



Community Information and Resource Guides

Reach Thousands of Homes and Businesses in
Orlando's Premier Communities at Absolutely
Ridiculously Low Advertising Prices!

Estimated Readership of 40,000 to 60,000 Consumers

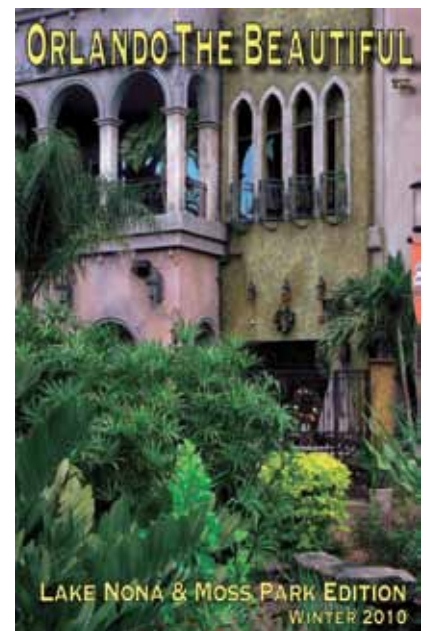
Orlando The Beautiful Goes Interactive!

Orlando The Beautiful is proud to announce that it is now interactive! What do we mean by this? In all future issues of our print publications, we are going to encourage our readers to also download a copy of our publications from our web site, OrlandoTheBeautiful.com. By doing so, being a PDF document, they will be able to click on any of our advertisers' ads and it will open their web browser and be taken directly to the advertiser's web site. We will link to either the advertiser's home page, or any specific web page or document of their choice.

THIS IS AN INCREDIBLY POWERFUL FEATURE!

Think of the possibilities! A restaurant, for example, can link their ad to a web page containing their take-out menu. However, they may not even want to link to a web page. Better yet, they can link to a PDF document of their take-out menu, which the reader can then download to their computer for easy future reference.

Advertisers may link to a web page offering special savings exclusively for our readers. Others may link to an order form. Yet others may link to a page of coupons which they can change from time to time. There is virtually no limit on how our advertisers can take advantage of our unique interactive publications. Download our latest issues, which are now interactive, and test it yourself!



Unlike most community publications, each edition of *Orlando The Beautiful* offers over 200 ads and directory listings of the most current contact information for a local community. Much of this information is hard to find. Our publications presents it in one convenient location. So in addition to having a printed copy, by downloading our publications readers can have an interactive digital copy to keep on their computer desktop for easy reference as needed. They can keep it on all their home and office computers, as well as anyone can who is interested in downloading them. Many individuals may also want to download a copy of both editions. All of this will greatly extend our total circulation and readership!

To help entice our readers to download our publications, we encourage all of our advertisers to provide special offers, coupons, contests, video clips and other interesting features on the linked-to page or document. As our readers begin to realize that there are "hidden" specials beyond what's listed in the printed advertisements, they will be more likely to explore our advertiser's offerings. Each issue of *Orlando The Beautiful* will encourage readers to download our publications for easy reference and access to our advertisers and community services—and by doing so, find special offers, printable coupons and other surprises that are provided exclusively to the readers of *Orlando The Beautiful*.

Orlando The Beautiful Lake Nona / Moss Park Edition

The Lake Nona & Moss Park Edition of Orlando The Beautiful has a Minimum Circulation of 7,500.
It is distributed primarily via U.S. Postal Service to homes and businesses in the following communities.

Lake Nona Golf and Country Club
Waters Edge at Lake Nona
Village Walk at Lake Nona
Northlake Park at Lake Nona
Moss Park Reserve
Moss Park Landing
The Enclave at Moss Park
Moss Park Ridge
Moss Park Commons
Bellanona Grande Estates
Curzon Place Golf Villas
Eagle Creek
East Park
Isle of Pines
Legends at Lake Nona
Reserve at Beachline

Live Oak Estates
Nona Crest
Nona Preserve
Nona Terrace
Savannah
Sparrow Landing
Stratford Pointe

North Shore at Lake Hart
Heron Pointe
Osprey Landing
Marsh Pine
Lake Shore
Marsh Pointe
Myrtle Creek
Mallard Landings

LaVina Village
Mirabella
Ziani
Capri

Businesses and Homes Along:
Narcoossee Road
Kirby Smith Road
Lake Mary Jane Road
Lake Hart Drive
Moss Park Road
Shady Oak Street
Broleman Road
Tindall Road
Tyson Road
Lake Whipporwill Court

Lake Nona / Moss Park Edition Advertising Rates

All prices assume copy-ready material. Additional charges may apply if we design or type-set the ad. Please discuss your design needs when placing your order.

