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Providing **Quality Publications** for  
Jacksonville, Gainesville, Orlando,  
Daytona & Southeast Georgia  
for more than 15 Years!



## FIRST COAST

## relocation guide

# MEDIA KIT

Newcomer's Guide for  
Duval, Clay, St. Johns,  
Nassau & Baker Counties



**HERITAGE  
PUBLISHING, INC.**

(904) 296-1304 | Fax: (904) 296-9913  
6620 Southpoint Dr. S., Ste. 310  
Jacksonville, FL 32216  
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The official relocation guide of  
JAX Chamber

Helping our members to  
connect, grow and prosper  
since 1884



*"It has the most comprehensive, useful information in such an easy format to read..."*

— K. Knapp, Vanguard Realty

*"We love to give the First Coast Relocation Guide to our out of town new hires."*

— N. Rivers, Shands Jacksonville

*"U.S. Coast Guard members moving into the area are enabled to locate all the fantastic resources on the First Coast."*

— K. Heath, U.S. Coast Guard

*"This guide is a highly demanded tool for our military families. It has the most up-to-date information about the area."*

— David I., Fleet & Family Support Centers - Mayport

Each year, approximately 40,000 people relocate to the Jacksonville metro area. The *First Coast Relocation Guide™* has proven to be a valuable asset, specifically for newcomers who desire information on Northeast Florida, and the products and services needed while making a new lifestyle choice. Valuable information about Housing, Healthcare, Banking, Employment, Education, Recreation, Shopping, Retirement and much more is presented to help each newcomer discover and enjoy the exceptional lifestyle on the First Coast. The *First Coast Relocation Guide™* is one of the best ways for you to attract new customers from the growing Jacksonville market. By being offered the first opportunity to reach these new consumers, your business can develop long-term customer loyalty.

## DIRECTORY CONTENTS

- Area Attractions
- Area Maps
- Assisted Living Facilities
- Beaches
- Education
- Entertainment Events & Venues
- Facts & Figures
- Getting Settled
- Golf Courses
- History
- Hospices
- Hospitals
- Malls & Shopping Centers
- Museums & Galleries
- Neighborhoods
- Nursing Homes
- Retirement Communities
- Sporting Events

## PUBLICATION DEADLINES

Editorial Copy, Photos & Artwork .....	November 25, 2011
Advertiser's Camera-Ready Artwork .....	December 30, 2011
Date to Printer .....	January 28, 2012
Publication Date .....	February 25, 2012

## SPECIAL ADVERTISING RATES

- Agency discount is 15%. To qualify for an agency discount your advertising agency must provide camera-ready artwork in an acceptable file format as specified in the Artwork Submissions checklist below and include a bona fide Agency Insertion Order.  
**Tab Inserts excluded.**
- A discount of 5% is available to all advertisers who prepay upon contract.
- Tab Inserts will be placed every 16 to 32 pages. Tab placement is determined by Heritage Publishing, Inc. 50% payment is due at contract signing and 50% is due upon ad approval. A 10% charge is added to the total sale for guaranteed insert placement in a specific category.

## PRINTING SPECIFICATIONS & ARTWORK SUBMISSIONS

- Predesigned ads are accepted in Macintosh Quark (with supporting files), EPS (with fonts converted to outline), TIFF or PDF file formats.
- Artwork submitted should be considered camera ready at a setting of no less than 300 dpi (133-150 lpi).
- Directory trim size: 8.5" x 11"
- Submit artwork to: [art@heritagepublishinginc.com](mailto:art@heritagepublishinginc.com)



**2012-2013 ADVERTISING RATES**

<i>Premium Positions</i>	<i>Type of Advertisement</i>	<i>Rate</i>
	Outside Back Cover.....	\$6,895
	Inside Front Cover .....	\$5,495
	Inside Back Cover.....	\$4,695
	Tab Insert - Front Side .....	\$4,500
	Tab Insert - Back Side .....	\$4,000
	Pages 1-7 .....	\$3,895

	Full Page with or without Bleed .....	\$3,595
	1/2 Page Horizontal .....	\$2,495
	1/2 Page Vertical .....	\$2,495
<i>4-Color</i>	1/4 Page Horizontal .....	\$1,595
	1/4 Page Vertical.....	\$1,595
	1/8 Page Horizontal .....	\$1,095
	1/8 Page Square .....	\$1,095

<i>Column Listing</i>	Enhanced Listing .....	\$595
	Bold Listing.....	\$350

**Full Page**

**Trim Size:** 8.5 x 11  
**Live Area:** 7.25 x 9.75  
**Bleed:** 8.75 x 11.25

1/2 Page Vertical	1/4 Page Vertical
1/8 Page Square	

**1/2 Page Vertical**  
3.56 x 9.75

**1/4 Page Vertical**  
3.56 x 4.81

**1/8 Page Square**  
3.56 x 2.34

SAMPLE ENHANCED LISTING W/LOGO

**Your Company Name** \_\_\_\_\_

LOGO

- Description of your Product or Service Here
- Description of your Product or Service Here
- Description of your Product or Service Here

555 Mockingbird Lane  
 Jacksonville, FL 32213.....**555-5555**

**Bullet Specifications:**  
 42 Characters Per Line, 3 Lines

Camera-ready artwork cannot be submitted for enhanced listings.  
 They are all designed in house.

