

Daily Commercial

Rates

CLASSIFIED LINE

Data

Publisher - Ron Wallace

EFFECTIVE OCTOBER 1, 2011

Classified Rates

Classified is billed by the line and designed on a ten (10) column format. There are nine (9) lines to a column inch. In-column logos are accepted and are charged by the line. Automobile, real estate, mobile home and employment advertising will be serviced and billed at classified rates regardless of where the ad appears.

Classified Open Line Rates

Four (4) lines per day minimum.

Consecutive insertions	Rate per line/day
1 - 3 times.....	\$4.65
4 - 6 times.....	\$3.20
7 - 13 times.....	\$2.58
14 - 29 times.....	\$2.40
30 times or more	\$2.13

Daily Line Agreements

Minimum thirteen (13) week agreement required. Daily agreements continue until cancelled. Daily agreements require a daily line ad, minimum of four (4) lines, for entire period. Minimum charge will be billed or open rates will apply to all linage run for non-fulfillment.

Consecutive Insertions	Rates per line/day		
	4 lines	9 lines	12 lines
1 - 2 times	\$2.19	\$2.00	\$1.92
3 - 6 times	2.07	1.80	1.75
7 times or more	1.80	1.61	1.55

Professional Services Directory

Ten (10) line minimum per day to run under "At Your Service" header. One copy change per seven (7) day period. Ninety (90), One Hundred Eighty (180) or Three Hundred Sixty Five (365) consecutive day agreement required. Ads will appear each day in classified. Flat rate with no discount for early cancellation.

4-10 lines, 30 days (90 day agreement)	\$109.44
4-10 lines, 30 days (180 day agreement)	\$99.44
4-10 lines, 30 days (365 day agreement)	\$94.44
Each additional line	\$8.58

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

212 E. Main St. • Leesburg, FL 34748
 (352)365-8200 • Fax(352)365-1951
 www.dailycommercial.com

the **COMMERCIAL**
 press

Spring Clermont, Minneola, Groveland, Mecoona, Monticello
SOUTH LAKE PRESS

732 Montrose St. • Clermont, FL 34711
 (352)394-2183 • Fax(352)394-8001
 www.southlakepress.com

Classified Employment Display Rates

Minimum size for classified display is two column inch or nine (18) lines.

Daily, column inch	\$14.53
Sunday, column inch.....	\$19.82
South Lake Press.....	\$11.62

Monthly Volume Rates - Per Column Inch

All rates are per inch. Rates based on linage run during any single calendar month. Applicable open rates, line or display, will be billed on linage less than monthly minimum.

Inches Per Month	Daily & Sunday
56	\$11.95
112	11.53
250	11.30
500	10.58
1,000	10.38
1,500	10.28
2,000	10.13
2,500	9.78

Repeat Economy Plan (R.E.P.)

Per column.....\$10.56
 Thirteen (13) consecutive week agreement with specified ad size to run on the same day of the week throughout the period. Size (dimensions) of ad may not change. Minimum ad size is four (4) column inches, maximum size is twenty (20) column inches. Classified display only. No lag privileges available. Linage does not count toward fulfillment of any other display with The Daily Commercial.

Blind Box Charges

	Weekly	Monthly
Pick-up replies per box (\$10 Minimum)	\$10.50	\$15
Mail replies per box (\$25 Minimum)	\$21.00	\$45

All replies to The Daily Commercial blind box ads are held for up to thirty (30) days after expiration.

Lag Rates (Repeat Discount)

A 50% discount will be granted to any advertiser scheduling the same identical ad within the following six-day period. No copy or size changes permitted. Discount applies to space charges only. Classified display only. Linage will count at 100% toward fulfillment of monthly volume rates.

Deadlines

PUBLICATION	SPACE & COPY DEADLINE
Monday	5:00 p.m. Friday
Tuesday	5:00 p.m. Monday
Wednesday	5:00 p.m. Tuesday
Thursday	5:00 p.m. Wednesday
Friday	2:30 p.m. Thursday
Saturday	2:00 p.m. Friday
Sunday	4:30 p.m. Friday