

Daily Commercial Rates & NATIONAL Data

EFFECTIVE FEBRUARY 1, 2010

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 February 1, 2010 Daily Commercial Advertising Rate Agreement are applicable.

National Display Rates

Open Display Rates

Open, per column inch
Daily\$28.91
Daily Commercial & South Lake Press\$40.11

Yearly Volume Rates Inches Per Year

	Daily	New Repeat	Add SLP
OPEN	\$28.91	\$14.45	\$40.11
75	27.76	13.88	38.96
225	27.11	13.55	38.31
450	26.49	13.25	37.69
750	26.03	13.01	37.23
1315	25.37	12.68	36.57
1875	25.16	12.58	36.36
3750	24.56	12.28	35.76
5625	23.82	11.91	35.02
7500	22.84	11.42	34.04
11,250	22.18	11.09	33.38
15,000	21.27	10.63	32.47
18,750	20.69	10.35	31.89

Color Rates and Data

SINGLE PAGE UNITS OR LESS

	1 Color	2 Colors	3 Colors
Standard	\$263	\$381	\$500
Tabloid	\$165	\$252	\$350

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	\$58	\$53	\$51	\$49	\$48	\$43
4	8	63	57	54	52	49	44
6	12	65	60	58	57	55	46
8	16	67	64	62	60	59	48
10	20	73	68	65	64	63	50
12	24	74	72	69	68	67	54
14	28	75	73	70	69	68	55
16	32	77	74	71	70	69	57
18	36	79	76	73	72	71	59
20	40	81	78	75	74	73	61
Single		39	38	37	36	35	34

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	\$3.96
4-6 times	2.92
7-13 times	2.22
14-29 times	2.10
30 times or more	1.75

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

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