



The Florida Times-Union  
**jacksonville.com**  
media portfolio





# Welcome

Jacksonville.com is an essential part of the North Florida growth story. For generations The Florida Times-Union has been the Dominant news and information source in Northeast Florida. That dominance continues today, through the help of Jacksonville.com.

Jacksonville.com has averaged 1.9 million unique monthly visitors and 13 million page views per month, with an average visit length of over eight minutes.\*

The unconventional design of the website focuses heavily on user participation and interaction. The home page features news, video, and staff blogs, updated around the clock.

Independent research shows that, taken together, The Florida Times-Union and Jacksonville.com reach 54.9% of the adults in the five-county metropolitan area\*\* and more than 569,000 adult readers/visitors in our 15-county Designated Market Area.\*\* No other media company can match that kind of coverage in this market.

In 2010, Jacksonville.com was named the best website in the state by the Florida Press Club, and the newspaper took home 22 first-place honors. In addition to these awards, Times-Union staffers also won 20 second-place awards, 19 third-place awards, and also 4 special awards.

Source — \*Omniture Site-Catalyst, averages between January 2012 – December 2012 • \*\* Scarborough 2012 R2





## The Program

- Targeted Display
- Rich Media
- Mobile
- Tablet
- Email
- Daily Deal!
- Sponsorships

We will help you design a campaign using the above products to fit your needs and your budget. Your multimedia account representative, our art and copy department, and our digital experts are available to answer questions, recommend proven strategies, and effectively design your campaign to convey your message to the specific audience your business needs to reach.

We look forward to serving your marketing needs.

