

# SOUTH LAKE PRESS

Serving Clermont, Minneola, Groveland, Mascotte & Montverde

## Rates

Rates Effective October 1, 2008

### 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.

### SOUTH LAKE PRESS

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The South Lake Press is a weekly newspaper delivered in the South Lake area to over 90,000<sup>†</sup> readers each Friday.

### Daily Commercial

The Daily Commercial, an award winning daily newspaper, is the second oldest established newspaper in the state of Florida and reaches over 67,000<sup>†</sup> readers everyday in Lake and Sumter counties.

<sup>†</sup>2000 U.S. Government Census

### Frequency Discounts

| COMMITMENT LEVEL | PCI*    |
|------------------|---------|
| Open             | \$13.02 |
| 5x               | \$11.29 |
| 13x              | \$10.90 |
| 26x              | \$10.50 |
| 52x              | \$9.84  |

Consecutive weeks

### Annual Bulk

| COMMITMENT LEVEL | PCI*    |
|------------------|---------|
| Open             | \$13.02 |
| 75"              | \$11.28 |
| 225"             | \$10.88 |
| 450"             | \$10.60 |
| 750"             | \$9.99  |
| 1,315"           | \$9.62  |
| 1,875"           | \$9.27  |

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

### Color

#### MONTHLY FREQUENCY

|            | 1x    | 2x    | 3x+   |
|------------|-------|-------|-------|
| one color  | \$130 | \$105 | \$80  |
| two colors | \$195 | \$170 | \$140 |
| full color | \$250 | \$225 | \$200 |

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

### 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         |

### 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"

**Expand your reach  
 by adding The Daily Commercial  
 For Only \$12.70 pci.**

# CLASSIFIED Rates

## Classified Display

| COMMITMENT LEVEL ( <i>Consecutive weeks</i> ) | PCI*   |
|---|--------|
| Open  | \$8.16 |
| 4x  | \$7.57 |
| 13x   | \$7.39 |
| 26x   | \$7.15 |
| 52x   | \$6.91 |

*Pick up into Daily Commercial @ \$7.32*

## Classified Line

Four (4) lines per day minimum.

| Consecutive insertions     | Rate per line/day |
|----------------------------|-------------------|
| 1 time .....               | \$2.17            |
| 2 times .....              | \$1.68            |
| 3 times .....              | \$1.51            |
| 4 times .....              | \$1.40            |
| Each Additional Line ..... | \$1.40            |

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       | \$0.87 |
| Subsequent insertions, per line | \$0.74 |

Applies to all advertising required by state or local status. Notices billed at nine (9) lines per inch based on classified format.

*"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 90,000 readers each Friday in South Lake, grab your piece of the pie, making it the number one buy for your investment dollars.*

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

# SPECIAL CLASSIFICATION Rates

## Political

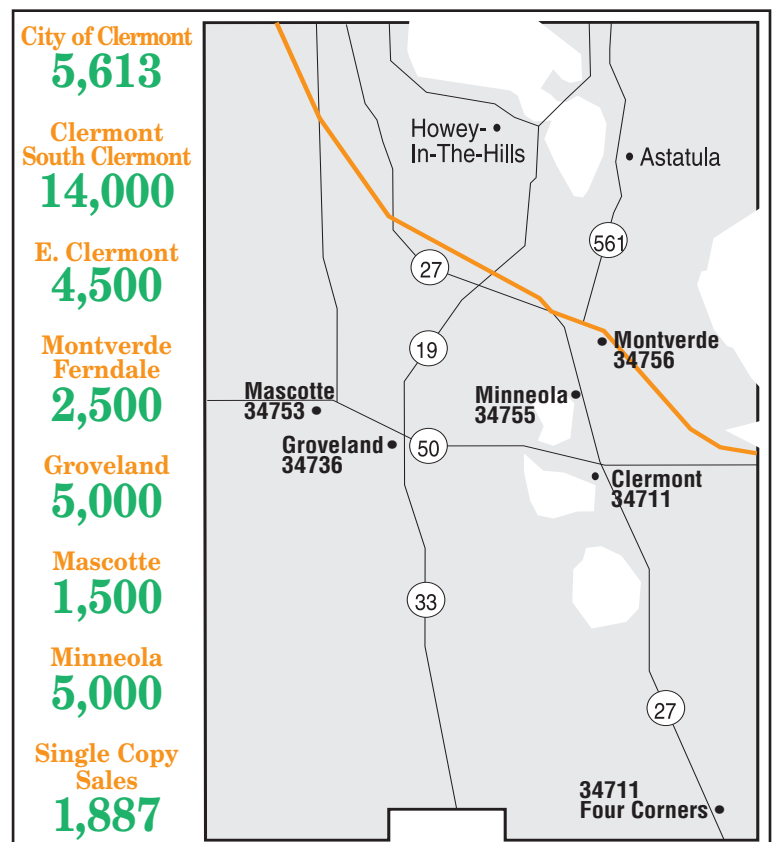
Per column inch \$11.28

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 \$9.84

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



## 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