



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](http://www.dailycommercial.com) and [www.southlakepress.com](http://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.....	\$434	52.....	\$2,201	94.....	\$3,891
12.....	\$521	54.....	\$2,285	96.....	\$3,973
14.....	\$608	56.....	\$2,369	98.....	\$4,056
16.....	\$694	58.....	\$2,453	100.....	\$4,138
18.....	\$779	60.....	\$2,538	102.....	\$4,221
20.....	\$864	62.....	\$2,622	104.....	\$4,303
22.....	\$979	64.....	\$2,706	106.....	\$4,386
24.....	\$1,034	66.....	\$2,736	108.....	\$4,468
26.....	\$1,119	68.....	\$2,819	129.....	\$5,334
28.....	\$1,203	70.....	\$2,901		
30.....	\$1,288	72.....	\$2,984		
32.....	\$1,360	74.....	\$3,066		
34.....	\$1,444	76.....	\$3,149		
36.....	\$1,529	78.....	\$3,231		
38.....	\$1,613	80.....	\$3,314		
40.....	\$1,697	82.....	\$3,396		
42.....	\$1,781	84.....	\$3,479		
44.....	\$1,865	86.....	\$3,561		
46.....	\$1,949	88.....	\$3,644		
48.....	\$2,033	90.....	\$3,726		
50.....	\$2,117	92.....	\$3,808		

October 1, 2008

No copy changes for that weeks 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](http://www.dailycommercial.com)

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