

community publications rate card

2012



Naples Daily News
naplesnews.com



Read.
Advertise. **Grow.**

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community
publications

Rate Card | Effective 1.27.12

Product Distribution

the banner

PUBLISHED Wednesday and Saturday
DEADLINES Wednesday: Friday 10 am • Saturday: Wednesday Noon

collier citizen

PUBLISHED Friday ■ DEADLINE Monday 9 am

marco eagle

PUBLISHED Tuesday and Friday
DEADLINES Tuesday: Friday 6 pm • Friday: Tuesday 5 pm

The Journals 10 issues a year

PUBLISHED The 1st Thursday of the month, except for June/July (published on June 21st) and August /September (published on August 16th)

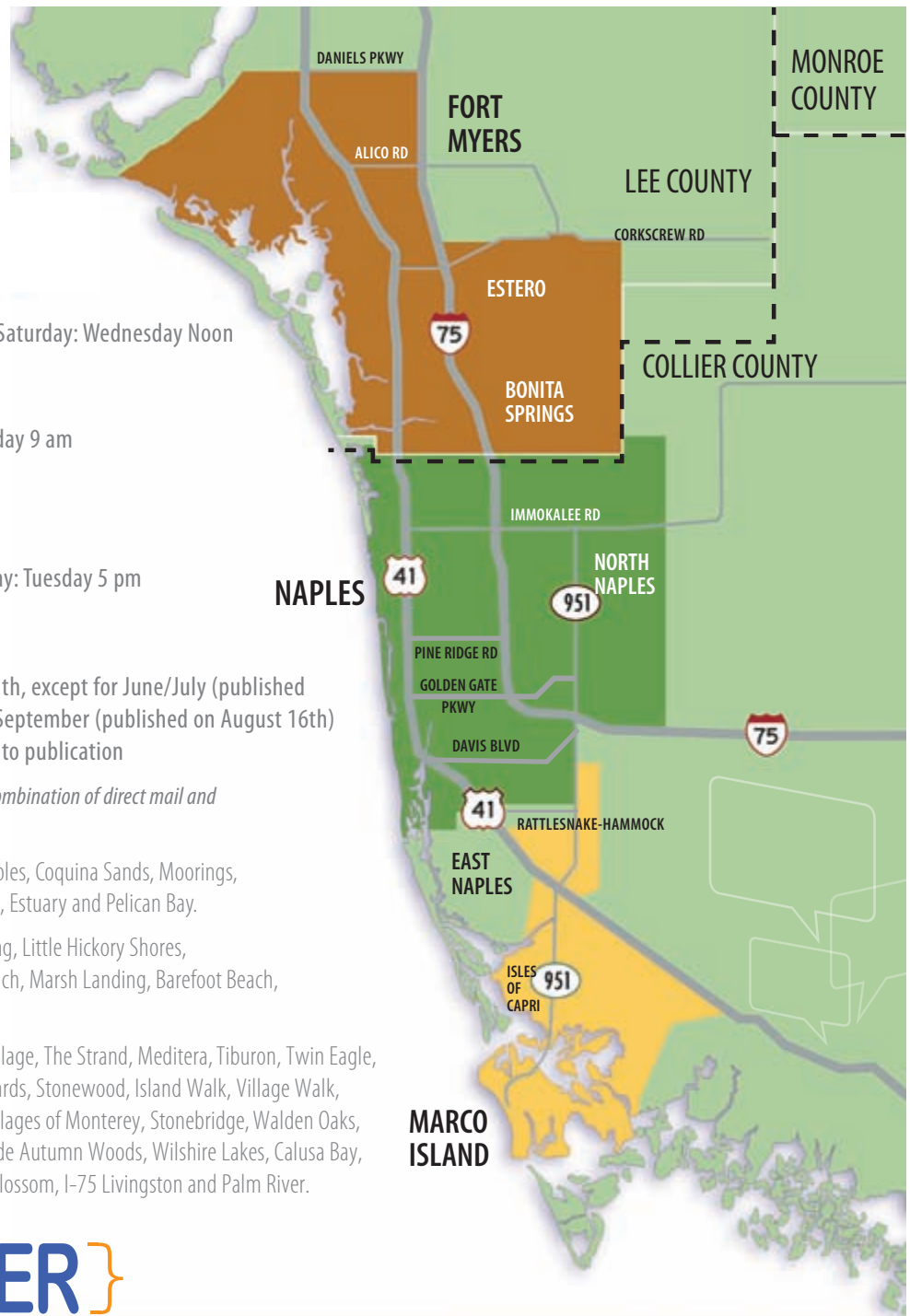
DEADLINE The 15th of the month prior to publication