Business Card ads will be scanned and output depends on the business card. Note that Business Card ads are only available for horizontal placement. However, we can restructure most vertical business cards into a Vertical Ad.

All prices are based on run-of-press ad placement. A 20% premium is charged for placement on specific pages, for example, opposite a puzzle page, and is subject to availability and available for full and half page ads only.

Directory Listings are priced at \$35 per issue for a 4-time insertion; \$30 per issue for 4-time insertion in both editions. One listing is free with the order of any display ad (available only to advertisers that qualify for a directory listing).

A 5% discount is provided for ordering two display ads (either for placement in the same issue or a subsequent issue) and likewise, a 7% discount is provided for ordering four or more ads. To obtain the discount, the additional ads must be ordered at the same time and noted on a signed order agreement. See order agreement for acceptable ad formats and additional info.

* Full Page ads may be with or without bleed. With bleed the finished size is 8.5" H x 5.5" W. Bleeds require an extra 1/8" on all sizes for trim. Without bleed the ad size is 8" H x 5" W. ** Back Page ad is subject to availability and has a special size format due to the placement of our mailing label. The finished ad size is 7.25" H x 5.5" W with a bleed on the left, right and bottom sides. **Notice:** All orders are subject to final approval and space availability.

2009 Lake Nona / Moss Park Edition Advertising Rates

Ad Size	Price	Ad Dimensions	X2	X4
Full Page	445.00	8.5" H x 5.5" W *	422.75	413.85
Half Page	265.00	3.875" H x 5" W	251.75	246.45
Quarter Page	165.00	3.875" H x 2.375" W	156.75	153.45
Business Card	135.00	2" H x 3.5" W	128.25	125.55
Vertical Ad	135.00	4" H x 1.625" W	128.25	125.55
Smal Ad	70.00	2" H x 1.625" W	66.50	65.10

Back Page	895.00	7.25" H x 5.5" W **	850.25	832.35
Inside Front Cover	595.00	8.5" H x 5.5" W *	565.25	553.35
Inside Back Cover	595.00	8.5" H x 5.5" W *	565.25	553.35

Premium Placement at 20% Up-Charge

Ad Size	Price	Ad Dimensions	X2	X4
Full Page	534.00	8.5" H x 5.5" W *	507.30	496.62
Half Page	318.00	3.875" H x 5" W	302.10	295.74

Orlando The Beautiful Waterford Lakes Edition

The Waterford Lakes Edition of Orlando The Beautiful has a Minimum Circulation of 15,000.

It is distributed primarily via U.S. Postal Service to selected homes and businesses in surrounding communities.

The Waterford Lakes area has numerous communities, too many to list here individually. Note, however, that it will be distributed to all homes throughout Eastwood and Stoneybrook and most single-family homes located in The Reserve, Autumn Woods, Magnolia Glen, Sapphire Place, Cypress Isles, Crystal Bay, Finn's Cove, Avalon Park, Cypress Springs, Waterford Park, The Estates, The Crest at Waterford Lakes, Riverbend, Waterford Lakes South and many other prestigious communities, as well as most all businesses that are located in the Waterford Lakes area.

Waterford Lakes Edition Advertising Rates

All prices assume copy-ready material. Additional charges may apply if we design or type-set the ad. Please discuss your design needs when placing your order.

Business Card ads will be scanned and output depends on the business card. Note that Business Card ads are only available for horizontal placement. However, we can restructure most vertical business cards into a Vertical Ad.

All prices are based on run-of-press ad placement. A 20% premium is charged for placement on specific pages, for example, opposite a puzzle page, and is subject to availability and available for full and half page ads only.

Directory Listings are priced at \$35 per issue for a 4-time insertion; \$30 per issue for 4-time insertion in both editions. One listing is free with the order of any display ad (available only to advertisers that qualify for a directory listing).

A 5% discount is provided for ordering two display ads (either for placement in the same issue or a subsequent issue) and likewise, a 7% discount is provided for ordering four or more ads. To obtain the discount, the additional ads must be ordered at the same time and noted on a signed order agreement. See order agreement for acceptable ad formats and additional info.

* Full Page ads may be with or without bleed. With bleed the finished size is 8.5" H x 5.5" W. Bleeds require an extra 1/8" on all sizes for trim. Without bleed the ad size is 8" H x 5" W. ** Back Page ad is subject to availability and has a special size format due to the placement of our mailing label. The finished ad size is 7.25" H x 5.5" W with a bleed on the left, right and bottom sides. **Notice:** All orders are subject to final approval and space availability.

