



Proposal For:

## GACAR- Open Door Home Sale

June 3, 2009

Susan Pinder, Director of Sales and Marketing  
Jayson Jones, Online Sales Team Leader

### Summer 2009- Package A

**Dates:** June 26- July 26  
**Position:** Gainesville.com\*  
**Size:** Display Ad: 300 x 250 pixels, Leaderboard 728 x 90 pixels  
**Total Impressions** 200,000  
\* All impressions will be delivered to Gainesville Market only.

**Dates:** June 26- July 26  
**Position:** Yahoo! RON\*  
**Size:** Display Ad: 300 x 250 pixels, Leaderboard 728 x 90 pixels  
**Total Impressions** 200,000  
\* All impressions will be delivered to Gainesville Market only, on Yahoo! Pages.

**Dates:** June 26- July 26  
**Position:** Yahoo! Behavioral Targeting  
**Size:** Display Ad: 300 x 250 pixels, Leaderboard 728 x 90 pixels  
**Total Impressions** 125,000  
\* All impressions will be delivered to Gainesville Market only.  
Will also target only those interested in Residential Real Estate.

**Dates:** July 3, July 10, July 17, July 24  
**Position:** Homepage- Gainesville.com  
**Size:** Corner Peel: 800x550 pixels\*  
By sponsoring the Homepage of Gainesville.com your message will appear to every user accessing the Homepage on that day. The ad will auto expand 1x/Unique Visitor/Day, but be constant on the page for all page views.

#### Added Value:

The Gainesville Sun will add 400,000 online impressions for GACAR for this event on Gainesville.com.

The Gainesville Sun will also house the participating homes on homes.Gainesville.com

The Gainesville Sun will also design the promotional banners and spots to drive traffic to the site.

The Gainesville Sun will change the existing 300x100 to promote this event as you see necessary.

All items above are time sensitive promotions and we encourage changing out the ads as we get closer to the actual event. Teaser ads can run the first two weeks, and call to action ads thereafter.

The Gainesville Sun will design the logo for the Open Door Home Sale

The Gainesville Sun will develop a web page for the Open Door Home Sale event, with search capabilities

The Gainesville Sun will run (4) half page ads in the Gainesville Sun to promote the event as a co-sponsor with GACAR

The Gainesville Sun will run (4) quarter page ads in the Gainesville Sun to promote the event as a co-sponsor with GACAR

The Gainesville Sun will run a 6 x 2 banner ad in the Classified Section of the Gainesville Sun on July 24, 25, 26th promoting event

The Gainesville Sun will run a 4 page pull out section in the Gainesville Sun on Friday, July 23rd promoting traffic and showcasing the Open Houses



**Gainesville Sun Marketing Plan  
Summer 2009**

Date	Day	Size of Ad	Position
7/5/2009	Sunday	Half Page	Run of Paper
7/11/2009	Saturday	Half Page	Front of Homes
7/12/2009	Sunday	Quarter Page	Run of Paper
7/16/2009	Thursday	Quarter Page	Run of Paper
7/18/2009	Saturday	Half Page	Front of Homes
7/19/2009	Sunday	Quarter Page	Run of Paper
7/21/2009	Tuesday	Quarter Page	Run of Paper
7/22/2009	Wednesday	Half Page	Run of Paper
7/23/2009	Thursday	4 page pullout section	In the Gainesville Sun
7/24/2009	Friday	6 x 2 banner ad	Classified
7/25/2009	Saturday	6 x 2 banner ad	Classified
7/26/2009	Sunday	6 x 2 banner ad	Classified