

THE PICKET FENCE

A PUBLICATION OF VICTORIA PARK COMMUNITY COUNCIL

MEDIA KIT

A local, printed publication distributed exclusively to the residents of Victoria Park and Victoria Gardens.

VERSION 2.0



OUR COMMUNITY

About Victoria Park

Conveniently located 20 minutes from New Smyrna Beach and 30 minutes from Orlando, Victoria Park is a master-planned community marked with a sense of warmth and comfort. Here, you are met with a variety of neighborhoods, all situated among parks, lakes, natural conservation areas, walking and bike paths.

Tucked away in the quaint, historic, college town of DeLand, Victoria Park is convenient to some of Florida's most popular attractions. From the world-famous beaches of Daytona and New Smyrna to the theme parks of Orlando to major shopping and retail centers, there is something for everyone.

Located in the heart of these charming communities is Lake Victoria, a 10-acre wondrous park that definitely measures up to the community's name. Full of shady trees and cool breezes, it's the perfect place for an afternoon picnic or an evening stroll. There are also children's playgrounds, a gazebo, amphitheater, and butterfly garden for all to enjoy. Multiple pools and fitness centers provide year-round recreation and relaxation for all ages. And, the four hard surface tennis courts are always active with team play and clinics. The community also features a beautiful 18-hole, par 72 golf course at Victoria Hills Golf Club. The golf club offers Mulligan's Tavern & Grille as a place for residents to relax and enjoy the serene surroundings. At Victoria Park, the amenities are endless.



Demographics

The *Picket Fence* is a quarterly newsletter publication with distribution throughout Victoria Park and Victoria Gardens in printed form and through community wide email blasts, and on the HOA website, as well as to potential residents in the New Home Sales Center. The publication is mailed directly to each home. 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.vppicketfence.com for more information.

**The demographic information provided below are only estimations based on current residents in 2016.*



1,800
HOMES BUILT YTD

MASTER PLANNED: 3,374

40%
RESIDENTS 54 AND UNDER



60%
RESIDENTS 55 AND OVER



 **2200** NEWSLETTERS
AVG PRINTED AND DISTRIBUTED


4,500

TOTAL NUMBER OF RESIDENTS IN VICTORIA PARK & VICTORIA GARDENS

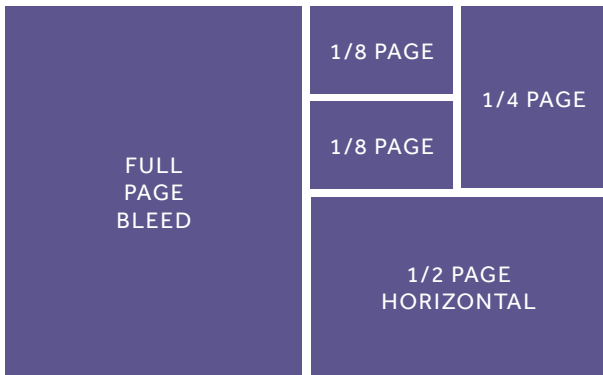
ADVERTISING INFORMATION

Pricing & Deadlines

Issues	1	2	Total	3	Total	4	Total
1/8 page	\$175	\$160/issue	\$320	\$145/issue	\$435	\$130/issue	\$520
1/4 page	\$345	\$330/issue	\$660	\$315/issue	\$945	\$300/issue	\$1200
1/2 page	\$405	\$390/issue	\$780	\$375/issue	\$1125	\$360/issue	\$1440

Most deadlines are the first business day of the month prior to publishing. Please contact Overflow Design Group at info@vppicketfence.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 *The Picket Fence* policies and requirements, which can be downloaded at www.vppicketfence.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 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)

Contact Us Today!

info@vppicketfence.com

www.vppicketfence.com

813-501-7220