2009 Waterford Lakes Edition Advertising Rates				
Ad Size	Price	Ad Dimensions	X2	X4
Full Page	695.00	8.5" H x 5.5" W *	660.25	646.35
Half Page	425.00	3.875" H x 5" W	403.75	395.25
Quarter Page	250.00	3.875" H x 2.375" W	237.50	232.50
Business Card	195.00	2" H x 3.5" W	185.25	181.35
Vertical Ad	195.00	4" H x 1.625" W	185.25	181.35
Smal Ad	135.00	2" H x 1.625" W	128.25	125.55

Back Page	1495.00	7.25" H x 5.5" W **	1420.25	1390.35
Inside Front Cover	895.00	8.5" H x 5.5" W *	850.25	832.35
Inside Back Cover	895.00	8.5" H x 5.5" W *	850.25	832.35

Premium Placement at 20% Up-Charge				
Ad Size	Price	Ad Dimensions	X2	X4
Full Page	834.00	8.5" H x 5.5" W *	792.30	775.62
Half Page	510.00	3.875" H x 5" W	484.50	474.30

Advertise in Both Editions and Save!

Advertise in both of our editions and save 5% on a single insertion and an additional 5% or 7% on a two or four time insertion, respectively. In order to get this special pricing you must place your order for all insertions at the same time and have it noted on a signed order agreement.

While the ad contents may be different for each edition, the ad size must be the same for both editions. Orders for premium placement, including our inside covers and back page must also be the same, or similar, depending on the availability of the specific placement.

All ads are subject to the same conditions as noted in the section immediately above and on the order agreement.

2009 Both Editions Advertising Rates				
Ad Size	Price	Ad Dimensions	X2	X4
Full Page	1083.00	8.5" H x 5.5" W *	1028.85	1007.19
Half Page	655.00	3.875" H x 5" W	622.25	609.15
Quarter Page	394.00	3.875" H x 2.375" W	374.30	366.42
Business Card	313.00	2" H x 3.5" W	297.35	291.09
Vertical Ad	313.00	4" H x 1.625" W	297.35	291.09
Smal Ad	271.00	2" H x 1.625" W	257.45	252.03

Back Page	2270.00	7.25" H x 5.5" W **	2156.50	2111.10
Inside Front Cover	1385.00	8.5" H x 5.5" W *	1315.75	1288.05
Inside Back Cover	1385.00	8.5" H x 5.5" W *	1315.75	1288.05

Premium Placement at 20% Up-Charge				
Ad Size	Price	Ad Dimensions	X2	X4
Full Page	1299.60	8.5" H x 5.5" W *	1234.62	1208.63
Half Page	786.00	3.875" H x 5" W	746.70	730.98

Hurry!

Place Your Order Today

Please note that the target date to publish the next issues of *Orlando The Beautiful* is mid April. It is important to place your order now and submit your ad as soon as possible to ensure ad placement. Our interactive publication will link to your home page or to a specific web page or document of your choice. Please consider making special offers for our readers in your print ad and on your web site. You may also consider designing your print ad to entice our readers to visit your web site for exclusive offers or other surprises. Use your imagination!

For further information or to place an order by phone, call 407-275-6556. If you prefer you may send an email to Info@GelinasAssociates.net and request further information and/or to notify us of your desire to place an ad.

Orlando The Beautiful Is Designed For Longevity!

Orlando The Beautiful is a community information and resource guide published quarterly. We currently publish two editions, the Lake Nona & Moss Park Edition, and the Waterford Lakes edition. Together, we have an estimated readership of 40,000 to 60,000 consumers—and growing! We plan to offer another edition later this year.

The publication contains a *Dining In Orlando* directory and *Your Community Medical Directory* and other important contact information for local utility services, schools, community and emergency services, and state and local government agencies. It also contains several pages of graphically designed themed puzzles created by the publisher to entertain and amuse our readers and to help ensure readership and interest.

Whether a reader is looking to place a take-out order via phone, make a reservation at a restaurant or simply trying to decide where to dine out at, our dining guide will make the process quick and easy. Readers will find our medical directory a great resource when fulfilling their medical needs. With our directories, contact pages and ads we provide over 200 bits of the most updated and current contact information and resources available for our readers. We also highly encourage our advertisers to place coupons, discounts and special exclusive offers in their ads—and now being interactive on their link-to web pages—thus providing our readers with substantial savings and making our publications an extremely valuable and unique resource.

Our advertising rates are among the lowest in the industry. We can achieve this because we are family owned and operated. A Directory Listing in our publications, for example, is only \$30 or \$35 per issue. Place a listing in both editions at a cost of only \$60 and reach out to an estimated 40,000 to 60,000 consumers. That's downright unbeatable!

We purposely design our publications small so that they can be easily stored—and always with a beautiful cover so that our readers can proudly display them on their counter top or coffee table. *Orlando The Beautiful* is designed for longevity—whereas our readers will hold on to each issue and refer to it often as they go about their daily lives.

We Accept



Gelinas Associates

407-275-6556

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