

The Villages®

Golf Car Approved® Trademark Usage Guidelines



The Villages® MEDIA GROUP

2021

Welcome to the Neighborhood!

The Villages® Daily Sun is extending the following special opportunities to new tenants on The Villages property during their first 60 days!

New Business

- Ribbon Cutting Picture
- Two FREE Help Wanted Ads to publish within the first 60 days of opening.
- 6 line, 7 day employment ads.

\$220 Value

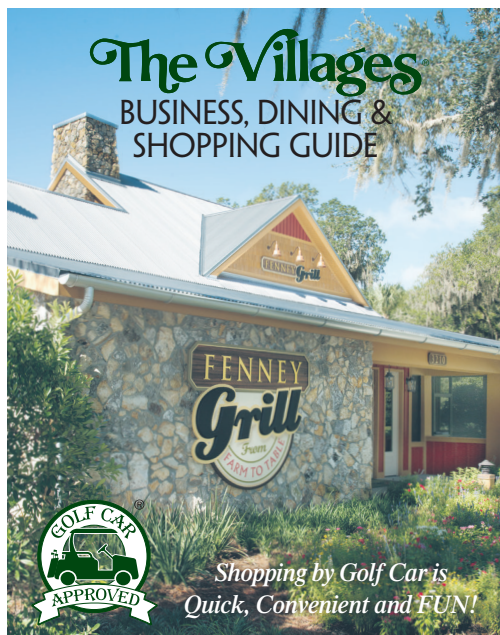
- Six Full Color Upgrades on your Daily Sun ads at no additional charge to be used within the first 60 days of opening.

\$3,354 Value



Retail, Medical & Professional Guides

Residents of The Villages® community will be able to find any restaurant, retail shop, medical or professional services on The Villages property with The Villages Business, Dining & Shopping Guide.



For more information on the above opportunities, or to schedule an appointment with your Daily Sun Advertising Consultant, please call (352)753-1119.

We're *Golf Car* Friendly!

Residents of The Villages® community use their golf cars for nearly everything. Whether going to the grocery store, dining out, or visiting their doctor or dentist, golf car convenience is a big part of The Villages community lifestyle.

The Golf Car Approved® program gives your business the advantage of announcing to residents that you are located within The Villages community, and that you are accessible by their favorite mode of transportation.



Logo Variations



Tagline

Golf Car Approved®

Advertising Rates & Criteria

Discounted Golf Car Approved Advertising Rates

Rates are based on the number of ads the business agrees to publish annually.

<u>The Villages Daily Sun</u>	<u>Sunday PCI*</u>	<u>Daily PCI</u>	Up to 32% SAVINGS
Golf Car Approved Open Rate	\$23.50	\$22.00	
Golf Car Approved 13x Rate	\$20.45	\$18.95	
Golf Car Approved 26x Rate	\$18.60	\$17.10	
Golf Car Approved 52x Rate	\$17.25	\$15.75	

* Sunday rates also apply to Thanksgiving & Christmas Day

<u>The Villages Magazine</u>	<u>1x-5x Rate</u>	<u>6x-12x Rate</u>	Up to 39% SAVINGS
Full Page	\$1,850	\$1,505	
Half Page	\$1,020	\$810	
Quarter Page	\$700	\$490	

<u>Sound Clips Magazine</u>	<u>1x Rate</u>	<u>3x-6x Rate</u>	Up to 51% SAVINGS
Full Page	\$1,550	\$1,000	
Half Page	\$945	\$630	
Quarter Page	\$640	\$405	
Eighth Page	\$420	\$285	

<u>WVLG AM 640</u>	<u>Length</u>	<u>Rate Per Spot</u>	20% SAVINGS
	(:30) sec spot	\$37.20	
	(:60) sec spot	\$46.40	

Tenants on The Villages® community property will be extended the above rates if they meet the following criteria:

- “Golf Car Approved” trademarked logo is used for The Villages Media Group media only.
- “Golf Car Approved” logo must be present on each ad.
- Radio advertisements include trademarked “Golf Car Approved” tagline copy, in radio spots.
- Advertising contains tenants’ The Villages address only.

Tenants that do not meet criteria will be charged normal earned advertising rates. All rates described are Net rates. Criteria and Rates may be revised at any time.

The Villages® DAILY SUN

Approved Size of Logo per Column Inch Ad



1 Column
Wide Ad
.5 inch logo



2 Column
Wide Ad
.625 inch logo



3 Column
Wide Ad
.75 inch logo



4 Column
Wide Ad
.875 inch logo



5 Column
Wide Ad
1 inch logo



6 Column
Wide Ad
1.125 inch logo

SOUND CLIPS

Approved Size of Logo per Size of Ad



1/8 Page Ad
.5 inch logo



1/4 Page Ad
.625 inch logo



1/2 Page Ad
.75 inch logo



Full Page Ad
1 inch logo

The Villages® MAGAZINE

Approved Size of Logo per Size of Ad



1/4 Page Ad
.625 inch logo




1/2 Page Ad
.75 inch logo



Full Page Ad
1 inch logo

Golf Car Approved®

Terms of Use

Holding Company of The Villages, Inc. is the owner of common law and federally registered trademarks for the tagline “Golf Car Approved®” and the corresponding design  (henceforth collectively, the “Trademarks”). These Trademarks were created to increase awareness of golf car accessibility to businesses operating within The Villages® community (the “Community”). When consumers observe the Trademarks in audio and visual advertising, the consumers observe the Trademarks as indications that the business(es) being advertised is(/are) on property, accessible, and geared toward serving residents of our Community.

