



Here is a powerful way to build frequency and traffic to your business. It's as simple as choosing either **Plan A** or **Plan B**.

Plan A: You select two days from Monday, Tuesday or Wednesday; two from Thursday, Friday and Saturday and always runs on Sunday. Ads must run five times in a seven day period in ROP.

Plan B: Same as Plan A except you only choose 1 from Thursday, Friday or Saturday and you include the (Friday) South Lake Press.

Minimum advertising space of 10 inches is required to qualify for this program. Only contract advertisers are eligible for flight plan special.

All ads included online at www.dailycommercial.com and www.southlakepress.com for seven days.

<u>Inches</u>	<u>Investment</u>	<u>Inches</u>	<u>Investment</u>	<u>Inches</u>	<u>Investment</u>
10.....	\$462	52.....	\$2,336	94.....	\$4,129
12.....	\$554	54.....	\$2,426	96.....	\$4,216
14.....	\$646	56.....	\$2,515	98.....	\$4,304
16.....	\$737	58.....	\$2,604	100.....	\$4,391
18.....	\$828	60.....	\$2,693	102.....	\$4,479
20.....	\$918	62.....	\$2,782	104.....	\$4,566
22.....	\$1,039	64.....	\$2,872	106.....	\$4,654
24.....	\$1,098	66.....	\$2,904	108.....	\$4,741
26.....	\$1,188	68.....	\$2,992	129.....	\$5,659
28.....	\$1,278	70.....	\$3,079		
30.....	\$1,368	72.....	\$3,167		
32.....	\$1,444	74.....	\$3,254		
34.....	\$1,533	76.....	\$3,342		
36.....	\$1,623	78.....	\$3,429		
38.....	\$1,712	80.....	\$3,517		
40.....	\$1,801	82.....	\$3,604		
42.....	\$1,890	84.....	\$3,692		
44.....	\$1,980	86.....	\$3,779		
46.....	\$2,069	88.....	\$3,867		
48.....	\$2,158	90.....	\$3,954		
50.....	\$2,247	92.....	\$4,042		

October 1, 2011

No copy changes for that week's ad, including ad size changes. Linage applies towards fulfillment of bulk level agreements.

Daily Commercial
 "Your First Choice" • In-Print & On-Line
 212 E. Main Street, Leesburg, FL 34749-0007
 (352) 365-8200 • FAX (352) 365-1951
www.dailycommercial.com

Serving Clermont, Minneola, Groveland, Mascotte, Montverde
SOUTH LAKE PRESS
 732 Montrose Street, Clermont, FL 34711
 (352) 394-2183 • FAX (352) 394-8001
www.southlakepress.com