

Daily Commercial Rates NATIONAL Data

EFFECTIVE OCTOBER 1, 2008

National Advertising Rates

P.O. Box 490007 • Leesburg, Florida
Phone (352) 365-8200 • Fax (352) 365-1951
212 E. Main Street • Leesburg, Florida 34749-0007

Personnel

PublisherRon Wallace

Commissions and Terms

All rates listed on this card are commissionable. All terms and policies included in the October 1, 2007 Daily Commercial Advertising Rate Agreement are applicable.

National Display Rates

Open Display Rates

Open, per column inch
Daily\$28.07
Daily Commercial & South Lake Press\$37.31

Yearly Volume Rates Inches Per Year

	Daily	New Repeat	Add SLP
OPEN	\$28.07	\$14.03	\$38.94
75	26.96	13.48	37.83
225	26.32	13.16	37.19
450	25.72	12.86	36.59
750	25.27	12.63	36.14
1315	24.63	12.31	35.50
1875	24.43	12.22	35.30
3750	23.85	11.92	34.72
5625	23.13	11.57	34.00
7500	22.17	11.09	33.04
11,250	21.53	10.77	32.40
15,000	20.65	10.32	31.52
18,750	20.09	10.04	30.96

Color Rates and Data

SINGLE PAGE UNITS OR LESS

	1 Color	2 Colors	3 Colors
Standard	\$255	\$370	\$485
Tabloid	\$160	\$245	\$340

Double Truck (2x applicable rate)

National Pre-Print Insert Rates Cost per thousand

Standard Pages	Tab Pages	1x	13x	Frequency 26x	39x	52x	96x
2	4	\$57	\$52	\$50	\$48	\$47	\$42
4	8	62	56	53	51	48	43
6	12	64	59	57	56	54	45
8	16	66	63	61	59	58	47
10	20	72	67	64	63	62	49
12	24	73	71	68	67	66	53
14	28	74	72	69	68	67	54
16	32	76	73	70	69	68	56
18	36	78	75	72	71	70	58
20	40	80	77	74	73	72	60
Single		38.	37	36	35	34	33

Add \$1 per thousand for each additional 4 tabloid pages.

National Classified Display

Open, per column inch
Daily\$17.96
Sunday\$18.54

National Classified Set Solid Four (4) lines per day minimum

Consecutive Insertions	Rate per line/day
1-3 times	\$3.84
4-6 times	2.84
7-13 times	2.15
14-29 times	2.04
30 times or more	1.70

Deadlines

PUBLICATION	SPACE & COPY DEADLINE
Monday	5 p.m. Thursday
Tuesday	5 p.m. Friday
Wednesday	5 p.m. Monday
Thursday	5 p.m. Tuesday
Friday	5 p.m. Wednesday
Saturday	5 p.m. Thursday
Sunday	5 p.m. Thursday
South Lake Press	5 p.m. Monday
The Commercial Press	5 p.m. Thursday

Mechanicals

Ad Layout Width in Inches & Picas

COLUMNS	RETAIL		CLASSIFIED	
	INCHES	PICAS	INCHES	PICAS
1	1.736"	10 p5	1.025"	6 p1.8
2	3.639"	21 p10	2.161"	12 p11.6
3	5.542"	33 p3	3.297"	19 p9.4
4	7.444"	44 p8	4.433"	26 p7.2
5	9.347"	56 p1	5.569"	33 p5
6	11.25"	67 p6	6.706"	40 p2.8
7	-	-	7.842"	47 p6
8	-	-	8.978"	53 p10.4
9	-	-	10.114"	60 p8.2
10	-	-	11.25"	67 p6

Double truck width - 23.25" (139 p6) • Page depth - 21.25"

Daily Commercial

"Your First Choice" • In-Print & On-Line

P.O. Box 490007, Leesburg, FL 34749-0027 • (352) 365-8200
www.dailycommercial.com