



Here is a powerful way to build frequency and traffic to your business. It's as simple as choosing either **Plan A** or **Plan B**.

Plan A: You select two days from Monday, Tuesday or Wednesday; two from Thursday, Friday and Saturday and always runs on Sunday. Ads must run five times in a seven day period in ROP.

Plan B: Same as Plan A except you only choose 1 from Thursday, Friday or Saturday and you include the (Friday) South Lake Press.

Minimum advertising space of 10 inches is required to qualify for this program. Only contract advertisers are eligible for flight plan special.

All ads included online at www.dailycommercial.com and www.southlakepress.com for seven days.

| Inches | Investment | Inches | Investment | Inches | Investment |
|---------|------------|---------|------------|----------|------------|
| 10..... | \$448 | 52..... | \$2,268 | 94..... | \$4,008 |
| 12..... | \$538 | 54..... | \$2,354 | 96..... | \$4,093 |
| 14..... | \$627 | 56..... | \$2,441 | 98..... | \$4,178 |
| 16..... | \$716 | 58..... | \$2,528 | 100..... | \$4,263 |
| 18..... | \$803 | 60..... | \$2,614 | 102..... | \$4,348 |
| 20..... | \$890 | 62..... | \$2,701 | 104..... | \$4,433 |
| 22..... | \$1,008 | 64..... | \$2,787 | 106..... | \$4,518 |
| 24..... | \$1,065 | 66..... | \$2,819 | 108..... | \$4,603 |
| 26..... | \$1,153 | 68..... | \$2,904 | 129..... | \$5,494 |
| 28..... | \$1,240 | 70..... | \$2,989 | | |
| 30..... | \$1,328 | 72..... | \$3,074 | | |
| 32..... | \$1,402 | 74..... | \$3,159 | | |
| 34..... | \$1,488 | 76..... | \$3,244 | | |
| 36..... | \$1,575 | 78..... | \$3,329 | | |
| 38..... | \$1,662 | 80..... | \$3,414 | | |
| 40..... | \$1,748 | 82..... | \$3,499 | | |
| 42..... | \$1,835 | 84..... | \$3,584 | | |
| 44..... | \$1,921 | 86..... | \$3,668 | | |
| 46..... | \$2,008 | 88..... | \$3,753 | | |
| 48..... | \$2,095 | 90..... | \$3,838 | | |
| 50..... | \$2,181 | 92..... | \$3,923 | | |

February 1, 2010

No copy changes for that weeks ad, including ad size changes. Linage applies towards fulfillment of bulk level agreements.

Daily Commercial
 "Your First Choice" • In-Print & On-Line
 212 E. Main Street, Leesburg, FL 34749-0007
 (352) 365-8200 • FAX (352) 365-1951
www.dailycommercial.com

SOUTH LAKE PRESS
 Serving Clermont, Minneola, Groveland, Mascotte & Montverde
 732 Montrose Street, Clermont, FL 34711
 (352) 394-2183 • FAX (352) 394-8001
www.southlakepress.com