

It's time to Celebrate!

Beginning January 1, 1999 the countdown starts...

Welcome to Celebrate 2000 — a golden opportunity for your company to be part of a community-wide celebration that includes year-long promotions and events.

The Gainesville Sun is leading the way with new features and editions in the newspaper, special events, community forums and even a video conference discussing the future. News features will touch on many topics including the quality of life in our area, historical facts, a look into the future and many others. Events will bring citizens together to celebrate, share knowledge, voice opinions and have fun. It's a terrific opportunity for everyone.

The newspaper will count down each day to the new millennium with an ad in the paper. These "countdown" ads, 365 of them, provide excellent advertising opportunities. This is one way your business can advertise a sale or publicize your company's community involvement.

The count down ads will start January 1, 1999 and will run every day throughout the year. The ads will be in full color and located in very prominent positions. Now is the time to reserve your date(s). Each ad space (shown below in gold) will cost \$100 and dates will be sold on a first-come, first-serve basis.

Count Down Ads

365

countdown to 2000



Celebrate 2000
envision the future

Your
message
here.

Your logo
here.

The New Millennium January 1, 2001

To reserve your date call your
Sun account executive or 374-5012.

The Gainesville Sun

Celebrate 2000 Partners - First Quarter Schedule

(listed in order by deadline date)

PROMOTION	DATE OF PUBLICATION/POSTING	DEADLINE	NEED
Ad in 1999 Source Book Phone Directory	Jan. 1, 1999 - Dec. 1999	Oct. 29, 1998	color logo
RTS bus advertisement	Jan. 1, 1999 - March 2000	Oct. 29, 1998	color logo
Post-it note front page of The Gainesville Sun	January 3, 1999 (1 of 4)	Nov. 23, 1998	BAW logo
Ad in magazine "Looking Forward"	Sunday, January 3, 1999	Nov. 23, 1998	copy & color artwork for ad
Newspaper delivery bag	January 1999 (date TBA) (1 of 4)	Nov. 23, 1998	B/W logo
Newspaper rackcard	January 1, 1999 (1 of 4)	Dec. 1, 1998	Color logo
Celebrate 2000 Calendar twice a week in The Sun	Jan. 1, 1999 - Dec. 31, 1999	Dec. 14, 1998	Color logo
Rotating banner ads for SunONE Millennium website	Jan. - Dec. 1999 (if assistance is needed)	Dec. 4, 1998 Nov. 6, 1998	Two banner ads, sizes - width by height in pixels: 468x60 and 120x90 Format: gif, Animation: total file size 25k
Message for SunDial	January 1, 1998	Dec. 4, 1998	message/short tagline
Community Forum (1 of 3) signs and recognition	Date TBA: first quarter	Jan. 15, 1999	color logo

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