



CLASSIFIED

Advertising Rates

CIRCULATION AREAS

All of Collier County and South Lee County



MAILING ADDRESS

1075 Central Avenue, Naples, FL 34102
 Naples..... (239) 263-4700 FAX (239) 263-4703
 Bonita Springs..... (239) 213-6060 FAX (239) 213-6088
 Fort Myers..... (239) 765-0110 FAX (239) 992-7819
 Marco Island..... (239) 213-5300 FAX (239) 213-5390
 Internet Address..... <http://www.naplesnews.com>

PERSONNEL

Classified Advertising Director Sis Berube
 Classified Inside Sales Manager Cathy Roderick

TERMS AND CONDITIONS

Classified rates are non-commissionable and billed net. All ads are accepted on a "cash in advance" basis unless prior credit is established. If a credit account is established, payment is due within 10 days from the receipt of the bill. A 1.5% finance charge per month (18% per year) will be added to any unpaid balance. Any collection fees incurred, including any attorneys' fees, will be borne by the advertiser. Any federal, state or local taxes imposed on advertising will be assumed by the advertiser.

We accept:



ERRORS AND ADJUSTMENTS

Advertisers should check their ad the first insertion. The Naples Daily News shall not be liable for failure to publish an ad or for a typographical error or errors in publication except to the cost of the ad for the first day's insertion. Adjustment for errors is limited to the cost of that portion of the ad wherein the error occurred.

CONTRACT AND COPY REGULATIONS

The Naples Daily News reserves the right to correctly classify all advertising. Minimum ad size is 3 lines for line ads and 48 lines (2x2) for display. Display ads are measured 12 lines to the inch. Advertising contracts are for a period of 12 months. In the event of a rate increase, a contract may be canceled by written notice. If a contract is canceled prior to the period signed for, the advertiser will be charged the difference between the contract rate and the open rate for all published ads. The Naples Daily News has standard classification abbreviations; no others will be accepted.

All advertising material, which shall include creative effort, illustrations, labor, composition or other materials furnished by the Naples Daily News, is and remains property of the Naples Daily News, including all rights of copyright therein. The advertiser understands and agrees that it cannot authorize photographic or other reproduction in whole or in part, of any such advertising copy for use in any other medium without the express written consent of the Naples Daily News.

CLASSIFIED LINE RATES

| | |
|---|--------|
| RECRUITMENT RATES | Daily |
| 1 insertion, per line (pre-paid) | \$7.00 |
| 2 to 6 insertions, per line (pre-paid)..... | \$6.55 |
| 7 consecutive insertions, per line (pre-paid)..... | \$6.20 |
| 14 consecutive insertions, per line (pre-paid)..... | \$5.95 |
| 30 consecutive insertions, per line (pre-paid)..... | \$5.70 |
| Sunday, 1 insertion, per line (pre-paid)..... | \$7.60 |

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| STANDARD RATES | Daily |
| 1 insertion, per line (pre-paid) | \$6.00 |
| 2 to 6 insertions, per line (pre-paid) | \$5.70 |
| 7 consecutive insertions, per line (pre-paid) | \$5.45 |
| 14 consecutive insertions, per line (pre-paid) | \$5.30 |
| 30 consecutive insertions, per line (pre-paid) | \$5.20 |
| Sunday, 1 insertion, per line (pre-paid) | \$6.10 |

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|---------------------------------------|-------------------|
| CONTRACT RATES | Daily.....Sun. |
| 3 lines daily, per line | \$2.70.....\$2.77 |
| 12 lines daily, per line | \$2.59.....\$2.62 |
| 48 lines daily, per line | \$2.46.....\$2.48 |
| Add \$1.00 per order appendage charge | |

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|----------------------------------|--------|
| NATIONAL RATES | |
| Weekday insertion, per line..... | \$5.66 |
| Sunday insertion, per line..... | \$5.81 |

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| PRIVATE PARTY RATES* | Daily.....Sun. |
| 1 insertion, per line (pre-paid)..... | \$2.60.....\$3.15 |
| 2 to 6 insertions, per line (pre-paid)..... | \$2.25.....\$2.80 |
| 7 consecutive insertions, per line (pre-paid)..... | \$2.00.....\$2.55 |
| 14 consecutive insertions, per line (pre-paid)..... | \$1.90.....\$2.45 |
| 30 consecutive insertions, per line (pre-paid)..... | \$1.80.....\$2.35 |
| Merchandise under \$2500, per insertion, per line (pre-paid) | \$1.70 |
| *Excludes Services Offered and Real Estate Rentals | |

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| DEATH NOTICES | |
| Daily, per inch (pre-paid)..... | \$28.65 |
| Sunday, per inch (pre-paid)..... | \$32.95 |

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|-----------------------------------|--------|
| CHARITY RATE | |
| Weekday, per line (pre-paid)..... | \$2.25 |
| Sunday, per line (pre-paid)..... | \$2.60 |

FREE ADS
 One FREE ad every 30 days for merchandise to sell for less than \$100. Noncommercial ads only. Price must be in ad. Mail or e-mail copy. No phone calls accepted.

LINE AD DEADLINES
 Tuesday through Saturday insertions 2 PM on the day prior to publication. Sunday insertions 10:30 AM Saturday and Monday insertions noon on Saturday. Contract accounts 4 PM Friday.

BOX CHARGE\$60.00

The publisher reserves the right to accept, revise, edit or reject any advertising.