

AUTOMOTIVE Rates

Rates Effective February 1, 2010

Personnel

Publisher - Ron Wallace
212 E. Main Street • Leesburg, FL 34748
(352) 365-8200 • Fax (352) 365-1951

Billing

All discounted rates reflect net rate discounts. General terms and conditions specified in standard rate agreements apply.

[†]2000 U.S. Government Census

Daily Commercial

The Daily Commercial, an award winning daily newspaper, is the second oldest established newspaper in the state of Florida and reaches over 70,500[†] readers everyday in Lake and Sumter counties.

SOUTH LAKE PRESS

Serving Clermont, Minneola, Groveland, Mascotte & Montverde

The South Lake Press is a weekly newspaper delivered in the South Lake area to over 38,500[†] readers each Friday.

Dollar Volume

ANNUAL COMMITMENT LEVEL	PCI*
Open	\$7.35
\$15,000	\$5.53
\$25,000	\$5.04
\$40,000	\$4.56
\$60,000	\$4.18
\$80,000	\$3.85
\$100,000	\$3.60
\$125,000 +	\$3.35

Frequency

COMMITMENT LEVEL	PCI*
Open	\$7.35
5x	\$6.75
13x	\$5.96
26x	\$5.10
52x	\$4.47

Consecutive weeks

Weekly Frequency

Daily Commercial & South Lake Press Package

# OF ADS PER WEEK	DISCOUNT
2	20%
3	30%
4	35%
5-6	40%
7	45%
8	50%

Discounts apply to each advertisement space only, not color.

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. Wednesday
Sunday	5 p.m. Thursday

Color

	WEEKLY FREQUENCY		
	1x	2x	3x+
one color	\$135	\$110	\$85
two colors	\$200	\$165	\$140
full color	\$255	\$230	\$200

Double Truck (2x applicable rate)

Studies prove that color included on your ad has a 3 to 1 retention factor adding visibility and excitement to your ad. A variety of colors are available.

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) • Full Page depth - 21.25"

*PCI - Per Column Inch. Full page ROP size is 6 columns x 21.25 inches and Full page Classified is 10 columns x 21.25 inches. Standard ad units apply.

AUTOMOTIVE

Bundled Programs

Power Buy

Three Days

Reach over 179,000* readers. Includes: Two days of your choice in The Daily Commercial plus Friday's South Lake Press.

VOLUME LEVEL	INVESTMENT	AVG. COST PER PAGE
Open	\$3,894	\$1,298
\$15,000	\$3,069	\$1,023
\$25,000	\$2,848	\$949
\$40,000	\$2,627	\$876
\$60,000	\$2,457	\$819
\$80,000	\$2,300	\$767
\$100,000	\$2,187	\$729
\$125,000 +	\$2,078	\$693

Rates based on full page full color on all 3 days.

Advantage Power Buy

Four Days

Reach over 250,000* readers. Includes: Three days of your choice in The Daily Commercial plus Friday's South Lake Press.

VOLUME LEVEL	INVESTMENT	AVG. COST PER PAGE
Open	\$4,876	\$1,219
\$15,000	\$3,855	\$964
\$25,000	\$3,581	\$895
\$40,000	\$3,306	\$827
\$60,000	\$3,097	\$774
\$80,000	\$2,902	\$725
\$100,000	\$2,761	\$690
\$125,000 +	\$2,627	\$657

Rates based on full page full color on all 4 days.

Weekend Blitz Power Buy

Five Days

Includes: Thursday, Friday, Saturday and Sunday in The Daily Commercial plus Friday's South Lake Press.

VOLUME LEVEL	INVESTMENT	AVG. COST PER PAGE
Open	\$5,700	\$1,140
\$15,000	\$4,522	\$904
\$25,000	\$4,206	\$841
\$40,000	\$3,888	\$778
\$60,000	\$3,646	\$729
\$80,000	\$3,421	\$684
\$100,000	\$3,259	\$652
\$125,000 +	\$3,104	\$621

Rates based on full page full color on all 5 days.

Market Blitz Power Buy

Seven/Eight Days/Ads

Includes: 7 days in The Daily Commercial plus Friday's South Lake Press.

VOLUME LEVEL	INVESTMENT	AVG. COST PER PAGE
Open	\$8,837	\$1,105
\$15,000	\$7,070	\$884
\$25,000	\$6,596	\$824
\$40,000	\$6,117	\$765
\$60,000	\$5,754	\$719
\$80,000	\$5,413	\$677
\$100,000	\$5,170	\$646
\$125,000 +	\$4,937	\$617

Rates based on full page full color on all 7 days.

*Source: 2000 U.S. Government Census

Daily Commercial

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

A HarborPoint Media Publication
212 E. Main Street, Leesburg, FL 34748
Phone (352) 365-8200 • Fax (352) 365-1951

SOUTH LAKE PRESS

Serving Clermont, Minneola, Grovetown, Mascotte & Montverde

A HarborPoint Media Publication
732 W. Montrose Street, Clermont, FL 34711
Phone (352) 394-2183 • Fax (352) 394-8001