

# Daily Commercial

# Rates

Rates Effective October 1, 2011

## 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.

12000 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<sup>+</sup> potential readers everyday in Lake and Sumter counties.

### the COMMERCIAL press

The Commercial Press is a free weekly newspaper reaching over 25,900 potential readers every Wednesday in the Daily Commercial retail market. This product, along with your daily newspaper, expands your customer reach throughout Lake and Sumter Counties

### SOUTH LAKE PRESS

The South Lake Press is a weekly newspaper delivered in the South Lake area to over 38,500<sup>+</sup> potential readers each Friday.

## ROP/Display

### Daily Commercial, South Lake Press & Commercial Press

	OPEN, PCI*
Daily Commercial Open Rate.....	\$25.80
Daily Commercial & Commercial Press Open Rate.....	\$32.36
Daily Commercial & South Lake Press Daily .....	\$35.13
Daily Commercial, South Lake Press & Commercial Press Daily .....	\$41.69

### Annual, Bulk Frequency Repeat Discounts

A 50% discount will be granted up to 3 times to any annual bulk contract advertiser scheduling the same identical ad(s) within the following six-day period. No copy or size changes permitted. Discounts do not apply to color.

### Super Monday & Tuesday

Full page advertisements which run on Monday & Tuesdays receive a 50% discount off the applicable bulk rates only. ROP space charges only. Discounts do not apply to color. Discount available to any single local retail advertiser with annual agreement. Associations, dealer listings or more than one advertiser in a single advertisement do not qualify. One page per advertiser per day. No other discount applies. Linage will count at 100% toward fulfillment of annual bulk frequency agreements.

### Daily Space Agreements

Agreement requires a minimum of one inch to run a minimum of 30 consecutive days. Size of ad must remain the same throughout the term of the agreement. One copy change per week permitted. Ad must run as a separate ad apart from any other advertisements by same advertiser. No repeat discounts available. Linage dollars count toward fulfillment of any annual agreement. Daily Commercial retail ROP only.

30 consecutive days .....	\$9.55
60 consecutive days .....	\$9.06
90 consecutive days .....	\$8.51
120 consecutive days .....	\$8.05

All Ads over 18" in height will be billed for Full 21.5"

## Frequency Discount

### Daily Commercial, South Lake Press & Commercial Press

Number Weeks	DC	DC Repeat	DC & CP	DC & SLP	DC, SLP & CP
Open	\$25.80	\$12.90	\$32.36	\$35.13	\$41.69
5x	\$15.62	\$7.81	\$19.51	\$24.95	\$28.84
13x	\$14.11	\$7.06	\$17.63	\$23.44	\$26.96
26x	\$13.48	\$6.74	\$16.67	\$22.81	\$26.00
52x	\$12.87	\$6.44	\$15.93	\$22.20	\$25.26

Consecutive weeks

## Color Rates and Data

SINGLE PAGE UNITS OR LESS

	1 Color	2 Colors	3 Colors
Standard	\$215	\$305	\$395
Tabloid	130	210	285

All standard colors and blends in the ANPA-AAAA Ad-Litho Guide, Vol. 7 are available. Other colors subject to additional charges. Additional charge for color separations and negative compositions. Double Truck (two times applicable rate).

### Color Frequency Discount

Units per year .....	Discount
25 .....	25%
50 .....	40%
100 .....	55%

Discount applies to retail ROP standard page rates only. Agreement required. Units must be run during term of agreement. Two and three color ads will be counted as single units. Publisher reserves the right to pick color, if necessary.

## ROP Bulk

### Daily Commercial, South Lake Press & Commercial Press

Commitment in Inches	DC	Repeat	DC & CP	DC & SLP	DC, SLP & CP
OPEN	\$25.80	\$12.90	\$32.36	\$35.13	\$41.69
75	\$23.53	\$11.77	\$27.42	\$32.86	\$36.75
225	\$23.00	\$11.50	\$26.89	\$32.33	\$36.22
450	\$22.44	\$11.22	\$26.33	\$31.77	\$35.66
750	\$21.76	\$10.88	\$25.28	\$31.09	\$34.61
1315	\$21.25	\$10.63	\$24.77	\$30.58	\$34.10
1875	\$21.00	\$10.50	\$24.52	\$30.33	\$33.85
3750	\$20.27	\$10.13	\$23.46	\$29.60	\$32.79
5625	\$19.60	\$9.80	\$22.79	\$28.93	\$32.12
7500	\$19.07	\$9.53	\$22.26	\$28.40	\$31.59
11,250	\$17.96	\$8.98	\$21.02	\$27.29	\$30.35
15,000	\$17.13	\$8.57	\$20.19	\$26.46	\$29.52
18,750	\$16.74	\$8.37	\$19.80	\$26.07	\$29.13

# SPECIAL CLASSIFICATION Rates

## Daily Commercial

### Promotions/Association (Per column inch, retail)

Daily .....\$17.69 Repeat .....\$8.84  
 Rates apply only to recognized merchant's associations, shopping centers or Daily Commercial special promotions. Promotion lineage will count toward the fulfillment of annual ROP bulk agreement. Repeat discount privileges available.

