

PELICAN BAYTM POST

The Official Publication of the Pelican Bay Foundation, Inc.

NEWSPAPER DESCRIPTION

The Pelican Bay Foundation's newspaper to Pelican Bay resident members (all residents) is devoted to news covering all aspects of the Pelican Bay community such as Foundation News, MSTBU News (Pelican Bay Services Division - taxing unit), Pelican Bay Property Owners Association News, Community Affairs News, as well as recreational and social activities throughout the community, featuring articles on topics of particular interest to residents.

Circulation: 7,000 Foundation member residences. Papers are mailed to the address on file with the Pelican Bay Foundation for each member. Monthly Jun.-Oct., Bi-Weekly Nov.-May

Readers: 11,000 to 15,000, depending on time of year

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PELICAN BAY RESIDENT STATS

Market research conducted for the Pelican Bay Foundation indicates the following about Pelican Bay Residents:

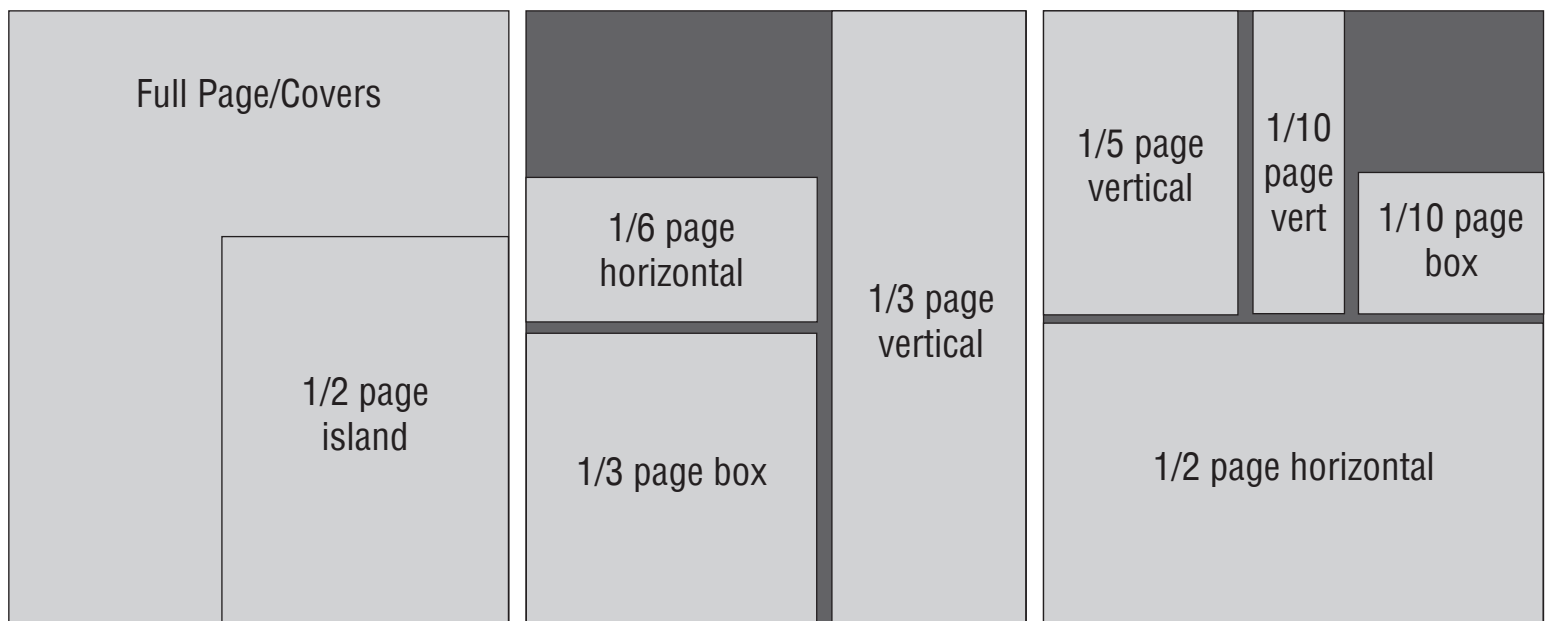
Median Age: 67	<u>Employment Status</u>	<u>Type of Home</u>	<u>Average Home Value</u>
Full-time Residents: 60.0%	Full Time: 24.7%	Single Family: 14.5%	Overall \$1.5 million
Seasonal Residents: 40.0%	Part Time: 11.4%	High-Rise: 24.7%	
	Retired: 61.3%	Mid-Rise: 31.4%	
		Town House/Villa: 23.4%	

AD DIMENSIONS (WIDTH X HEIGHT)

Back Cover (10 1/8" x 12 1/2")
1/2 Page Island (6" x 8 1/4")
1/3 Page Vertical (3 15/16" x 12 1/2")
1/6 Page Horizontal (6" x 3")

Inside Cover (10 1/8" x 12 1/2")
1/2 Page Horizontal (10 1/8" x 6 1/4")
1/3 Page Box (6" x 6 1/4")
1/10 Page Box (3 15/16" x 3")

Full Page (10 1/8" x 12 1/2")
1/2 Centerspread (21 1/2" x 6 1/4")
1/5 Page Vertical (3 15/16" x 6 1/4")
1/10 Page Vertical (1 7/8" x 6 1/4")



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