

Serving our readers in Lake and Sumter

The two-county area we cover is vast and diverse. A winding drive from South Lake county West into south Sumter brings you past still rural, but growing, small towns and pockets of crop and livestock farming still seen in the area. Head north to The Villages, and you are again surrounded by booming growth. A drive east through the Ocala National Forest brings you to northeast Lake, where residents sometimes must share their land with deer and black bears. Head south, and the arts-focused communities of Mount Dora and Eustis await.

We strive to meet the needs of the area's diverse population, bringing relevant and timely news to our readers across Lake and Sumter counties. In addition to the numbered dots on the map below, we serve many unincorporated communities in the two-county region.

How can we best serve you?

If you live on this map, you're our audience. We want to provide you with and involve you in the creation of a news product that meets your needs.

But we can't do that without your input!

While not every happening in the area warrants coverage, we

encourage readers to call and let us know what's news in their communities.

It's best to give us as much lead time as possible, especially if an event is open to

the public and we can help publicize it.

We encourage suggestions via e-mail. To reach all of Lake and Sumter counties, send information to news@dailycommercial.com or call 365-8261.

To reach readers in south Lake County specifically, e-mail southlakepress@dailycommercial.com or call 394-2183. See pages 5 through 7 of this book for more guidelines of what we want and how you can help us get relevant information into your hands — and into the hands of all our readers.