The Journal will be distributed via a powerful combination of direct mail and Naples Daily News paid subscribership.

NAPLES: Port Royal, Aqualane Shores, Olde Naples, Coquina Sands, Moorings, Park Shore, Gulf Shore, Royal Harbor, Grey Oaks, Estuary and Pelican Bay.

BONITA: The Brooks, Bonita Bay, Pelican Landing, Little Hickory Shores, Audubon Country Club, The Colony, Bonita Beach, Marsh Landing, Barefoot Beach, Pelican Sound, West Bay Club.

NORTH NAPLES: Collier Reserve, Quail Creek Village, The Strand, Meditera, Tiburon, Twin Eagle, Saturnia Lakes, Pebble Brooke, Ibis Cove, Orchards, Stonewood, Island Walk, Village Walk, Pelican Marsh, Vineyards, Longshore Lakes, Villages of Monterey, Stonebridge, Walden Oaks, Pipers Grove, Tall Pines, Emerald Lakes, Lakeside Autumn Woods, Wilshire Lakes, Calusa Bay, Timberline Cay Lagoon, Willow Park, Orange Blossom, I-75 Livingston and Palm River.



{ **WE DELIVER** }

1100 Immokalee Road Naples, Florida 34110
239.213.5373 • Mon.-Fri. 8am to 5pm
FOR MORE INFORMATION: www.NDNadvertising.com



Naples Daily News
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the banner | Est. 1959
11.16.11
WEDNESDAY

TASTE OF BONITA

ANNUAL EVENT TO SHINE AT RIVERSIDE PARK // 18A

community publications

Rate Card | Effective 1.1.2012

Read. Advertise. **Grow.**

the banner Broadsheet Publication

Published Wednesday and Saturday

Circulation 43,400

Home delivered and rack distribution

Deadline Wednesday Friday 10 am Saturday Wednesday Noon

Modular Rates Full color

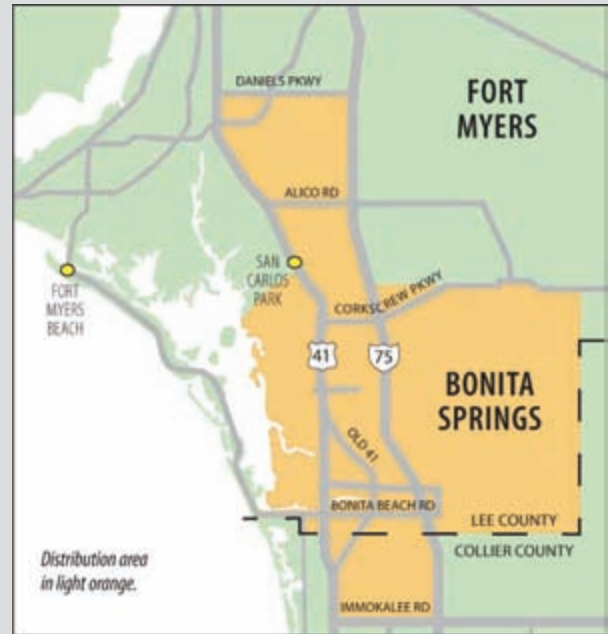
	Double Truck 13 x 18.75	FULL PAGE 6 x 18.75	1/2 PAGE H 6 x 9.25	1/2 PAGE V 3 x 18.75	1/4 PAGE V 3 x 9.25	1/8 PAGE SQ 3 x 4.5	STRIP AD* 6 x 1.75
Open	\$3,046.88	\$1,406.25	\$703.13	\$693.75	\$346.88	\$168.75	\$131.25
13x	\$2,894.54	\$1,335.94	\$667.98	\$659.06	\$329.54	\$160.31	\$124.74
26x	\$2,528.91	\$1,116.19	\$583.60	\$575.81	\$287.91	\$140.06	\$108.99
52x	\$2,208.99	\$1,019.54	\$509.76	\$502.98	\$251.49	\$122.35	\$95.13

