

# SOUTH LAKE PRESS

Serving Clermont, Minneola, Groveland, Mascotte & Montverde

## Rates

Rates Effective February 1, 2010

### Personnel

Publisher - Ron Wallace  
 Advertising Sales Manager - Vanessa Hovater  
 732 Montrose St. • Clermont, FL 34711  
 (352) 394-2183 • Fax (352) 394-8001

### 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.

### Daily Commercial

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.

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

### Frequency Discounts

COMMITMENT LEVEL	PCI*
Open	\$13.41
5x	\$11.63
13x	\$11.23
26x	\$10.82
52x	\$10.14

Consecutive weeks

Combinations of The Daily Commercial and South Lake Press, earn Daily Commercial discounts.

### Color

	MONTHLY FREQUENCY		
	1x	2x	3x+
one color	\$135	\$110	\$85
two colors	\$200	\$175	\$145
full color	\$260	\$235	\$210

Studies show that adding color to your ad increases the retention factor by as much as 3 to 1.

### 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

### Billing

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

### Annual Bulk

COMMITMENT LEVEL	PCI*
Open	\$13.41
75"	\$11.62
225"	\$11.21
450"	\$10.92
750"	\$10.29
1,315"	\$9.91
1,875"	\$9.55

### 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"

**Expand your reach  
 by adding The Daily Commercial  
 For Only \$13.08 pci.**

# CLASSIFIED Rates

## Classified Display

COMMITMENT LEVEL ( <i>Consecutive weeks</i> )	PCI*
Open	\$8.40
4x	\$7.79
13x	\$7.61
26x	\$7.36
52x	\$7.12

*Pick up into Daily Commercial @ \$7.54*

## Classified Line

Four (4) lines per day minimum.

Consecutive insertions	Rate per line/day
1 time .....	\$2.24
2 times .....	\$1.73
3 times .....	\$1.56
4 times .....	\$1.45
Each Additional Line .....	\$1.45

Classified is billed by the line and designed on a ten (10) column format. There are (9) lines to a column inch.

## Legal Notices

First insertion, per line	\$0.90
Subsequent insertions, per line	\$0.76

Applies to all advertising required by state or local status. Notices billed at nine (9) lines per inch based on classified format.

*"Your Piece of the Pie"*

## SOUTH LAKE PRESS

*Your Community Newspaper Since 1913*

*South Lake County is one of the fastest growing areas in Florida. The South Lake Press is growing with the area and reaches over 38,500\* readers each Friday in South Lake, grab your piece of the pie, making it the number one buy for your investment dollars.*

\*2000 U.S. Government Census

## SOUTH LAKE PRESS

Serving Clermont, Minneola, Groveland, Mascotte & Montverde

A HarborPoint Media Publication  
732 W. Montrose Street, Clermont, FL 34711  
Phone (352) 394-2183 • Fax (352) 394-8001

# SPECIAL CLASSIFICATION Rates

## Political

Per column inch \$11.62

Any advertising which takes a position involving a vote to be taken will be considered political and will be charged accordingly, whether the issue is local, statewide or national. At the base of the ad a disclaimer must appear ("Paid Political Advertisement") and must include the name of person or organization placing the ad. Payment required at time order is placed. No discounts apply.

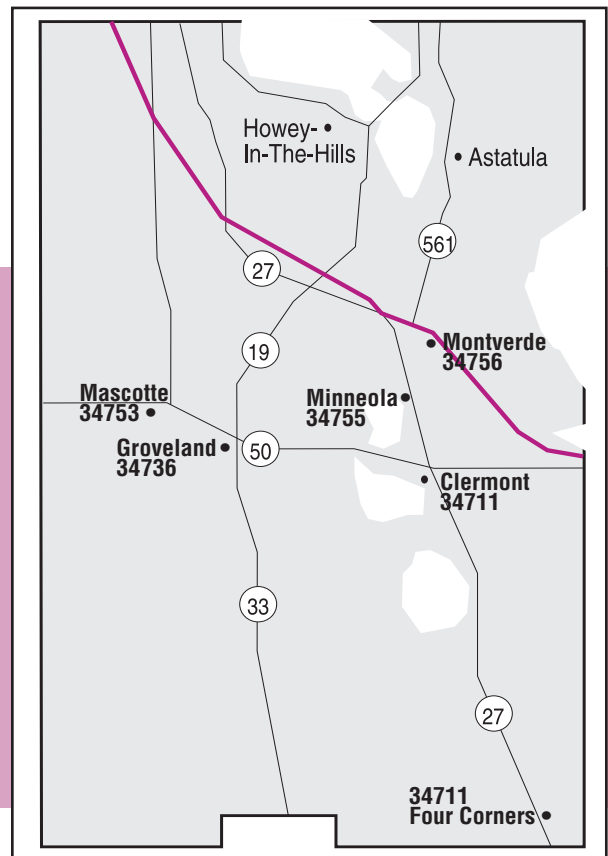
## Non-Profit

Per column inch \$10.13

Chambers of Commerce, churches and other non-profit organizations with tax exempt status (IRS 501C3 designation).

## Legal Display

Per column inch \$8.70



## Daily Commercial

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

A HarborPoint Media Publication  
212 E. Main Street, Leesburg, FL 34748  
Phone (352) 365-8200 • Fax (352) 365-1951