

Driving the Economy in Homestead, Florida



Keys Gate



South Florida's largest Homeowners Association

The Keys Gate community comprised of 14 distinctive neighborhoods, with over 3,800 homes located on the southeast side of Homestead, Florida. Each month the residents of Keys Gate receive our monthly newspaper "Key Notes". Advertising in Key Notes offers a cost-effective entry into the Keys Gate marketplace for businesses looking to either introduce themselves to our residents or simply refresh their connection to the expansive Keys Gate audience. Either way, Keys Notes newspaper is a highly effective marketing tool to drive customers your way.

Advertising Advantages:

- ✓ Direct Mailing
- ✓ Cost-Effective
- ✓ Targeted Audience
- ✓ Less Competition
- ✓ Generate Leads
- ✓ Create New Customers
- ✓ Update Current Customers
- ✓ Build your Brand

Demographics:

- ✓ 1/6 of the population in Homestead, Florida
- ✓ Reaches 3,836 Households
- ✓ Average Age 35 - 45
- ✓ Estimated occupants per household 3.5
- ✓ Median Income level 75K
- ✓ 25% Children ages 0-19
- ✓ 57% Adults age 20-59
- ✓ 18% Adults over the age of 60

Keys Gate Residents Occupations:

- ✓ Management/Professional 32.5%
- ✓ Service Industry 20.5%
- ✓ Sales/Office 33.7%
- ✓ Construction/Maintenance 8.9%
- ✓ Production/Transportation 4.4%

monthly placements - number of months

Ad Size: Frequency of placement	12	6	3	1
Web Directory includes links	\$ 480	n/a	n/a	n/a
ad size in inches				
5 w x 2 h (color \$ 35 per month extra)	\$ 1440	\$ 810	\$ 465	\$ 160
5 w x 4 h (color \$ 50 per month extra)	\$ 1560	\$ 870	\$ 495	\$ 185
5 w x 8 h (color \$ 75 per month extra)	\$ 2820	\$ 1500	\$ 825	\$ 325
10.25 w x 4 h (color \$ 75 per month extra)	\$ 2820	\$ 1500	\$ 825	\$ 325
3.5 w x 15 h (color \$ 100 per month extra)	\$ 3300	\$ 1740	\$ 945	\$ 365
10.25 w x 8 h (color \$ 125 per month extra)	\$ 5400	\$ 2850	\$ 1500	\$ 550
10 w x 16 h (color \$ 175 per month extra)	\$ 8400	\$ 4350	\$ 2250	\$ 825

Ads need to be commercial - ready, saved at 300 dpi or better , as an embedded high quality PDF or JPEG.

Advertising rates do not include artwork. Ads can be created by our professional graphic artist for a rate of \$ 65 per hour.

Non-refundable 20 % deposit of the total sale is due upon agreed placement.

For ads placed 1 to 6 months, the total balance is due. Ads placed for 12 months can be split into two payments. The first payment of 50% of the total cost is due prior to publication, and the balance is due by the 4th month of publication. Failure to make payments on or prior to the due date will result in the ad being canceled , loss of the initial deposit, and no refunds of any prepaid payments. If the ads are paid on or prior to the due dates, the 20% deposit will be deducted from the final statement.

Agreed to the above terms: _____ signature

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Keys Gate Community Website: www.keyshometown.com