Repeat Discounts

2 pubs 10% 4 pubs 20% 6 pubs 30%
3 pubs 15% 5 pubs 25% 7 pubs 35%

Discounts apply to all ads running in multiple community publications and/or repeat ads for the same publication within a 7-day period.

{ WE DELIVER }



Political/National Open rate, per inch

Non-Profit/Church Same as 52x

Strip ads are offered based on space availability.

Please allow your representative to tailor a plan for your business.

*circulation figures provided by abc annual audit of 12 months ending 3/31/11.

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community publications

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collier citizen Broadsheet Publication

Published Friday

Circulation 57,000

Inserted with the Naples Daily News and rack distribution

Deadline Friday, noon (week prior)

Modular Rates Full color

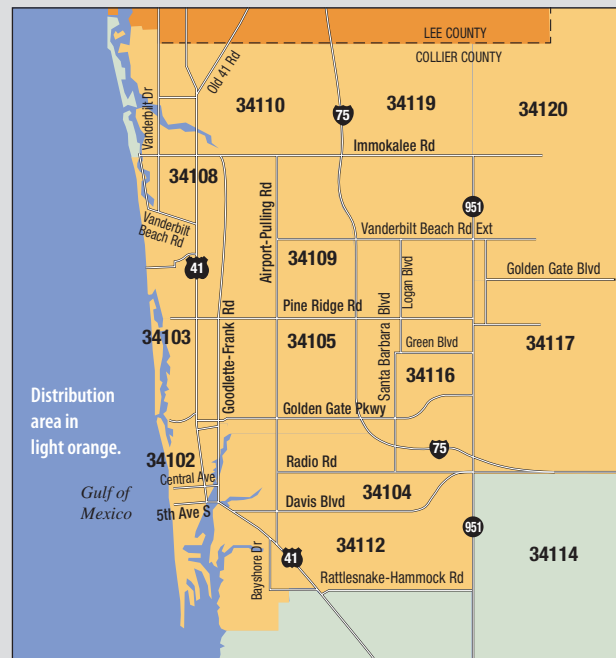
	Double Truck 13 x 18.75	FULL PAGE 6 x 18.75	1/2 PAGE H 6 x 9.25	1/2 PAGE V 3 x 18.75	1/4 PAGE V 3 x 9.25	1/8 PAGE 3 x 4.5	STRIP AD* 6 x 1.75
Open	\$4,875.00	\$2,250.00	\$1,125.00	\$1,110.00	\$555.00	\$270.00	\$210.00
13x	\$4,631.25	\$2,137.50	\$1,068.75	\$1,054.50	\$527.25	\$256.50	\$199.50
26x	\$4,046.25	\$1,867.50	\$933.75	\$921.30	\$460.65	\$224.10	\$174.30
52x	\$3,534.38	\$1,631.25	\$815.63	\$804.75	\$402.38	\$195.75	\$152.25

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Political/National Open rate, per inch

Non-Profit/Church Same as 52x

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*circulation figures provided by abc annual audit of 12 months ending 3/31/11.