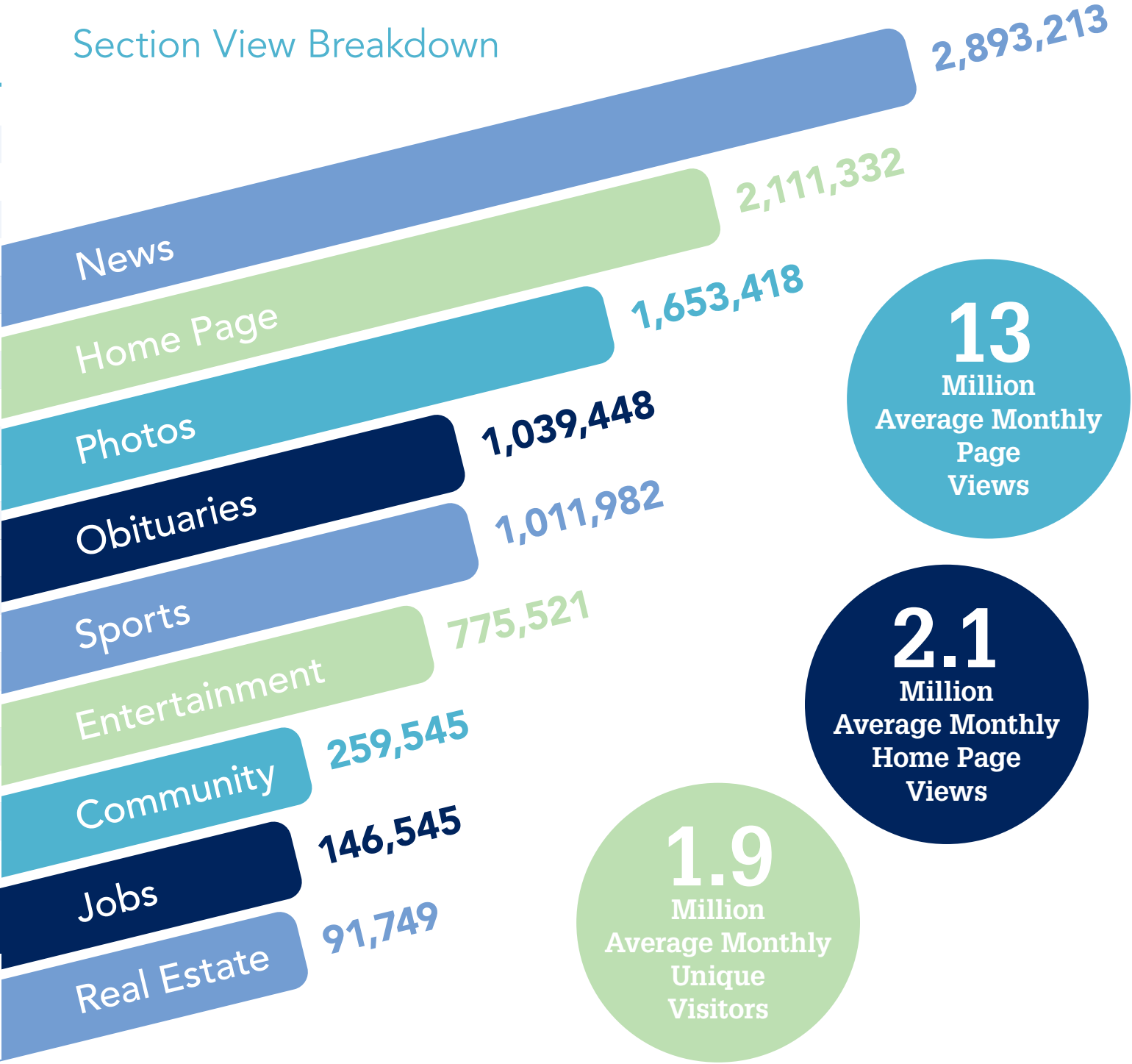
# Jacksonville.com Demographic Profile

# Jacksonville.com Statistics

Top 9 Sections Monthly Page Views

Demographics	Total Population	Website Visitors	Website Visitors %	30 Day Reach
Jacksonville CBSA	1,037,122	176,827	100.0%	17.0%
Men	497,632	86,041	48.7%	17.3%
Women	539,490	90,786	51.3%	16.8%
18 - 34	310,800	57,088	32.3%	18.4%
35 - 54	385,668	84,975	48.1%	22.0%
55 or older	340,654	34,764	19.7%	10.2%
Employed full-time	443,317	104,121	58.9%	23.5%
Have attended college	587,903	125,240	70.8%	21.3%
College graduate or higher	249,178	55,694	31.5%	22.4%
Married	565,375	94,777	53.6%	16.8%
Single/Divorced/Separated	471,747	82,050	46.4%	17.4%
Work for Military	39,226	7,753	4.4%	19.8%
Household Income \$50,000 or more	555,815	129,790	73.4%	23.4%
Household Income \$75,000 or more	332,351	85,109	48.1%	25.6%
Own	739,107	136,962	77.5%	18.5%
Rent	265,786	30,263	17.1%	11.4%
Home Value \$200,000 or more	238,998	51,051	28.9%	21.4%
Children present in Household	411,448	77,383	43.8%	18.8%
White	729,390	120,362	68.1%	16.5%
Black/African American	199,618	41,734	23.6%	20.9%
Hispanic	58,272	7,161	4.0%	12.3%

## Section View Breakdown



For more information contact your Jacksonville.com digital media consultant or call 904.359.4318

Source — Scarborough: 2012 Release 2 Total (Oct 2011 - Sep 2012), CBSA

Source — Omniture Site-Catalyst, averages between January 2012 – December 2012



Online banner ads are an efficient and effective way to promote your products and services to consumers visiting [Jacksonville.com](http://Jacksonville.com).

Online banner ads provide you with the same benefits of other traditional display advertising, adding several advantages.

**Target your online banners to your exact audience.**

We can even deliver your message to our online readers based on their geography, shopping needs, age, gender, interests, and much, much more.

## Intent Targeting

Intent targeting tracks the Internet usage of users, analyzes their browsing patterns and uses the data to deliver ads suited to their interests.

## Geographical Targeting

Geographical targeting focuses advertising within a ZIP code, a series of ZIP codes, individual counties or within the 15-county Jacksonville Designated Market Area.

## Demographic Targeting

Demographic targeting serves advertising to only the age groups or income levels desired by the client.

## Section Targeting

Section targeting enables identification of where content on a page is located in order to deliver more relevant ads

Ask your multimedia sales rep for a quote on current market pricing.