### Political (Per column inch, retail)

Daily .....\$23.42 Repeat .....\$11.71  
 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.

### Legal Notices (Per column inch)

First Insertion .....\$13.15  
 Subsequent Insertions .....\$11.05

### Non-Profit (Per column inch, retail)

Daily .....\$15.88  
 Repeat .....\$7.94  
 Chambers of Commerce, churches and other non-profit organizations with tax exempt status (IRS 501C3 designation).

### South Lake Press (Per column inch)

Pick-Up Rate .....\$9.33

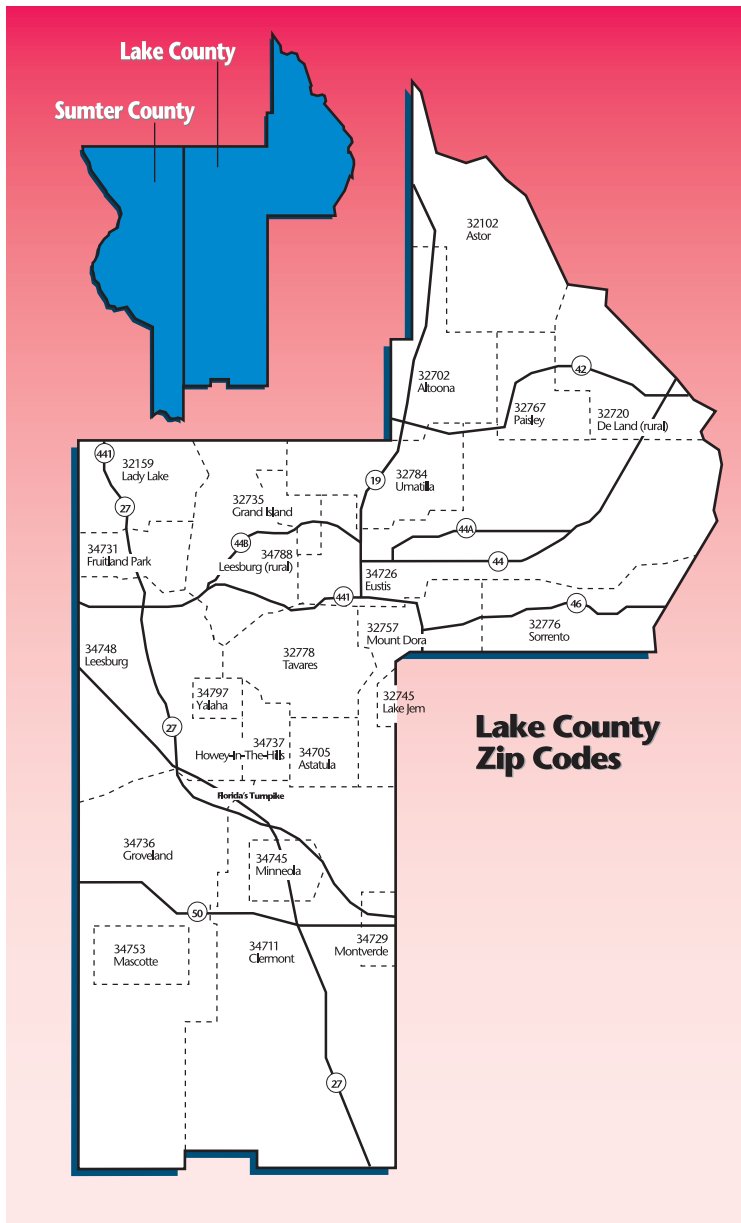
### Commercial Press

Commercial Press only rates are the same as Daily Commercial only rate.

**Cancellations** or copy and size changes will be accepted when received no later than the order deadlines. Charges for time and materials of 25% of the ad space will be made for advertisements cancelled after the order deadline.

## 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
The Commercial Press	5 p.m. Wednesday



## 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) • Full Page depth - 21.25"

**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

**the COMMERCIAL**  
 press

Serving Clermont, Minneka, Groveland, Mascotte, Montverde  
**SOUTH LAKE PRESS**

A HarborPoint Media Publication

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