

Real Estate

Section 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

"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[†] 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 view our publication each week.

Combo Real Estate Rates

Ad Size Inches	Open Rate	Consecutive 5 Weeks	Alternate 13 Weeks	Alternate 26 Weeks	Consecutive 52 Weeks
61+	\$13.29	\$10.54	\$10.09	\$9.64	\$9.18
33 - 60	\$13.94	\$11.20	\$10.72	\$10.24	\$9.76
17 - 32	\$14.61	\$11.86	\$11.37	\$10.87	\$10.36
0 - 16	\$15.32	\$12.58	\$12.05	\$11.53	\$11.00

All Ads Include DC & SLP Print Real Estate Sections & Web Real Estate Portal

Color Rates (weekly frequency)

1X	
1 Color.....	\$205
2 Colors	\$290
Full Color	\$385

*Bonus Cover

This applies to frequency schedules in the **Friday Lake-Sumter Real Estate** section. All frequency rates qualify for the free front page "**Home Of The Week Feature**," (10" minimum weekly commitment to qualify, based on availability). See your Account Representative for details.

Repeat Discounts

25% discount space only applies to all pick up ads run in a 6-day period for The Daily Commercial or South Lake Press.

Deadline

5:00 PM Monday for Friday Real Estate section.

Premium Front Page Banner Boxes**

(Full Color 2 Column x 3")

13X	\$254
26X	188
52X	125

**Limit one per company

Open house Block Page

Size	Cost per ad
2 Col x 3"	\$49

Classified Line Ad Contract Rates

12 lines per day	\$.68/line
24 lines per day.....	\$.59/line
(13 week contract minimum)	

All rates based on 6 columns x 21.5" Broadsheet Format/129" per page.

Mechanicals

Ad Layout Width in Inches & Picas

COLUMNS	INCHES	RETAIL	PICAS
1	1.736"		10 p5
2	3.639"		21 p10
3	5.542"		33 p3
4	7.444"		44 p8
5	9.347"		56 p1
6	11.25"		67 p6

Double truck width - 23.25" (139p6) • Page depth - 21.25"

Locator Map

Weekly	\$11.00
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Serving Clermont, Minneola, Groveland, Mascotte & Montverde

732 Montrose St. • Clermont, FL 34711
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www.southlakepress.com