

local  
rate card

2012



Naples Daily News  
naplesnews.com



Read.  
Advertise. **Grow.**

FGCU's football hopes hit wall

Financial burden of starting program may be too much

By Steve Galsbourn

naplesnews.com

Florida Gulf Coast University's football program is in jeopardy after the team's 0-10 record in its first season. The school's athletic department is facing a \$1.5 million deficit, and the university's board of trustees is expected to vote on whether to cancel the program. The school's athletic director, Steve Galsbourn, says the program was started with the hope of bringing in revenue to offset the school's budget deficit. However, the team's poor performance has led to a loss of fans and a decline in ticket sales. Galsbourn says the school is currently looking for ways to reduce costs and improve the program's performance. He says the school is not yet ready to announce a decision on whether to cancel the program.

# MINUTES TO LIVE

Florida leads the nation in submerged vehicle deaths. Are public safety agencies doing enough to ensure motorists escape?



By Mark Clark

naplesnews.com

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# Read. Advertise. Grow.

## What's Inside:

Inside the Naples Daily News you will find daily local content that keeps you informed. Our sections include Main, Community, Sports, Neapolitan and Classified.

## Target Audience:

In Collier and South Lee County, each week the Naples Daily News in print or online reaches about 215,000 adults, or 7 out of 10 of all adults in the area. Seven out of 10 of these adult readers have household incomes of \$50,000 or more and 5 out of 10 have household incomes of \$75,000 or more.

## Circulation

Rack distribution and home delivery  
Monday-Saturday 59,718 | Sunday 68,813

## Deadlines

**Monday -**  
Thursday 5 pm  
**Tuesday -**  
Thursday 5 pm  
**Wednesday -**  
Friday 5 pm  
**Thursday -**  
Monday 5 pm

**Friday -**  
Tuesday 5 pm  
**Showcase ( Fri )**  
Monday noon  
**Saturday -**  
Tuesday 5 pm  
**Sunday -**  
Wednesday 5 pm

**Digital Digest and Coupon wrap ( Sun )**  
Friday ( 9 days prior )  
5 pm

Source: The 2010 Scarborough report, Release 2

1100 Immokalee Rd.,  
Naples, Florida 34110  
239.262.3161

## Rates per inch

Investment	Mon-Wed	Thu-Sat	Sun
open	\$47.83	\$49.31	\$56.71
\$5,000	\$43.05	\$44.38	\$51.04
\$10,000	\$41.85	\$43.15	\$49.62
\$12,500	\$41.37	\$42.65	\$49.05
\$15,000	\$41.13	\$42.41	\$48.77
\$17,500	\$40.89	\$42.16	\$48.49
\$20,000	\$40.42	\$41.67	\$47.92
\$30,000	\$39.70	\$40.93	\$47.07
\$40,000	\$39.22	\$40.44	\$46.50
\$50,000	\$38.98	\$40.19	\$46.22
\$60,000	\$38.74	\$39.94	\$45.94
\$70,000	\$38.50	\$39.70	\$45.65

## Repeat Discounts

2 ads 17.5% | 4 ads 36.3% | 6 ads 44.2%  
3 ads 28.3% | 5 ads 41% | 7 ads 46.4%

Discounts apply to the same ads running in the Naples Daily News within a 7-day period.

## Color

25% of the cost of space  
\$1500 maximum per page

Other amounts and options are available. Please allow your representative to tailor a plan for your business.

\*circulation figures provided by abc annual audit of 12 months ending 3/31/10.



