

# INSERT Rates

Rates Effective February 1, 2010

## Personnel

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

## Billing

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

12000 U.S. Government Census

### Daily Commercial

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

The Daily Commercial, an award winning daily newspaper, is the second oldest established newspaper in the state of Florida and reaches over 70,500<sup>†</sup> 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<sup>†</sup> readers each Friday.

## Pre-Print Insert Rates

The following schedule of rates apply to full-run pre-printed inserts included as part of The Daily Commercial and/or South Lake Press. Cost is per thousand.

Standard Pages	Tab Pages	Frequency					
		1x	13x	26x	39x	52x	96x
2	4	\$46	\$42	\$40	\$39	\$38	\$34
4	8	49	45	43	42	41	35
6	12	52	48	46	45	44	36
8	16	53	51	49	48	47	38
10	20	58	54	52	51	50	40
12	24	59	57	55	54	53	43
14	28	60	58	56	55	54	44
16	32	61	59	57	56	55	45
18	36	62	60	58	57	56	46
20	40	63	61	59	58	57	47
Single Sheet		33	31	30	29	28	27

**Zoning Charge:** \$5/m for Quantities of 15,000 & over. \$8/m for quantities under 15,000

### MULTIPLE PUBLICATION DISCOUNT

Advertisers running in both The Daily Commercial and the South Lake Press (full run) earn a \$10 per thousand discount. All insert dollars will be credited toward ROP contracts performance and/or fulfillment.

### ADDITIONAL CHARGES

Add \$1 per thousand for each additional four tabloid pages, over 40 tab pages. Standard size page (200 square inches or more per page) charged as two tabloid pages. Quarter-fold size pages (75 square inches or less per page) charged as one-half tabloid page. Contract credit is applicable. Column inch credit is calculated and applied to ROP annual bulk agreements on the basis for the advertiser's signed rate. Pre-print lineage credit will help advertiser achieve rate level, but does not qualify advertiser for a lower ROP bulk rate.

Quantity of pre-prints per order per day less than 15,000 will be subject to a \$5 per thousand handling charge. Zoning charge: \$5 per thousand for quantities of 15,000 and over. \$8 per thousand for quantities under 15,000. Minimum charge per order is \$250. Inserts requiring custom distribution will be quoted on an individual basis. Multi-advertiser inserts are not accepted at the PRE-PRINTED INSERT rates. Pre-printed inserts are not included in paid mail circulation.

### QUANTITY

The quantity of inserts billed to the advertiser may vary based upon the actual number distributed. The actual number of copies distributed may vary from time to time and may differ from published circulation figures. The actual number of inserts to be billed to the advertiser can be furnished by the publisher's representative prior to publication. Pre-printed material must be neatly packed on standard size pallets or in cartons and must be suitable for use in mechanical inserting equipment. Pallet loads must not exceed 2,000 lbs. per pallet. Single sheet pre-prints must be printed on 60 lb. paper, or heavier, suitable for mechanical insertion. Maximum size accepted is 11" X 13 3/4" X 64 pages. Minimum size accepted is 4 1/8" X 5" X 1 page.

### DEADLINES

Orders must be received seven (7) working days in advance of publication. Material must be received at our dock seven (7) days in advance of publication unless special arrangements have been made.

### SHIP TO:

Daily Commercial  
 212 E. Main Street • Leesburg, FL 34748  
 (352) 365-8232

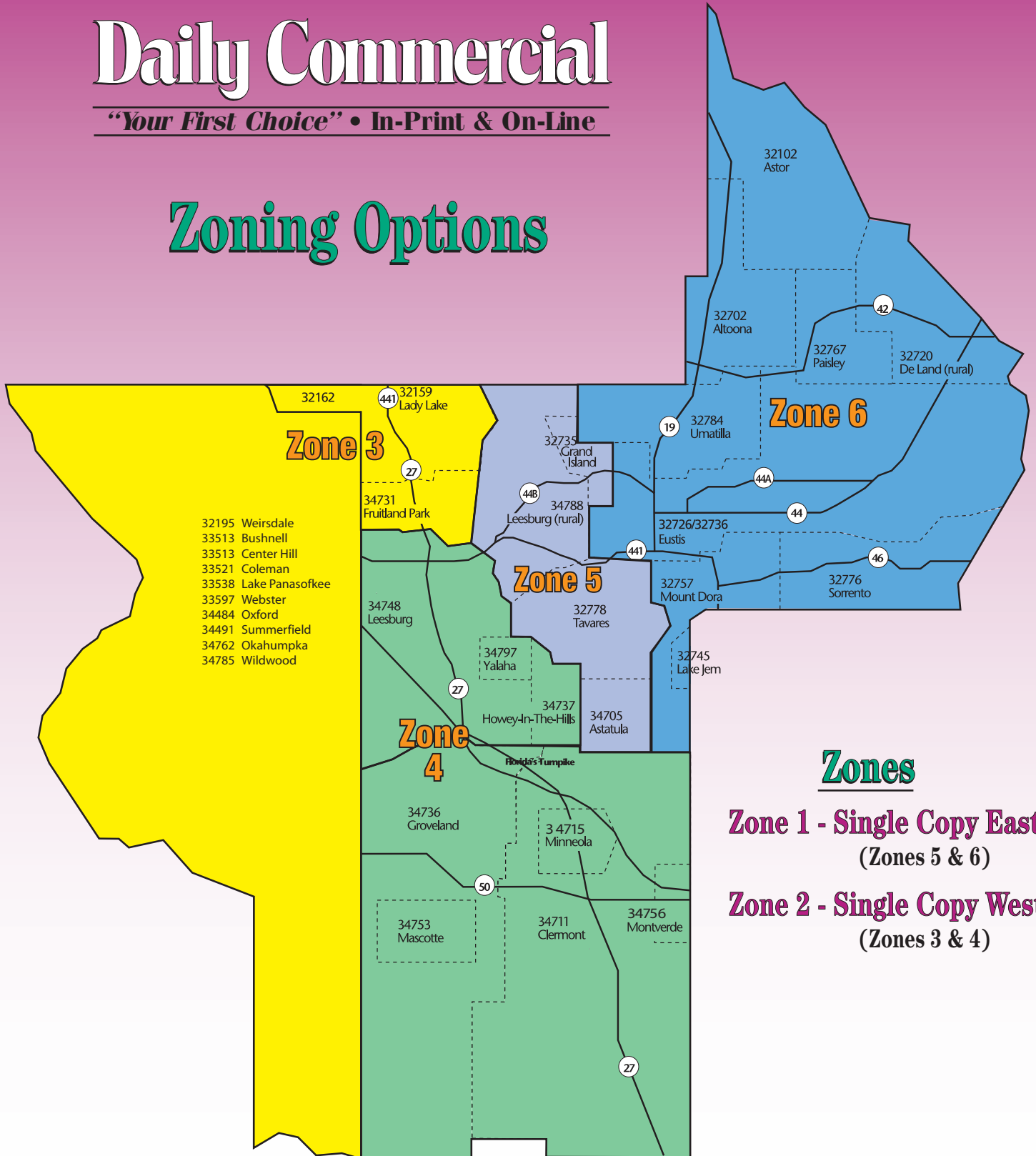
Shipments are accepted at our loading dock between 8 a.m. to 5 p.m. Monday through Friday. Closed Saturdays, Sundays and holidays.

<sup>†</sup>Source: 2000 U.S. Government Census

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## Zoning Options



### Zones

**Zone 1 - Single Copy East**  
(Zones 5 & 6)

**Zone 2 - Single Copy West**  
(Zones 3 & 4)