

# Real Estate

# Section Rates

Rates Effective February 1, 2009

## Personnel

Publisher - Ron Wallace  
212 E. Main Street • Leesburg, FL 34748  
(352) 365-8200 • Fax (352) 365-1951

## Billing

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

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### 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 67,000<sup>1</sup> readers everyday in Lake and Sumter counties.

### SOUTH LAKE PRESS

Serving Clermont, Minneola, Groveland, Mascotte & Montverde

The South Lake Press is a weekly newspaper delivered in the South Lake area to over 90,000<sup>1</sup> readers view our publication each week.

## Combo Real Estate Rates

Ad Size Inches	Open Rate	Consecutive 5 Weeks	Alternate 13 Weeks	Alternate 26 Weeks	Consecutive 52 Weeks
61+	\$12.92	\$10.24	\$9.80	\$9.36	\$8.92
33 - 60	\$13.54	\$10.87	\$10.40	\$9.94	\$9.48
17 - 32	\$14.18	\$11.52	\$11.03	\$10.55	\$10.06
0 - 16	\$14.86	\$12.20	\$11.69	\$11.18	\$10.67

All Ads Include DC & SLP Print Real Estate Sections & Web Real Estate Portal

## Premium Front Page Banner Boxes\*\*

(Full Color 2 Column x 3")

13X .....	\$254
26X .....	188
52X .....	125

\*\*Limit one per company

## Open house Block Page

Size	Cost per ad
2 Col x 3" .....	\$49

## Classified Line Ad Contract Rates

12 lines per day .....\$ .68/line  
24 lines per day.....\$ .59/line  
(13 week contract minimum)

All rates based on 6 columns x 21.5" Broadsheet Format/129"per page.

## Color Rates (weekly frequency)

1X	
1 Color.....	\$200
2 Colors .....	\$280
Full Color .....	\$370

## \*Bonus Cover

This applies to frequency schedules in the **Friday Lake-Sumter Real Estate** section. All frequency rates qualify for the free front page "**Home Of The Week Feature**," (10" minimum weekly commitment to qualify, based on availability). See your Account Representative for details.

## Repeat Discounts

25% discount space only applies to all pick up ads run in a 6-day period for The Daily Commercial or South Lake Press.

## Deadline

5:00 PM Monday for Friday Real Estate section.

\*Source 2004 U.S. Government Census

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www.dailycommercial.com

## Mechanicals

Ad Layout Width in Inches & Picas

COLUMNS	INCHES	RETAIL	PICAS
1	1.736"		10 p5
2	3.639"		21 p10
3	5.542"		33 p3
4	7.444"		44 p8
5	9.347"		56 p1
6	11.25"		67 p6

Double truck width - 23.25" (139p6) • Page depth - 21.25"

## Locator Map

Weekly.....	\$11.00
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## SOUTH LAKE PRESS

Serving Clermont, Minneola, Groveland, Mascotte & Montverde

732 Montrose St. • Clermont, FL 34711  
(352)394-2183 • Fax(352)394-8001  
www.southlakepress.com