

# The Villages Golf and Country Club Online Advertising Promotion January 2025

## Introduction

Welcome to The Villages Golf and Country Club, your premier source of advertising targeted specifically to a community of over 4000 residents. As a trusted platform connecting residents and local businesses, we offer prime advertising opportunities for real-estate agents, home improvement and repair, housecleaning, car dealerships, beauty salons, home care, delivery services, pet grooming, and more.

## Audience Profile

Our audience comprises over 4000 residents seeking information about local services and businesses. Our Villages community relies on our primary news source—The Villager—currently in print and online, making The Villager a proven platform for advertisers.

## Benefits

**Targeted Reach:** Connect with a highly engaged audience of over 4000 residents interested in local businesses, products and services.

**Brand Visibility:** Gain exposure through strategic placement of ads in both The Villager printed newspaper and The Villager Online.

**Lead Generation:** Drive traffic to your website or storefront, generating quality leads and potential customers within The Villages.

**Community Engagement:** Demonstrate your commitment to The Villages Golf and Country Club by offering experience combined with top-notch products and services to a lucrative and thriving 55-and-older community.

## The Villager Display Ad Rates

\*color – add \$300

Standard Size Display Ads			
What	Size	Cost	Duration
Business Card	3.5 inches, 2 inches	\$43	1 week
1/8 Page	2 columns, 3.5 inches	\$84	1 week
1/4 Page	2 columns, 6.5 inches	\$156	1 week
1/2 Page	5 columns, 6.5 inches	\$331.50	1 week
Full Page	5 columns, 12.5 inches	\$525	1 week
2 Page	Centerfold	\$1200	1 week

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## The Villager Online Display Ad Rates

Our advertising is ideally integrated with our editorial content, providing a perfect promotion opportunity for our readers to discover local products and services they seek, such as real estate, home improvement, elderly care, automotive, beauty, pet, and personal delivery.

**Banners and Prominent Ads:** Attention-grabbing banner and featured advertisements strategically placed throughout the website to maximize visibility and engagement.

Featured Listings				
What	Placement	Size	Cost	Promotion Duration
Header Banner	All pages	728x90px	\$230	1 week
Footer Banner	All pages	1000x200px	\$130	1 week
Sidebar	Homepage only	560x230px	\$60	1 week
Content Ad	Homepage only	790x200px	\$90	1 week
Content Ad	Special placement (Clubhouse)	1000x200px	\$60	1 week
Content Ad	Special placement (Clubs & Events)	500x400px	\$60	1 week
Content Ad	General placement	1000x200px	\$35	1 week

**Special Placement:** Our newspaper's most popular sections aside from our Homepage:

- **Clubs & Events** – The go-to page for The Villages lifestyle
- **Clubhouse** – Menus and Specials are hot topics of interest

### Benefits to Online Advertising:

- Full Color
- Always Available – 24 hour viewing accessibility
- Predictable Placement - remains in the same place
- Web Analytics for precise ROI
- Link to business/webpage

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## Ad Types

### Header Banner



### Footer Banner / Content Ad - General Placement / Content Ad – Special Placement (Clubhouse)



### Sidebar Ad



### Content Ad – Homepage



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**Content Ad – Special Placement (Clubs & Events)**



**Classified Listings:** Real estate, home services, vehicles (RVs, cars, golf carts), household items, obituaries and personal notices placed in our heavily-read Classified Advertising section—both online and in print.

**Prices below are for Print + Online edition / Print Only / Online Only.**

<b>Classifieds</b>			
<b>What</b>	<b>Size</b>	<b>Cost</b>	<b>Promotion Duration</b>
Real Estate, Services, Notices, Cars & Carts, Wanted	10-word minimum	\$1.50/word	1 week
Obituary, Items for Sale, Free Stuff	10-word minimum	\$1.30/word	1 week
Lost and Found	No minimum	\$1.30/word - first week first 15 words free	1 week

**\*\$15 additional for single-line box around classified ad, \$20 additional for premium box around ad and top placement**

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**Public Website – Realtor Profiles**

Realtor Profile on Public Site	
What	Cost
Villages Realtors Profile Page	\$250/3 months

## In-House Design

Don't have artwork suitable for online advertising? Our in-house design team will make you look brand perfect. Provide our team with your current artwork or ideas and we'll provide you with 2 rounds of revisions leading up to your final selection—and you get to keep it!

Design Work	
Includes	Cost
2 revisions	Starting at \$120

**\*Additional revisions starting at \$40.**

## Contact Information

Office Hours: Monday to Friday, 11 a.m. to 4:30 p.m.

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