**All measurements are listed in inches.**

**1/2 Page Horizontal**

**1/4 Page Horizontal**

**1/8 Page Horizontal**

**1/2 Page Horizontal**  
7.25 x 4.81

**1/4 Page Horizontal**  
7.25 x 2.34

**1/8 Page Horizontal**  
7.25 x 1.11

**If you have any questions regarding ad design or artwork submissions,  
 please contact us at [art@heritagepublishinginc.com](mailto:art@heritagepublishinginc.com)**

## DISTRIBUTION: 15,000 COPIES

### U.S. NAVY

Naval Air Station Jacksonville  
Naval Station Mayport  
Naval Submarine Base Kings Bay  
U.S. Coast Guard - Sector Jacksonville

### BANKS/BANK RELOCATION PROGRAMS & CREDIT UNIONS

1-2-1 Financial Credit Union  
Regions Bank  
Bank of America  
BBVA Compass  
Citibank  
Community First Credit Union  
Duval Federal Credit Union  
First Federal Savings Bank  
Prosperity Bank  
SunTrust  
VyStar  
Wells Fargo  
Other Local Banks & Credit Union

### REAL ESTATE/REAL ESTATE RELOCATION SERVICES

Atkinson Realty  
Century 21  
Coldwell Banker  
Davidson Realty  
ERA  
Exit Real Estate Gallery  
Jax Beaches Association of Realtors  
Keller Williams Realty  
Magnolia Properties  
NEFL Association of Realtors (NEFAR)  
Ponte Vedra Beach Realty  
Prudential Network Realty  
Prudential Relocation Services  
Re/Max Real Estate  
Riverpoint Properties  
Watson Realty Corp.  
Weichert Realtors

### AREA MAJOR EMPLOYERS

Atlantic Marine Florida LLC  
Bacardi Bottling Co.  
Blue Cross & Blue Shield  
Coach  
Comcast  
Community Hospice  
CSX Transportation  
JAXPORT  
JEA  
Landstar  
Smurfit-Stone  
PGA Tour  
Pilot Pen

Suddath  
U.S. Gypsum (USG)  
Vistakon  
Yusen Logistics & Many Others

### CHAMBER OF COMMERCE

**JAX Chamber**  
Amelia Island/Fernandina Beach/Yulee  
Baker County  
Clay County  
Greater Nassau County  
Ponte Vedra  
St. Johns County

### HOSPITALS & AREA HEALTHCARE PROVIDERS

Baptist Health System  
Borland & Groover Clinic  
Brooks Health System  
Flagler Hospital  
Haven Hospice  
Mayo Clinic  
Memorial Health  
North Florida Surgeons  
Southern Heart Group  
St. Vincent's Healthcare  
Shands Jacksonville

### MORTGAGE COMPANIES

BB&T  
Bank of America Home Loans  
ESW Financial Group  
Springleaf Financial Services  
SunTrust Mortgage  
Wells Fargo Home Mortgage

### MANAGED CARE/INSURANCE COMPANIES

AAA  
Aetna Health, Inc.  
Allstate  
AvMed  
Blue Cross & Blue Shield  
CIGNA  
Geico  
Humana  
Nationwide  
Progressive  
Prudential  
State Farm  
United Healthcare

### LOCAL HOME BUILDERS & CONDO DEVELOPERS

**Developments**  
Deerwood  
Eagle Harbor

Fleming Island Plantation  
Julington Creek Plantation  
Marsh Landing  
Nocatee  
North Hampton  
Oakleaf Plantation  
Palencia  
South Hampton  
World Golf Village

### Housing/Extended Stay

Candlewood Suites  
Choice Hotels  
Embassy Suites  
Extended Stay America  
Fairfield Inn & Suites  
Homewood Suites  
Marriott Execustay  
Residence Inn by Marriott  
Suburban Extended Stay  
Wingate by Wyndham

### Housing/Rental Services

Apartment Selector  
Corporate Suite Shoppe  
Extra Mile Temporary Housing  
First Coast Rental Finders

### PUBLIC LIBRARIES

Baker, Clay, Duval, Nassau & St. Johns Counties

### ARTS

Local Cultural Centers & Museums in the Five-County Area

### CHURCHES, SYNAGOGUES & MOSQUES

Local Places of Worship

### RESORTS/CLUBS

Amelia Island Plantation  
Ponte Vedra Inn & Country Club  
Ponte Vedra Lodge & Club  
Queens Harbour Yacht & Country Club  
TPC at Sawgrass

### SCHOOLS

Private Schools  
Colleges  
Universities



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