The Villages® Media Group offers reduced rates on advertising to businesses who use the Trademarks, and the opportunity to use the Trademarks is reserved exclusively for businesses advertising through The Villages® Media Group. The criteria attached to advertising with the Trademarks are in place to add value to and protect our intellectual property rights. We provide these Golf Car Approved Terms of Use (“Terms”) so that you (the “Tenant” or “Tenants”) may take advantage of this opportunity to advertise as one of our on-property businesses, obtain the attached reduced rates, and avoid incurring unnecessary penalties in the creation or distribution of marketing materials by using the Trademarks in a manner not consistent with the criteria in place.

Use of the Trademarks published outside The Villages Media Group media will result in the suspension of Golf Car Approved reduced rates and use of the Trademarks in all The Villages Media Group media.

By signing the attached, you agree to these Terms and the enclosed advertising criteria.

2021 Golf Car Approved® Contract

This contract is made this _____ day of _____, 2021 by and between The Villages Operating Company, d/b/a The Villages Daily Sun (hereinafter called the "COMPANY") and _____ (hereinafter called the "ADVERTISER"). This Agreement shall commence on _____ and end on _____.

WHEREAS the COMPANY is the publisher of a daily newspaper and the ADVERTISER wishes to purchase advertising space in said newspaper products, the COMPANY and the ADVERTISER agree as follows:

1. Frequency & Rates:

The ADVERTISER agrees to purchase one of the following plans:

Open _____ Sunday PCI* - \$23.50 Daily PCI - \$22.00

13x _____ Sunday PCI* - \$20.45 Daily PCI - \$18.95

26x _____ Sunday PCI* - \$18.60 Daily PCI - \$17.10

52x _____ Sunday PCI* - \$17.25 Daily PCI - \$15.75

**Sunday rates also apply to Thanksgiving & Christmas Day*

THE VILLAGES MAGAZINE: (Please circle size)

1-5x _____ Full - \$1,850; 1/2 - \$1,020; 1/4 - \$700

6-12x _____ Full - \$1,505; 1/2 - \$810; 1/4 - \$490

SOUND CLIPS: (Please circle size)

1x _____ Full - \$1,550; 1/2 - \$945; 1/4 - \$640; 1/8 - \$420

3-6x _____ Full - \$1,000; 1/2 - \$630; 1/4 - \$405; 1/8 - \$285

2. Subject to the rate revision provisions of paragraph (5), the COMPANY agrees to sell and the ADVERTISER agrees to buy advertising space at the regular published rate and terms in effect at the time the advertisement is published. No other discounts apply. Holiday rates apply to both Thanksgiving & Christmas.

3. This agreement specifically incorporates by reference all the rates, terms and conditions contained in COMPANY'S regularly published rate schedule except insofar as they may be inconsistent with the provisions herein.

4. If after the completion of the contract period, the ADVERTISER shall have purchased less space than agreed to in paragraph (1) above, to the extent that a different rate would be applicable, ADVERTISER'S rate for all space purchased during the period shall be increased to the appropriate rate and the ADVERTISER shall pay the difference upon receipt of the statement.

5. The COMPANY may revise the advertising rate schedule at any time upon thirty (30) days written notice to the ADVERTISER and the ADVERTISER may cancel this contract at any time new rates are made effective by giving written notice to the COMPANY fifteen (15) days prior to the effective date of the rate adjustment. If the contract is canceled by the ADVERTISER as provided in this paragraph, all preprinted advertising inserted during the current period of the contract will be billed at the open rate or earned contract rate, whichever is applicable.

6. The ADVERTISER agrees to either pay for advertisement when ordered, or establish credit with the COMPANY and make full payment upon receipt of COMPANY'S invoice/statement. In the event that ADVERTISER fails to make timely payment, COMPANY may reject advertising copy and/or immediately cancel this contract, and ADVERTISER agrees to pay COMPANY for all expenses incurred in

connection with the collection of amounts payable under this contract, including collection fees, attorney's fees and court costs. If this contract is canceled due to ADVERTISER'S failure to make timely payment, COMPANY may rebill the ADVERTISER for the outstanding balance due at either the open or earned rate, whichever is applicable.

7. ADVERTISER agrees to indemnify COMPANY against any and all liabilities and expenses (including payment of judgments, attorneys' fees and costs) arising from any or all claims involving the contents of advertisements published pursuant to this contract.

8. The COMPANY may, in its sole discretion, edit, classify, reject or cancel any advertising copy at any time.

9. This contract may not be assigned or transferred by the ADVERTISER.

10. This Agreement is not subject to rebates.

11. The parties to this advertising agreement certify that nothing in this agreement, or any of the actions, benefits and obligations relating to it, discriminate in any way on the basis of race or ethnicity.

12. This contract contains the entire agreement between the ADVERTISER and the COMPANY and may not be modified except in writing signed by both parties hereto.

AUTHORIZED AND SIGNED

(Advertiser Business Name)

(Advertiser Phone Number)

(Advertiser Billing Address)

(City) (State) (Zip)

(Advertiser Name & Title)

(Advertiser Signature)

This contract is not binding until signed by the Advertising Manager or designate. A counter-signed copy will be returned to the ADVERTISER.

THE VILLAGES OPERATING COMPANY

(Account Executive)

(Advertising Manager, The Villages Daily Sun)

(Date)



Holding Company of The Villages, Inc. is the owner of common law and federally registered trademarks for the tagline "Golf Car Approved®" and logo mark (left). The above signed understands and agrees to abide by the Terms of Use (provided), acknowledging that failure to do so will result in suspension of use of the aforementioned trademarks in all media.

The Villages®

For Questions Regarding The Villages® Trademark Usage,
Contact Us: TrademarkInfo@TheVillages.com