



Naples Daily News

CLASSIFIED

Advertising Rates

STANDARDS OF ACCEPTABILITY

Each classified advertisement shall constitute a clear statement of a bona fide offer, proposition or announcement made in good faith.

Excluded are classified ads which:

1. Intentionally cause the loss of money to a reader, either directly or indirectly.
2. Cause injury to health or morals of readers.
3. Evade or foster the evasion or violation of any law -- municipal, state or national.
4. Attack or criticize, directly or by implication, an individual, race, creed, religion, organization, institution, business or profession.
5. Use classified advertising in such a way as to destroy the confidence of reader or advertiser in classified advertising or any legitimate business or profession.
6. Request misclassification which may be detrimental to the newspaper or the readers thereof or unfair to advertisers using classifications requested.
7. Discriminate by race, color, creed, sex, age or disability.

DEPTH REQUIREMENTS

Full column depth..... 21 3/4 inches
 Full page depth..... 22 1/4 inches
 Ads over 19 inches are billed at full 21 3/4 inch depth.
 Ads must be as many inches deep as columns wide.

MECHANICALS

Column.....	Inches.....	Picas
1	1.16.....	6p9
2	2.32.....	13p11
3	3.50.....	21p0
4	4.68.....	28p1
5	5.86.....	35p2
6	7.03.....	42p2
7	8.22.....	49p3
8	9.39.....	56p4
9	10.57.....	63p5
10	11.75.....	70p6

DEMOGRAPHICS

The Naples market is defined as Bonita Springs to the north, Everglades City and Marco Island to the south, Immokalee to the east and the Gulf of Mexico to the west. It encompasses 1,300,480 acres of Collier County. Nationally, Naples is one of the fastest growing communities in the country. It has an international reputation as a tropical paradise with natural wonders, miles of white sand beaches, golden sunsets and a tranquil atmosphere.

COLLIER COUNTY DEMOGRAPHICS

One of the fastest growing MSAs in the USA...

CATEGORY	TOTAL
Population.....	306,845
Total Households.....	126,532
Effective Buying Income (EBI) (after tax).....	\$8,972,688
Total EBI Per Household (after tax).....	\$70,912
Furniture, Furnishings & Appliances	
Sales Per Household.....	\$7,833
Food Sales Per Household.....	\$11,116
Retail Sales Per Household.....	\$45,027
Eat/Drink Sales Per Household.....	\$4,437
Drugstore Sales Per Household.....	\$2,274

Sources: 2005 S&MM Survey of Buying Power, Demographics Now.com 2005. Information on this rate card is presented in accordance with the Standard Rate & Data Services (SRDS). Information not applicable to these rates has been eliminated and number(s) skipped.

READERSHIP

The Naples market represents a population of 378,387. The majority are 35 or older, married and homeowners. 77% are year round white collar or retired residents. The average household income is \$74,514. The Naples Daily News is a 7 day a week morning paper. It is the only local daily newspaper in Collier County and enjoys a 75% daily market penetration and an impressive 85% penetration on Sunday.

*The only paper that delivers
 the Naples/Collier County market...*
68,958 DAILY • 81,842 SUNDAY

Plus the entire Bonita Market
72.69% DAILY • 84.88% SUNDAY

CITY ZONE
 March 2004 Fas Fax Report
 For 6 months ending March 31, 2004