

Personnel

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

Billing

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

12000 U.S. Government Census

SOUTH LAKE PRESS

The South Lake Press is a weekly newspaper delivered in the South Lake area to over 38,500[†] potential readers each Friday.

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[†] 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

Frequency Discounts

COMMITMENT LEVEL	PCI*
Open	\$14.08
5x	\$12.15
13x	\$11.67
26x	\$11.19
52x	\$10.44

Consecutive weeks

Annual Bulk

COMMITMENT LEVEL	PCI*
Open	\$14.08
75"	\$12.14
225"	\$11.66
450"	\$11.30
750"	\$10.65
1,315"	\$10.20
1,875"	\$9.84

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

Color

MONTHLY FREQUENCY

	1x	2x	3x+
one color	\$140	\$115	\$90
two colors	\$210	\$185	\$155
full color	\$275	\$250	\$225

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

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"

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

**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	\$8.82
4x	\$8.15
13x	\$7.92
26x	\$7.62
52x	\$7.33

Pick up into Daily Commercial @ \$7.77

Classified Line

Four (4) lines per day minimum.

Consecutive insertions	Rate per line/day
1 time	\$2.30
2 times	\$1.78
3 times	\$1.61
4 times	\$1.49
Each Additional Line	\$1.49

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	\$0.92
Subsequent insertions, per line	\$0.78
Applies to all advertising required by state or local status. Notices billed at nine (9) lines per inch based on classified format.	
Daily Commercial	\$13.47
Commercial Press	\$ 3.06

"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

SPECIAL CLASSIFICATION Rates

Political

Per column inch \$12.20

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.

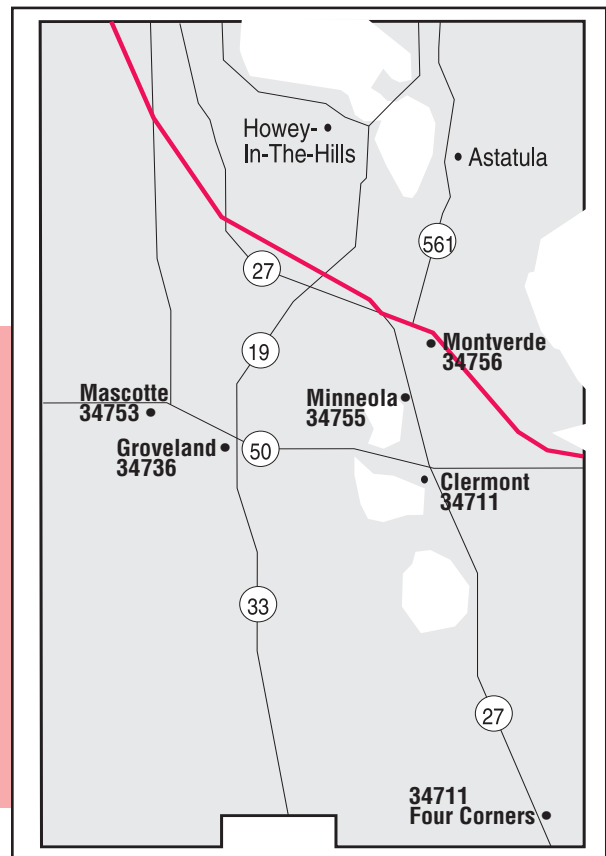
Non-Profit

Per column inch \$10.44

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

Legal Display

Per column inch \$8.96



Serving Clermont, Minneola, 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

the **COMMERCIAL**
press

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