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Read.
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marco eagle Broadsheet Publication

Circulation 15,900

Published Tuesday and Friday

Deadline Tuesday | Friday
Friday 6 pm | Tuesday 5 pm

Modular Rates Full color

	Double Truck 13 x 18.75	FULL PAGE 6 x 18.75	1/2 PAGE H 6 x 9.25	1/2 PAGE V 3 x 18.75	1/4 PAGE V 3 x 9.25	1/8 PAGE 3 x 4.5	STRIP AD* 6 x 1.75
Open	\$4,570.31	\$2,109.38	\$1,054.69	\$1,040.63	\$520.31	\$253.13	\$196.88
13x	\$4,341.80	\$2,003.91	\$1,001.95	\$988.60	\$494.30	\$240.48	\$187.01
26x	\$3,793.36	\$1,750.79	\$875.39	\$863.73	\$431.86	\$210.10	\$168.38
52x	\$3,313.48	\$1,529.30	\$764.65	\$754.455	\$377.23	\$183.51	\$142.80

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thejournal
WHERE SOCIAL LIFE MEETS SOCIAL GOOD

PHILANTHROPIST OF THE YEAR

John Smith discusses the reasons behind his charitable efforts in Southwest Florida

SOCIAL REGISTER
The hottest & newest gates of the year

THE NEW ETIQUETTE
What you need to know about the latest social graces



Read.
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The Journal

Meet your new neighbor!

The Journal brings a new look and feel to the neighborhood. You can now expect to see regular coverage on the local philanthropic, arts and social scene.

Target Audience

Exclusive upscale communities in Collier and South Lee Counties.

Modular ad rates, full color

Full page	9.17" (6 col.) x 10"	\$1000
1/2 page V	4.5" (3 col.) x 10"	\$575
1/2 page H	9.17" (6 col.) x 5"	\$575
1/4 page	4.5" (3 col.) x 5"	\$300
Back cover	(contract rate)	\$1500
Inside front cover	(contract rate)	\$1500
Inside back cover	(contract rate)	\$1500
Page 3	(contract rate)	\$1250
Forward placement premium		\$1250

Deadlines

15th of the month prior to publication

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Distribution

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NORTH NAPLES: Collier Reserve, Quail Creek Village, The Strand, Meditera, Tiburon, Twin Eagle, Saturnia Lakes, Pebble Brooke, Ibis Cove, Orchards, Stonewood, Island Walk, Village Walk, Pelican Marsh, Vineyards, Longshore Lakes, Villages of Monterey, Stonebridge, Walden Oaks, Pipers Grove, Tall Pines, Emerald Lakes, Lakeside Autumn Woods, Wilshire Lakes, Calusa Bay, Timberline Cay Lagoon, Willow Park, Orange Blossom, I-75 Livingston and Palm River.

Publication schedule

Published the 1st Thursday of the month, each month has a unique editorial theme:

January	An anniversary year
February	Fresh faces
March	Wine and dine
April	All in a name
May	Season in review
June/July	Home entertaining <i>Published Thursday June 21st</i>
August/Sept.	All my children <i>Published Thursday August 16th</i>
October	Political people
November	Next generation of volunteers
December	Best of the best



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Column Sizes

Broadsheet

# of columns	Inches	Picas
1	1.57"	9p5
2	3.30"	19p10
3	5.04"	30.3
4	6.78"	40p8
5	8.51"	51p1
6	10.25"	61p6
Double Truck		
13	21.13"	112p6
Page depth 18.75"		

Journal

Modular sizes only

# of columns	Inches	Picas
3	4.50"	27.0
6	9.17"	55p0
Page depth 10"		

Modular Column Sizes



Broadsheet ad sizes

Full
6 col x 18.75"

1/2 V
3 col x 18.75"

1/8
3 col x 4.5"

1/4 V
3 col x 9.25"

Full
6 col x 18.75"

1/2 H
6 col x 9.25"

Full
6 col x 18.75"

STRIP 6 col x 1.75"

Journal ad sizes



Full
6 col x 10"

1/2 H
6 col x 5"

1/2 V
3 col x 10"

1/4
3 col x 5"

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