Rich Media

Need Immediate Response?



Sliding Billboard

- Sliding Billboards expand and slide the page content downward.
- Sliding Billboard ads collapse into a “pencil” unit and remain at the top of the page.
- The ads remain on the website for 24 hours, giving you 100% share of voice on your chosen section.
- High-impact advertising to users on entry to the home page or other sections, such as News, Sports and Entertainment.



Jacksonville.com’s rich media solutions are your answer.

Ideal for events, sales promotions, limited-time offers, or whenever you want to stand out from the crowd, these high-impact products are designed to generate large volumes of interaction with your message.

Rich Media

Dynamic Interaction



Floating Ad

- Animated ad that floats above the page on entry for up to five seconds then resolves to an “anchored” interactive unit.
- The ads remain on the website for 24 hours, giving you 100% share of voice on your chosen section.
- High-impact advertising to users on entry to the home page or other sections, such as News, Sports and Entertainment.



Interstitial/Preload

- As Jacksonville.com loads, or when moving from one section to another in the site, a full-screen ad appears.
- Extremely effective for very direct offers because it captures the viewer’s attention for up to five seconds.



**jacksonville.com**

On Florida News & Live  
 3.5x | Web Search for mobile | Business

Activate Account  
 Sign in to my Jacksonville.com  
 LIVE WITH JACSONVILLE.COM

Home News Sports Money Entertainment Opinion Photos Video Classifieds Cars Jobs Homes Autos

Arts Comics Content De Facto Food & Dining Games Home & Garden Horoscopes Lifestyle Movies Pets Relationships Events TV

Microblog | Storyline photo

## Blogs / Dining Notes / With first Which Wich open, Jacksonville franchisees look to grow

Winger | Don't wing it | Self | Three-Column Columns | Password | Community | Shopping Tip

Blog Categories | Business | Entertainment | Health | Politics | Science

### Dining Notes

Gary T. Mills

#### With first Which Wich open, Jacksonville franchisees look to grow

Submitted by Gary Mills on February 9, 2013 - 2:00pm

Dining Notes

View this blog post on the All-Access Members site

Back | Photo 1 of 3 | Next

Gary T. Mills/Jacksonville.com  
 Which Wich is located on Atlantic Boulevard.

After this first location up and running, **Which Wich Superior Sandwiches** franchise owners Janet and Mark Voss are looking to open two more restaurants in Jacksonville by year's end and a total of six or more in the next three years.

Less than two weeks after opening Jacksonville's first Which Wich sandwich shop at 4302 Southside Blvd., Janet Voss said the couple is planning to open a restaurant in Mandarin by summer and a third last fall this year.

"We're still hoping to get in at the (St. Johns) Tour Center by fall," Voss said.

No leases have been signed for the other planned locations, Voss said, but the Mandarin restaurant will be on the neighborhood's main thoroughfare, San Jose Boulevard.

Looking ahead to their first Which Wich location, the couple is working with a broker to look for a suitable site in urban areas, she said.

Which Wich offers more than 20 varieties of "sandwiches" that guests customize using the restaurant's unique ordering system, in which customers use red markers to select sandwich options on simplified menus or order sandwich bags. Sandwich options include selecting one of 10 sandwich components plus type of bread, six dressings, spreads, vegetables, etc. Prices start at \$5.25 for a 7-inch sandwich.

The bags are topped to a size, making them way from the counter to the sandwich maker to an employee at the pickup counter, who puts your sandwich in the bag you marked up with your order.

The 10 sandwich categories, offering five options each, include Turkey, Ham & Swiss, Beef, Chicken, Southwest, Vegetarian, Italian, Corned Beef & Cabbage, Chicken Salad, and a Classics (BLT, Club, Deli, and) Sandwiches, which is chosen throughout the day.

Which Wich also offers warm soups, 8 1/2-ounce and smoothies (starting at \$3.75).

The new Three-Column restaurant opens just inside 60, a small outdoor patio offers seating for 12.

Which Wich is open daily, 10 a.m. to 8 p.m.

