



BEACON

MEDIA KIT

A local, printed publication distributed exclusively to the residents of Bellalago and Isles of Bellalago.

VERSION 6.1

Our Community

“Bellalago is a family-friendly boating community.”

|| ABOUT

Two fabulous addresses, one fabulous lakefront lifestyle just 17 miles south of Orlando’s attraction belt. Twin communities steeped in natural beauty and water-oriented elegance, AV Homes’ twin award-winning lakefront communities of Bellalago and Isles of Bellalago combine classic Mediterranean textures with the Old Florida lifestyle. The community tone is defined by beautiful designer homes with tile roofs, neighborhood parks, and heavily wooded nature preserves with century-old oak hammocks. Sparkling lakes and a wealth of resort-style recreational amenities complete the picture.

Then there’s the real star attraction: over a mile of shoreline on beautiful, world-famous Lake Tohopekaliga (aka “Lake Toho”) including a 1,300-ft boardwalk with gazebo. The boat ramp/lift handles powerboats and residents enjoy access to over 300 acres of inland lakes and waterways for fishing and boating. Community amenities include a pair of multi-million-dollar clubhouses with state-of-the-art fitness centers, multi-pool aquatic centers, children’s water parks and tot lots, tennis and basketball courts, a band shell, and walking and biking trails to explore.



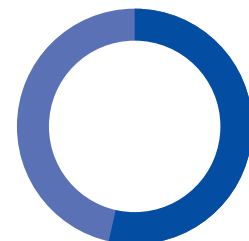
|| DEMOGRAPHICS

The *Bellalago Beacon* is a bi-monthly newsletter publication with distribution throughout Bellalago and Isles of Bellalago to the residents at both Amenity Centers, through community wide email blasts, and on the BellalagoHOA.com website, as well as to potential residents in the New Home Sales Center. The newsletter includes community and HOA updates, department articles, upcoming community events, useful community information such as facility phone numbers and hours of operation, and relevant featured articles to engage residents on several levels. Visit www.bellalagoadvertising.com for more information.

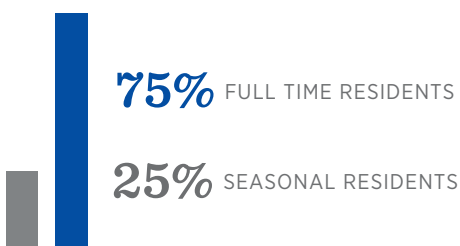


1,800
HOMES BUILT YTD
—
MASTER PLANNED: 2,096

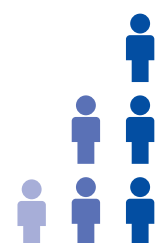
47%
RESIDENTS 49 AND UNDER



53%
RESIDENTS 50 AND OVER



 **1000** NEWSLETTERS
AVG PRINTED AND DISTRIBUTED

 **1/2** OF RESIDENTS
HAVE LIVED IN BELLALAGO
MORE THAN
9 YEARS

Advertising Information

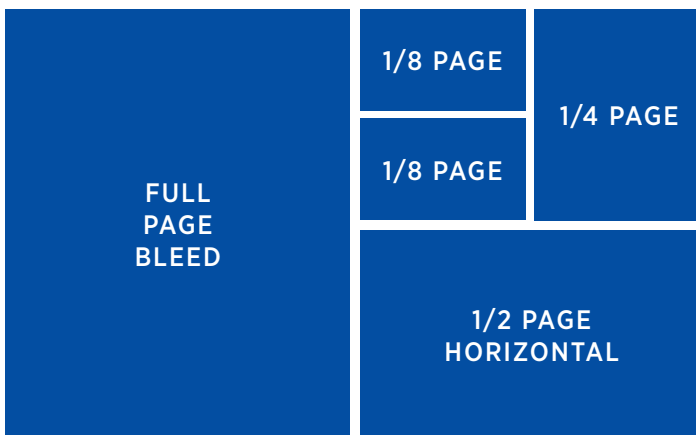
PRICING & DEADLINES

Issues	1	2	Total	4	Total	6	Total	Premium Position
1/8 page	\$95	\$85/issue	\$170	\$80/issue	\$320	\$75/issue	\$450	n/a
1/4 page	\$135	\$125/issue	\$250	\$115/issue	\$460	\$105/issue	\$630	n/a
1/2 page	\$270	\$260/issue	\$520	\$250/issue	\$1000	\$240/issue	\$1440	n/a
Full Page	\$380	\$370/issue	\$740	\$360/issue	\$1440	\$350/issue	\$2100	\$190-\$225

Premium Position request prices are one-time fees added to the prices of the ad contract. Premium Position Cost: 1st Page Ad Section (\$205); Inside Back Cover-Left (\$190); Inside Back Cover (\$225). PLEASE NOTE: THE BACK COVER IS NOT AVAILABLE FOR PURCHASE.

Most deadlines are the first business day of the month prior to publishing. Please contact Overflow Design Group at bellalago@overflowdg.com or 813-501-7220 for a complete list of all publication deadlines. Payment is required prior to running of the advertisement each issue. Please see the Advertising Contract for more details regarding *Bellalago Beacon* policies and requirements. For more information, you can also visit, www.bellalagoadvertising.com.

SPECIFICATIONS



The purpose of these specifications are to make sure your advertisement is as visually striking as possible to obtain the best results. If you have any problems or just need a question answered, please do not hesitate to contact us!

- Acceptable file types are PDF, TIF, and JPG.
- Resolution of ads should be no less than 300 dpi.
- Submitted ads should adhere to ad dimensions to avoid clipping and/or distortion.

AD DIMENSIONS

1/8 Page	3.95" (W) x 2.5" (H)
1/4 Page	3.95" (W) x 5.125" (H)
1/2 Page	8" (W) x 5.125" (H)
Full Page (without bleed)	8" (W) x 10.375" (H)
Full Page (with bleed)	8.625" (W) x 11.25" (H)

Contact Information

bellalago@overflowdg.com

www.bellalagoadvertising.com

813-501-7220



1220 Lago Vista Court | Kissimmee, FL 34746