Dear Classified Advertising Customer:

We appreciate your interest in *The Independent Florida Alligator*. The *Alligator* is an independent paper published in the University of Florida community and is considered UF's "student paper". The paper has been in existence since 1906 and has the largest circulation of any college newspaper in the country.

The following are the basics of what you need to know to place a classified ad.

**Rates**

**Basic size ad** - 5 lines/32 characters per line (a character being letter, space, punctuation, or number. capital letters count as 2 character spaces.)

Note: Prices below are for consecutive run dates with the ad appearing in both print ad web versions. (Pricing for print only or web only is available upon request)

1 day = $12.00  
2 days = $22.50  
3 days = $30.00  
4 days = $45.00  
5 days = $45.00  
Additional day after 5 = $4.50 each

**Additional lines** over the first 5 are $3.00 per additional line per day

**Optional design elements** are offered for use in your ad these are:

- Bullets  
- Stars  
- Checkmarks  

These elements count as two character spaces.

**Logos** can be used in your ad. A logo counts as five lines of your ad and has an additional $7.50 charge. We do not design logos. You must provide us with a camera-ready black and white .jpg.

**Larger fonts** are available as follows.

- 7 point font is standard size for classified ads with each line having approximately 32 characters.  
- 10 point font counts as 2 lines and has a width of approximately 22 characters.  
- 14 point font counts as 3 lines and has a width of approximately 16 characters.  
- 18 point font counts as 4 lines and has a width of approximately 12 characters.  
- 24 point font counts as 5 lines and has a width of approximately 9 characters.  

Please contact the office for additional information regarding font sizes samples. Note: font sizes cannot be mixed on one line.

**Bold print** in any part of your entire ad adds an additional 50% to the subtotal.

**Centering** of type or elements adds a one-time charge of $6.00. As long as your ad runs consecutively you are not re-charged for this.
Classification choices are as follows:

1. for rent unfurnished
2. for rent unfurnished
3. sublease
4. roommates
5. real estate
6. household items
7. computer
8. electronics
9. bicycles
10. for sale
11. mopeds/motorcycles
12. automobiles
13. wanted
14. help wanted
15. services
16. health services
17. typing services
18. personals
19. connections
20. events/notices
21. entertainment
22. tickets
23. rides
24. pets
25. lost/found

Making changes in your ad: You may make up to 3 minor changes in your ad at any time for a fee of $2.00. Changes for the next day's paper must be made before noon. After noon changes will take effect in 2 days.

Corrections due to typos, which are the fault of the Alligator, are done at no charge. The time schedule still applies. You must check your ad for typos and report them on the first day the ad runs. The Alligator is only responsible for typos on the first day and will only compensate by extending the ad one additional day.

Renewing an ad: Ads may be renewed. You may add days to the current run time. Cost is based on the size of the ad. A basic ad renewed on time is $4.50 per additional day. An ad can continually be renewed. Renewal deadlines are as follows:

<table>
<thead>
<tr>
<th>Ad end date</th>
<th>Renewal deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring/Fall Semester</td>
<td></td>
</tr>
<tr>
<td>Monday</td>
<td>Friday by 4 p.m.</td>
</tr>
<tr>
<td>Tuesday</td>
<td>Monday by 4 pm</td>
</tr>
<tr>
<td>Wednesday</td>
<td>Tuesday by 4 pm</td>
</tr>
<tr>
<td>Thursday</td>
<td>Wednesday by 4 pm</td>
</tr>
<tr>
<td>Friday</td>
<td>Thursday by 4 pm</td>
</tr>
<tr>
<td>Summer Semester</td>
<td></td>
</tr>
<tr>
<td>Tuesday</td>
<td>Tuesday by 4 pm</td>
</tr>
<tr>
<td>Thursday</td>
<td>Friday by 4 pm</td>
</tr>
</tbody>
</table>

Note: if you miss your renewal deadline your ad will have been deleted. You may still run your ad again, however, it will become a new ad and subject to the costs and deadlines of a new ad. There may be alternate deadlines when special issues or holidays are involved.

Canceling an ad: You may cancel your ad anytime. Cancellations for the next day's paper must be made before noon. After noon, cancellations will take effect in 2 days.

After an ad has been placed there are no refunds or credits.

Deadline for placing ads is 4:00 p.m., 2 business days prior to the publication in which you would like your ad to begin. Some deadlines are adjusted for special issues and holidays.

Semester Ads - Advertisers have the option of placing "Semester Ads" which appear in every issue throughout the semester. If these ads are placed and pre-paid prior to the deadline for the first edition of the semester the advertiser receives a 5% discount.

Office hours are Monday through Friday from 8 a.m. to 4 p.m.
Note: The Alligator cannot publish legal notices or d.b.a./fictitious name ads.
Note: The Alligator does not publish “work at home” ads.
Note: The Alligator requires a sample of any item for which requests for money to be sent is made.

How to place your ad:

- At our website: www.alligator.org/classifieds with a Mastercard or Visa only
- By phone, fax or email with a MasterCard or Visa or American Express
- By mail with a check or the above credit cards
- In person at the Alligator office during our office hours: 2700 SW 13th Street.

Always include a phone number where you can be reached during our office hours.

Billing accounts can be set up. A credit application can be completed and submitted to the business office for processing. It takes approximately three weeks to complete. Once approved ads can be billed by a calendar monthly basis. Ads can be started and stopped as you wish. Only ads which actually ran will be billed. If you pay your account on a timely basis you will receive a 2% discount.

Circulation/Publication Information

The Alligator is published primarily according to the UF class schedule

Fall and spring semesters - 5x/week - Monday through Friday - new paper each day
  Circulation = 25,000 copies each day
Summer semester - 2x/week - Tuesdays and Thursdays only - new paper each day
  Circulation = 23,000 copies each day

We do not print during holidays, spring break or semester breaks.

The Alligator is a free paper distributed to over 350 locations, citywide in the metropolitan Gainesville area with a concentration in the campus and downtown areas. Our website is up 24/7.

If you have any questions please feel free to contact us.

Classified Advertising Manager: Ellen L. Light
Office location: 2700 SW 13th Street
Mail: P O Box 14257, Gainesville, FL 32604
Phone: 352-373-3463
Website: www.alligator.org
Email: elight@alligator.org or classified@alligator.org

Thank you for your interest in The Independent Florida Alligator.

Updated for Fall 2016, through Spring & Summer 2017.