#### TOP JOBS JACKSONVILLE

ADVERTISING ACCOUNT  
 Executive at The Echo Lab Media

HOLLY MILL  
 Memphis, Tenn. & Florida have 11 openings

EARNUP  
 In \$1.3 TRILLION! (with \$1M A Year)

VIEW ALL ADS

#### More

Gene Hester: There's no use supercharging this fly package  
 A final shot at the Jacksonville Fly  
 Jacksonville, FL 32209  
 904-444-1100  
 Click here for more

- 1. Sales training course \$19.95 - 30-day satisfaction guarantee
- 2. 100% money back refund on any order
- 3. 100% money back refund on any order
- 4. 100% money back refund on any order

## Mouse-over Expandable

- The Mouseover Expandable unit provides a new dimension to your ad. Not limited by the size of the original unit, these ads expand once moused over, adding enhanced levels of exposure.
- The Mouseover unit can come in the North, LREC, and Sky position, and can contain a static image or an animation.

[jacksonville.com](#)
The Florida Times Union

Site Web
Web Search powered by YAHOO! Search

[Home](#)
[News](#)
[Sports](#)
[Money](#)
[Entertainment](#)
[Opinion](#)
[Photos](#)
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Arlington Clay Mandarin Nassau Northside Riverside Westside Beaches South Georgia Southside St. Johns Florida Nation World

Thank you for voting Savannah a "Top 10 Destination" on Condé Nast Traveler!

LEARN MORE

**61°**  
Few clouds

TRAFFIC CONDITIONS >
MORE WEATHER >

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Thank you for voting Savannah a  
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VIEW SPECIALS

VISIT SAVANNAH  
EST. 1733

**Tour de Farm**

**2012 Art Maiden Auditions**

**For sale: Look Inside the Weavers' home**

**Bride for Pride Inaugural EK**

**Deals and Updates**

Jacksonville.com Daily Deal  
Get today's Jacksonville.com Daily Deal... get a fashion team getting a spa...  
DAILY DEAL

**Celebrity news**

**Cybil Shepherd's back, and on the T.H.**

**"American Idol" Taylor Hicks to launch...**

**latest news** sponsored by XFIMITY®

Former Raines star Brian Dawkins retiring from NFL

Top News
Just In
Most Commented

- Jacksonville police charge a man with last week's Murray Hill slaying 11:11am
- Driver killed in Friday crash on Nocatee Parkway identified 10:21am
- Times-Union iPad app goes live, other Jacksonville.com apps return 10:07am
- Survivors of Jacksonville dog fighting ring get second chance 11:04am
- North Jacksonville residents happy to see action at Palms Flash Camp after 7 years
- Forbes: UF cuts computer science department; athletics budget has increase from last year 9:53am
- Florida Morning: Call him professor Marco Rubio; the week to come in Florida politics
- Nassau candidate for U.S. District Court known as dedicated to public service
- George Zimmerman released from Seminole County jail
- NAACP weighs in on what they say is a 'Stand Your Ground' case against Jacksonville woman
- Law & Disorder: Shots fired at car in Northwest Jacksonville
- Tour de Farm gives a taste of First Coast's harvest
- Jacksonville mayor is Everywhere Man
- Northeast Florida nonprofit examining needs of older people in LGBT community
- Weavers' home going to the auction block
- Analysis: University System of Georgia chancellor focuses on affordability
- Jaguars' needs: Pass rushers, pass catchers
- I Do, I Do: In this case it was mother who knows best -- and first
- Hydrogen could boost gas mileage in cars; UNF professor skeptical
- Mobile snaps Suns' five-game winning streak 12:54pm

**Jaguars GM Gene Smith steadfast in philosophy to draft a player, not a school**  
updated 10:24am  
"Scout the player, not the school," isn't just a motto Jaguars general manager Gene Smith lives by publicly. It's also what he tells his scouts, and part of the reason the Jaguars have become known for drafting small-school players.  
Read More

**Former Raines star Brian Dawkins retiring from NFL**  
04/23/12 - 11:04am  
Brian Dawkins, a nine-time Pro Bowler who played the past three years for the Denver Broncos, posted the news on his Twitter account.

