



CLASSIFIED

Advertising Rates

CLASSIFIED DISPLAY RATES

RECRUITMENT RATES

Weekday, per inch	\$84.00
Sunday, per inch	\$91.20

OPEN RATES

Weekday, per inch	\$72.00
Sunday, per inch	\$73.20

CONTRACT RATES

Weekday, per inch	\$24.00
Sunday, per inch	\$28.80

NATIONAL RATES

Weekday, per inch	\$67.92
Sunday, per inch	\$69.72

ASSOCIATION RATES

OPEN RATE

Weekday, per inch	\$36.00
Sunday, per inch	\$39.60

TWO PAGE

Weekday, per inch	\$33.84
Sunday, per inch	\$37.44

FIVE PAGE

Weekday, per inch	\$32.40
Sunday, per inch	\$36.00

PRIVATE PARTY RATES*

Weekday, per inch	\$28.80
Sunday, per inch	\$35.40

*Excludes Services Offered and Real Estate Rentals

CHARITY RATES

Weekday, per inch	\$27.00
Sunday, per inch	\$31.20

DISPLAY DEADLINES

SUNDAY	WEDNESDAY NOON
MONDAY	THURSDAY 5 PM
TUESDAY	FRIDAY NOON
WEDNESDAY	FRIDAY 4 PM
THURSDAY	MONDAY 5 PM
FRIDAY	TUESDAY NOON
SATURDAY	TUESDAY 5 PM

COLOR RATES

Spot and four color process are available to ads 50" or more on a first come, first serve basis. The deadline for color ads is advanced by 24 hours.

Color Rates - Daily & Sunday

Black & 1 color	\$700
Black & 2 colors	\$800
Black & 3 colors	\$900

PICKUP DISCOUNTS

Ads may be picked up at a 50% discount of the daily rate for a maximum of 3 times within the 6 publishing days immediately following the original insertion. Discounts not applicable to Sunday premium.

STANDBY RATES

Occasionally, mechanical demands require the last minute addition of a full page or partial page, black & white ad. Consequently, advertisers are offered a discounted full page rate of \$1850 daily and \$2050 Sunday. Ads must be camera ready and black & white. Standby ads run when they are needed at the publisher's discretion.

DISC ADVERTISING

For disc ad specifications, call 239-435-3479 and a brochure will be mailed to you.

SPECIAL SERVICES

Computer generated graphics and copy services are available to advertisers at no charge. Additional time is needed for special requests, advanced deadlines may prevail. Outproofs shown on ads 40 inches or more. Spec ads will be done on request. Tearsheets and duplicate billing must be requested when ad is ordered.

QUALITY GUIDELINES FOR ELECTRONIC ART PREPARATION

Newspapers, magazines and other printed media differ in their production requirements. By adhering to the standards listed below you will ensure the best possible reproduction of your ad.

If you are scanning your own art...

- Scan bitmap (1-bit) black and white art 600 dpi resolution at 100%
- Scan grayscale images 200 dpi resolution at 100%.
- Scan color images 200 dpi resolution at 100%, after adjustment (levels or curves), change mode to cmyk.

Aim points and color specifications for adjusting scans...

- Grayscale or halftone dot aim points:

Highlight - 2%	Quarternone - 15%
Midtone - 35%	Shadow - 80%
- Color dot aim points:

	Highlights	Quarternones	Midtones	Shadows
Cyan	3%	20%	35%	60%
Magenta	1%	15%	30%	50%
Yellow	1%	15%	30%	50%
Black	0%	0%	5%	80%

- Average press dot gain is 32%
- Total CMYK density (DMAX) is 240%
- Images should be adjusted and tone values read after UCR or GCR.
- Color space is CMYK.
- No Pantone Spot Colors, RGB, C*I*E Lab Color, DCS, Index Colors or ICC Profiles should be used (conversion sometimes causes color shifts).
- Ink laydown sequence is YMCK.
- Halftone screen is 100 line

Mechanical reproduction limitations...

High-speed, process color, web-offset reproduction on newsprint differs greatly from reproduction on coated paper by sheet-fed or heat-set web offset. Here are a few tips for quality reproduction for newspapers.

- Black type with screened background - no greater than 30% screen
- Reverse type (white) with screened background - no less than 60% screen
- Minimum of 10-point bold reverse type (avoid serif type)
- No large area four-color blacks (use "rich black" 40c/100k)
- No four-color black type (use 100k).
- Avoid gradient borders (use single screen value)
- Minimum process color type, 12-point (avoid serif type)
- Minimum positive print line width, 1-point - minimum reverse line width, 2-point.
- At least 40% difference in screen density with color, no color or color on black.