

Daily Commercial

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



SOUTH LAKE PRESS
Serving Clermont, Minneola, Groveland, Mascotte & Montverde

Information • Issues • Opinions

Over 150,000 Potential Readers* & Viewers
Everyday People Look to Us

Primary Election - August 31st

General Election - November 2nd

*2000 U.S. Government Census

46.9% of readers use the Daily Commercial as a primary source of information about their community (TV-20.6%, Radio-5.6%, Internet-4.6%).

99% Read Local News

92% Read Education (School) News

94% Read State Government News

80% Read Editorials and/or Letters to the Editor

77% Read Local Sports

72% Read Public Notices

Of those who visited a local newspaper web site in the past month **76%** were (within the last week), **7%** (daily).

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(352)365-8200 • Fax (352)365-1951
www.dailycommercial.com

732 Montrose St. • Clermont, FL 34712
(352)394-2183 • Fax (352)394-8001
www.southlakepress.com

Voters Who Live In Lake & Sumter Counties

Who are they? Female: 48.7% Male: 51.3%

Ages:	0 - 19	21.9%
	20 - 34	17.0%
	35 - 54	24.3%
	55 - 74	22.7%
	75+	14.1%

Median Age: 44.1

Marital Status

Never Married.....	16%
Married	65.4%
Divorced	9.6%
Widowed.....	9.1%

Housing Units

Owner Occupied	71.6%
Renter Occupied	19.0%
Vacant Housing Units	9.4%

Household Income

\$0 - \$24,999	24%
\$25,000 - \$49,999	30.2%
\$50,000 - \$74,999	21.3%
\$75,000 - \$99,999	11.4%
\$100,000+	13.1%

Average Household Income \$51,484

Young, Well-educated Professionals

Their lifestyle reflects their youth, mobility, and growing consumer clout. Single or married, they prefer newer neighborhoods. Technologically savvy, this is the top market for owning an iPod, as well as a laptop or PC. Their interests include traveling, reading two or more newspapers and surfing the internet.

Young, Affluent Families With Young Children

Concerned about their financial future and strengthening their families. They live in newer homes. Family and home priorities dictate their consumer purchases; they frequently shop for baby and children's products and household furniture. They use the Internet to stay in touch with local news and events, play games and make travel arrangements. They are the model audience to receive advertising messages.

Married Couples With and Without Children

These individuals are in their prime earning years, spending and saving their money while living in the moment. They are the biggest consumers in our marketplace, and not only own homes and multiple vehicles, but also spend money to travel, participate in recreational activities, and keep up with the latest technology. They explore new ways to achieve the things they want out of life, making them ideal recipients for advertising messages. Their daily routine includes reading newspapers from both local community news and advertised special's to maximize their disposable income.

Retirees

Escaping from cold winter climates, many residents have permanently relocated. Most households are single-family dwellings. Their daily routine includes reading newspapers while planning their day around shopping and eating out.

2010 Political Rates

Daily Commercial

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Political Base Rate - \$22.30

Repeat/Pickup within 7 Days - \$11.15

Size / Rates*

Schedule	6 x 21.5"	6 x 11"	3 x 11"	3 x 5"	2 x 4"	2 x 2"	1 x 1"
1 Day	\$2,892	\$1,487	\$751	\$350	\$189	\$100	\$33
4 Days	\$7,207	\$3,695	\$1,855	\$852	\$456	\$233	\$66
7 Days	\$11,522	\$5,903	\$2,959	\$1,353	\$724	\$367	\$100

**Includes DC Web Site*

Weekly Package Discounts

Weekly Schedule	Discount	Weekly Schedule	Discount	Weekly Schedule	Discount
2 Weeks.....	10%	3 Weeks.....	15%	4 Weeks	20%
5 Weeks	25%	6 Weeks	30%	7 Weeks	35%
8 Weeks.....	40%	9 Weeks	45%	10+ Weeks	50%

Discounts apply to base rate of \$22.30 and still qualify for 50% repeat discount within 7 days

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Political Base Rate - \$11.62

Web Site for 7 Days Included

Size / Rates*

	6 x 21.5"	6 x 11"	3 x 11"	3 x 5"	2 x 4"	2 x 2"	1 x 1"
1 Week	\$1,514	\$782	\$399	\$190	\$103	\$57	\$22

Combination Daily Commercial & South Lake Press

Political Base Rate \$33.92

Schedule Size / Rates*

Schedule	6 x 21.5"	6 x 11"	3 x 11"	3 x 5"	2 x 4"	2 x 2"	1 x 1"
1 Day	\$4,391	\$2,254	\$1,135	\$524	\$282	\$146	\$44
4 Days	\$8,706	\$4,462	\$2,239	\$1,026	\$549	\$280	\$78
7 Days	\$13,021	\$6,670	\$3,343	\$1,528	\$817	\$414	\$111

**Includes both Web sites*

Web Sites

Banner, Button and Tile Standard Rates Apply: See Web Site Rate Card for Details



Political Advertising Authorization Form

The undersigned hereby authorizes the placement of paid for political advertisements in the Daily Commercial on the following dates:

Signature, Title

Date

Printed Name

Phone

Political Advertising Release Form

The undersigned takes full responsibility for the campaign signature endorsement page and the contents therein of the paid for political advertisement and releases the Daily Commercial from any and all liability.

Signature, Title

Date

Printed Name

Phone

Paid for by: _____