**Judge threatens to block opening of new Duval courthouse**  
04/23/12 - 8:13am  
In a dispute about furniture, Chief Circuit Judge Donald Martin says he has the power to reject the \$350-million building, scheduled to open next month.

**Win tickets to The Beach Boys**

**Carrie McLaren: The most special need is simply acceptance**

**Teachable Moments: Regan Ashker, Teacher of the Year, Andrew Jackson High**

**Contests**

**Win tickets to see Bill Cosby at Times-Union Center on April 29**

**Enter to win**

- Win a pair of tickets to see Witto at the St. Augustine Amphitheatre on May 16
- Fabulous Daily Deal Contest
- Win a pair of tickets to see the Counting Crows
- 2012 Spring Blooms - Share your garden photos
- Win a pair of tickets to the The Beach Boys 50th Anniversary Tour show at the St. Augustine Amphitheatre

**Contest Winners**

**Find It**

[All CONTESTS >](#)

## Roadblock

Roadblocks dominate Jacksonville.com by locking down one or more positions on the home page or News page for a 24-hour period. Your ad will be presented exclusively on your chosen unit(s).

## Takeover

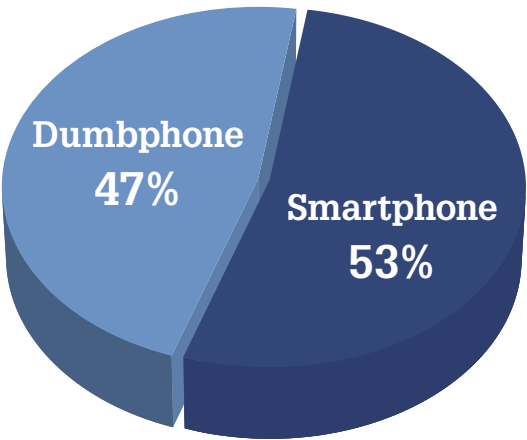
A Takeover occupies all ad positions exclusively for a 24-hour period.

## Full-Page User Experience

The Full Page User Experience combines a takeover (roadblocks on the North, LREC, and Sky/LSKY positions), a Sliding Billboard, and a wallpaper behind the content; all delivering unmatched visibility and impact for your brand and message.



Smartphone ownership has now reached critical mass with an estimated **53%** of Americans now with a web-enabled smartphone.



Mobile App

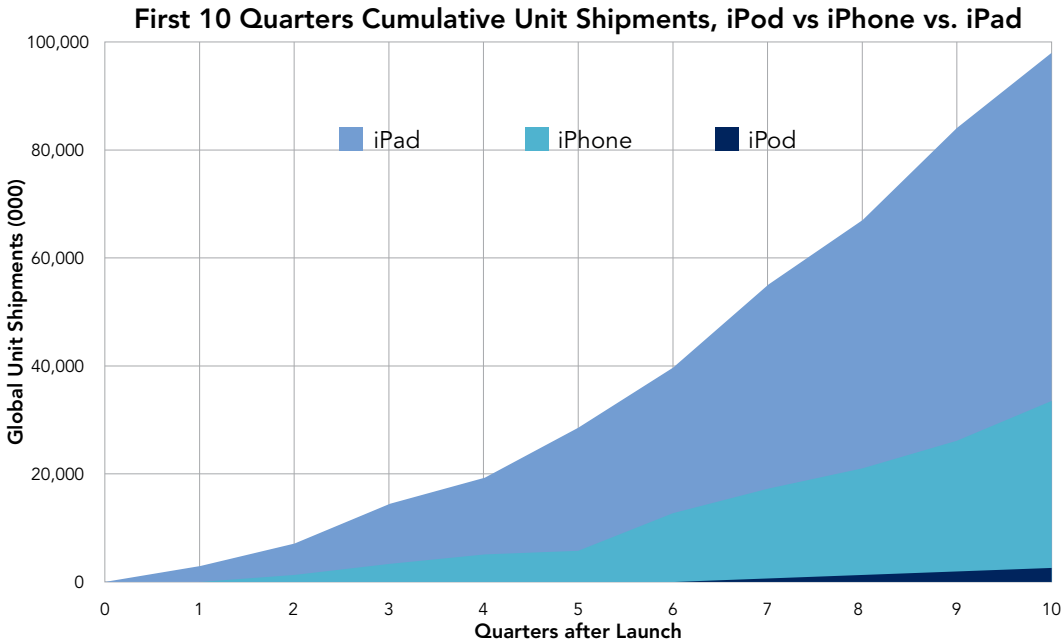
Jacksonville.com’s mobile apps feature a banner ad unit on all story level content across all four Jacksonville.com mobile apps: News, Ultimate Jaguars, Florida Gators and High School Sports.

