

The Official Publication of the Pelican Bay Foundation, Inc.

PELICAN BAY POST

Advertising Rates



NEWSPAPER DESCRIPTION

The Pelican Bay Foundation's newspaper to Pelican Bay resident members (all residents) is devoted to news covering all aspects of the Pelican Bay community such as Foundation News, MSTBU News (Pelican Bay Services Division - taxing unit), Pelican Bay Property Owners Association News, Community Affairs News, as well as recreational and social activities throughout the community, featuring articles on topics of particular interest to residents.

Circulation: 7,000 Foundation member residences. Papers are mailed to the address on file with the Pelican Bay Foundation for each member. Monthly Jun.-Oct., Bi-Weekly Nov.-May

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Readers: 11,000 to 15,000, depending on time of year.

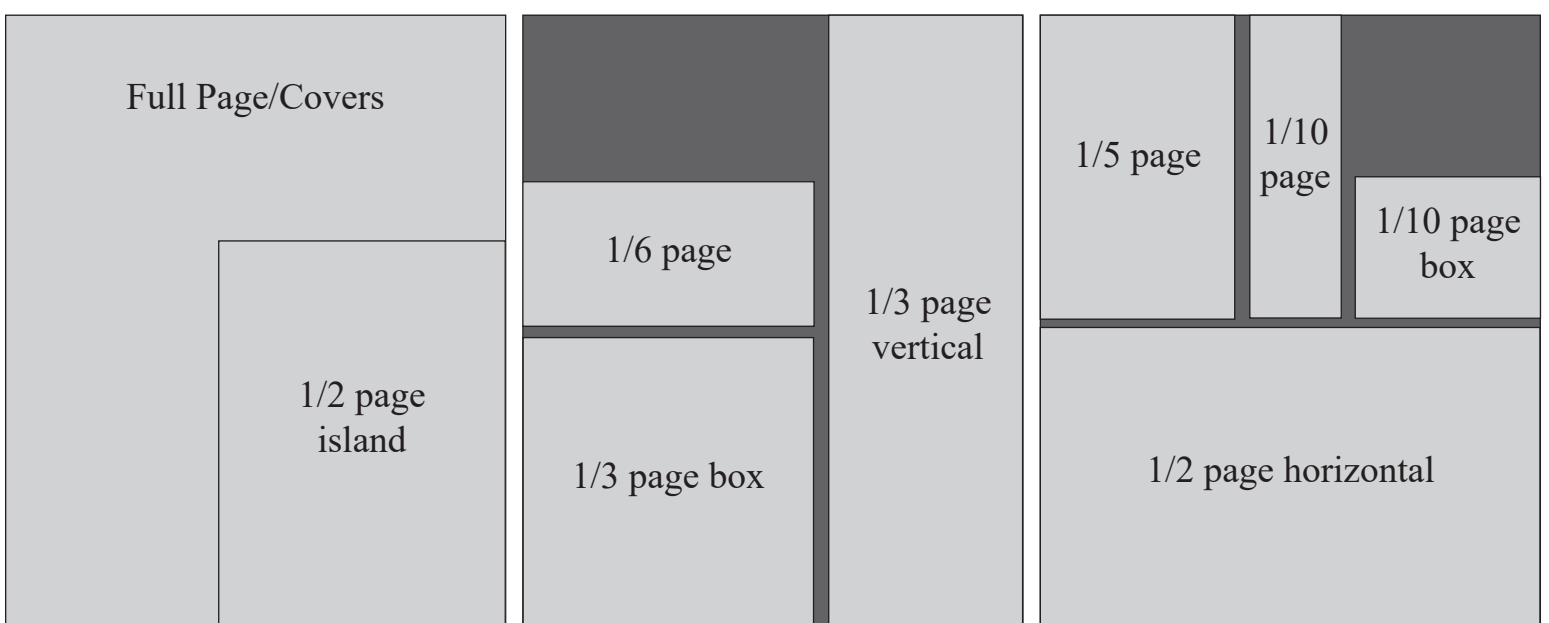
PELICAN BAY RESIDENT STATS

Market research conducted for the Pelican Bay Foundation indicates the following about Pelican Bay Residents:

Median Age:	60	<u>Type of Home</u>	
Full-time Residents:	60.0%	Single-Family:	14.5%
Seasonal Residents:	40.0%	High-Rise:	24.7%
		Mid-Rise:	31.4%
		Town House/Villa:	23.4%
		<u>Average Home Value</u>	
<u>Employment Status</u>		Overall \$1.5 million	
Full-Time:	24.7%		
Part-Time:	11.4%		
Retired:	61.3%		

AD DIMENSIONS (width x height)

Back Cover (10 1/8" x 12 1/2")	Inside Cover (10 1/8" x 12 1/2")	Full Page (10 1/8" x 12 1/2")
1/2 Page Island (6" x 8 1/4")	1/2 Page Horizontal (10 1/8" x 6 1/4")	1/2 Centerspread (21" x 6 1/4")
1/3 Page Vertical (3 15/16" x 12 1/2")	1/3 Page Box (6" x 6 1/4")	1/5 Page (3 15/16" x 6 1/4")
1/6 Page (6" x 3")	1/10 Page Box (3 15/16" x 3")	1/10 Page Vertical (1 7/8" x 6 1/4")



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