It's provided a consistent professional advertising platform to reach our target patients, and their response has been greater than I anticipated.”

Tom Cleveland,
Dr. Freeman dermatology

“When I advertise with *Ocala's Good Life* I know we're in great hands. They deliver **an attractive product and great customer service.**”

Pamela Calero, The Reilly Arts Center

“The magazine and staff are amazing. *Good Life's* results for converting readers to customers for our business makes them **the one magazine I've stayed with for a decade.**”

Chris Spears,
Prestige Auto

“Anyone who isn't advertising in *Ocala's Good Life* is missing **a great opportunity.**”

Michael Hamed,
Florida Eye Specialist Institute

**Advertising rates
on next page...**



Are local seniors important to your business?

Ocala's Good Life offers a unique opportunity to reach Ocala's senior population through advertising.



ADVERTISING RATES

AD SIZE	rate per bi-monthly insertion		
	12X	6X	Single ads
Display Ads			
Two Page Spread	\$2400	\$2480	\$2620
Full Page	\$1560	\$1720	\$1840
1/2 Page	\$960	\$1080	\$1220
1/4 Page	\$640	\$760	\$880
1/8 (Business Card size)	\$420	\$520	\$640
DINING GUIDE (Restaurants only. Some restrictions apply)			
Full Page	\$780	\$870	\$975
1/2 Page	\$480	\$540	\$630
1/4 Page	\$290	\$330	\$450

Ask about our preferred placement options.

1/2 7.375 x 4.75 or 3.5 x 9.875	1/4 3.5 x 4.75	Full 8.375 x 10.875* *add .125" to all four sides for full bleed. Live area: 7.375 x 9.875
1/8 3.5 x 2.25		

Ad Dimensions:

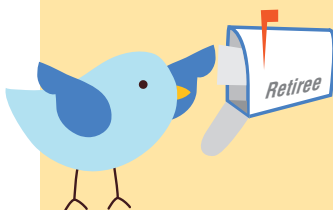
- Full Page (trim size): 8.375" x 10.875"
- 1/2 Page Horizontal: 7.375" x 4.75"
- 1/2 Page Vertical: 3.5" x 9.875"
- 1/4 Page: 3.5" x 4.75"
- 1/8 Page: 3.5" x 2.25"

Files Format: 300dpi PDF

Ad Reservation Deadlines:

- Jan/Feb Issue: Dec 17th
- Mar/Apr Issue: Feb 15th
- May/Jun Issue: Apr 17th
- Jul/Aug Issue: Jun 17th
- Sept/Oct Issue: Aug 17th
- Nov/Dec Issue: Oct 17th

Direct Mailed!



Mailed to residents of **On Top Of The World, Stone Creek, Oak Run, and Ocala Preserve (Trilogy).**

Total Distribution: 10,000+
 (Direct mail plus targeted rack distribution)

SPACE IS LIMITED!

Reserve your ad before ad space sells out.

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