Mobile Website

Jacksonville.com’s mobile website features a banner ad unit on front page and story level content on Jacksonville.com’s mobile website.

Source — comScore MobiLens January 2013

Tablet adoption has been historic, now officially **the fastest technology adoption** in human history.



In-Story Ads

- Ad will stay on page as you view the story.
- Banner format for an unobtrusive, yet convenient vehicle for exposure.
- Can be linked to your site.
- Up to 10 advertisers will be in rotation on all in-story pages.



Interstitials

- A huge full-screen experience that will surely engage the viewer.
- Ad can feature links to a webpage, landing page, photos, video, and more.
- Up to 10 advertisers will be in rotation.



iPad Link

- Make ALL Your Print ads interactive.
- Ads in the newspaper can be enhanced with video and links.
- If already a print customer, this will add greater interactivity for iPad users.

Source — Apple, as of CQ3:12 (10 quarters post iPad launch).



## Email Newsletter Sponsorship

jacksonville.com

The Florida Times Union

Afternoon top stories

AFTERNOON TOP STORIES | JANUARY 23, 2013

Metro: Pension talks with firefighters still stalled  
Even if Jacksonville were to offer to increase the pension benefits offered to firefighters, the union won't negotiate that part of its compensation package, the firefighters union reiterated Thursday.

Metro: Jacksonville youth minister arrested on molestation charges  
A youth minister at Christ's Church Mandarin was arrested Wednesday after being alerted to sexual activity with a 15-year-old.

Metro: Man shot in Jacksonville drive-by dies a day later  
A Jacksonville man shot standing in a driveway Dec. 26 died from his wounds, police said. Earl Gregory Carter Jr., 22, was struck several times in a drive-by shooting in the 1200 block of West 29th Street.

Metro: Former Flagler firefighter sentenced in Putnam molestation case  
A former Flagler County firefighter and Palatka resident was sentenced Wednesday, on his 42nd birthday, to life in prison for molesting a girl from the time she was 5 and until she was 11.

Metro: Clay couple in murder-suicide were nearing break-up  
A Clay County couple on the verge of breaking up died in an apparent murder-suicide Wednesday night inside their Oakleaf Plantation condominium, an ongoing county Sheriff's Office investigation showed.

Florida: Florida man flying home spots thief targeting his trailer  
Authorities say a Floride man flying home from North Carolina caught a man stealing a trailer while piloting his plane over his own home.

National: New York newspaper that published pistol permit database now has armed guards  
A suburban New York newspaper that unleashed a public outcry after it published the names and addresses of Westchester and Rockland residents with pistol permits is being protected by armed guards.

National: Al-Jazeera buys Current TV with plans to transform it into Al-Jazeera America  
Al-Jazeera, the Pan-Arab news channel that struggled to win space on American cable television, has acquired Current TV, boosting its reach in the U.S. nearly ninefold to about 40 million homes.

Business: Holmes Stamp buys Atlanta company  
Holmes Stamp & Sign has made another acquisition, Federal Stamp & Seal Manufacturing Co. in Atlanta. Last year, it acquired of Atlantic Stamp & Seal in Miami and moved that business up here.

Sports: Full-contact wheelchair rugby tourney set for Jacksonville  
The sixth annual Southern Siam Quad Rugby Tournament is set for this weekend hosted by Brooks Rehabilitation at the Jacksonville Ice and Sportsplex at 3605 Phillips Highway.

RECENTLY:

**Subscribe to Jacksonville.com RSS feeds**  
Get the latest First Coast news updates in your RSS feed reader. Not sure what RSS feeds are? Check out the site for a quick lesson.

**How much does the sheriff make?**

**Public salaries search**  
How much does Jacksonville Sheriff John Rutherford make? Find out by searching Jacksonville.com's government employees salary database.

Sponsorships are available for our five editorial email newsletters: Local News, Morning Top Stories, Afternoon Update, Sports News Headlines, and Ultimate Jaguars.

We send an average of 200k emails per month to subscribers of these newsletters.

## 160x600 pixel display ad



## Daily Deal

A place for  
locals to learn about  
Jacksonville local  
services and  
money-saving offers.

Deals are promoted in print, online, email and through social media (Facebook and Twitter).

**There is no upfront investment, and no risk to the advertiser, the newspaper, or the consumer!**



# Real-Time Display

Twitter-Enhanced Advertisements



# Real-Time Display

- Integrate your social media with your display ads to enable custom interactions with your audience!
- Use Twitter to search for specific hashtags or just use the unit to let your audience know what you are currently saying on your Twitter account.

# Ad Specs

Reference

## Standard Banner Ads Specs

Ad Names	Ad Size (Pixels)	Ad Size (Inches)	Formats Accepted	Max. File Size	Max. Animation Time	Audio	3rd Party	Rich Media Options
Leaderboard	728 x 90	10.111 x 1.250	jpg, png, gif, swf	40K	15 sec.	On user Click	Yes	Expandable, Polite
Skyscraper	160 x 600	2.222 x 8.333	jpg, png, gif, swf	40K	15 sec.	On user Click	Yes	Expandable, Polite
Large Rectangle	300 x 250	4.165 x 3.472	jpg, png, gif, swf	40K	15 sec.	On user Click	Yes	Expandable, Polite, Video (in-banner)
Large Skyscraper	300 x 600	4.165 x 8.333	jpg, png, gif, swf	40K	15 sec.	On user Click	Yes	Expandable, Polite, Video (in-banner)
Mid-Page	600x90	8.333 x 1.250	jpg, png, gif, swf	40K	15 sec.	N/A	No	N/A
South	728 x 90	10.111 x 1.250	jpg, png, gif, swf	40K	15 sec.	N/A	Yes	N/A

## Rich Media Premium Ad Specs

Ad Names	Ad Size (Pixels)	Ad Size (Inches)	Formats Accepted	Max. File Size	Max. Animation Time	Audio	3rd Party	Rich Media Options
Sliding Billboard	950 x 300 *	13.194 x 4.165	Animated: swf, gif Static: jpg, png, gif	90K	5 sec.	N/A	Yes	Video, Polite
Pencil	950 x 30	13.194 x 0.415	Animated: swf, gif Static: jpg, png, gif	30K	15 sec.	N/A	Yes	Expandable, Polite
Premercial / Interstitial	500 x 500	6.944 x 6.944	Animated: swf, gif Static: jpg, png, gif	90K	5 sec.	N/A	Yes	Video, Polite
Wallpaper	1654 x 950	22.972 x 13.194	jpg, png, gif (static only)	90K	N/A	N/A	Yes	N/A
Floating	728 x 90 anchor	10.111 x 1.250 anchor	Animated: swf, gif Static: jpg, png, gif	40K	8 sec.	N/A	No	Variable
Rollover A **	728 x 90 & 728 x 300	10.111 x 1.250 & 10.111 x 4.165	jpg, png, gif, swf	40K	N/A	N/A	Yes	Expandable, Polite
Rollover B **	300 x 250 & 400 x 300	2.500 x 0.833 & 5.556 x 4.165	jpg, png, gif, swf	40K	N/A	N/A	Yes	Expandable, Polite

\* The Sliding Billboard requires the addition of the Pencil. | \*\* Second value is suggested maximum size.





TIMES-UNION  
**media** 

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1 Riverside Ave., Jacksonville, FL 32202  
904.359.4318