## Special and Anchored Advertising

*NOTE: These ads are available on a first come first serve basis. Please check with your representative for availability.*

### Daily

#### 6 col x 1.75" Strip Ads

Stand out by placing your message in a strip ad, which runs along the bottom of the front page of our sections. INCLUDES COLOR  
Front page (1A) \$1,861 | Other sections \$1,116

### Classified front

Place your ad where our readers turn to buy and sell. These anchored spots appear on the front of our classified section, to the left and below the feature story. INCLUDES COLOR  
2 col x 9.25" \$300 | 6 col x 8" \$750

### Sunday

#### 3 col x 3" Coupon Wrap in Print & Online

[naplesnews.com/coupons](http://naplesnews.com/coupons)

This section encloses inserts from major advertisers. All coupons must be positioned on the right side of the ad and cannot be larger than half of the ad.  
B&W \$210 | COLOR \$390

### Digital Digest

A highly requested section from our readers, which they refer to all week long! This tabloid section will give you results. INCLUDES COLOR  
Front cover 6 col x 2" \$550 | Back cover(2) 3 col x 4" \$275

## Standby Rates

Occasionally, demand requires the last-minute addition of full, half or quarter page ads. Consequently, contract advertisers are offered a discounted rate.

Full page (6 col x 18.75") BW \$1,500 | Color \$2,400

Half page (6 col x 9.25") BW \$900 | Color \$1,800

Quarter page (3 col x 9.25") BW \$500 | Color \$1,000

### EXTRAS \$250 each:

**Timing:** Any two-week window may be stipulated.

**Sections:** Any two sections may be identified for insertion.

**Frequency:** Ad may run only once instead of the required two times during the course of a calendar month.

Ads must be camera ready and in house by the first of the month and authorized for use a minimum of twice per month. Standby ads run when and where they are needed at the publisher's discretion. No adjustment will be made for position or timing.

## Inserts

Net Rates Per Thousand. Call 30 days in advance to confirm rates.

### Pre Prints

**Single sheet** (from 5.5" x 8.5" to 10" x 11") **\$37.00**

# of pages	1 to 11 times per year	12 to 23 times per year	24 to 49 times per year	50 + times per year
8 tab or less	\$55.00	\$41.50	\$40.50	\$39.00
9-16 tab or less	\$57.50	\$44.00	\$43.00	\$41.50
17-24 tab or less	\$58.50	\$45.00	\$44.00	\$42.50
15-28 tab or less	\$60.00	\$46.50	\$45.50	\$44.00
29-36 tab or less	\$65.00	\$51.50	\$50.50	\$49.00

### TERMS

- ▶ ADD \$1.00 PER THOUSAND FOR EACH 4 TAB SIZE PAGES OVER 36.
- ▶ Add 25% to above rates for zoning.
- ▶ Preprints subject to approval prior to insertion.
- ▶ Partial pages, gatefolds or flaps up to one half of the page size of a preprint will be charged as one additional page.
- ▶ Sizes exceeding one half the page size of a preprint will be charged as two additional pages.
- ▶ Preprints of unusual size, shape or weight will be priced on an individual basis.
- ▶ Folded size cannot be less than 5.5" x 8.5" or larger than 10" x 11".

DELIVERY: Accepted Monday - Friday 9am to 5pm and 7pm to Midnight, Saturday 9am to 5pm

SHIPPING ADDRESS: Naples Daily News  
1100 Immokalee Rd, Naples, FL 34110  
directions hotline : 239-435-3400

- ▶ Ask us about our print & deliver program

Among the gems from the "How America Shops and Spends" research conducted by Frank N. Magid for the Newspaper Association of America is the vital role that preprinted inserts play for marketers. Inserts are an extremely effective promotional instrument for today's advertiser. Why?

### 1 Four out of five U.S. adults took action on a newspaper insert in the past 30 days. Actions included:

- 62% Clipped and saved a coupon
- 58% Used to compare prices
- 51% Compared one to another
- 52% Saved until visited a store
- 48% Saved until needed to purchase
- 45% Showed to family member or friend
- 40% Used to make unplanned purchase
- 41% Took to store

### 2 Inserts have longevity. The average adult keeps an insert for 4.7 days, and newspapers are the preferred method for receiving inserts.

- 48% Prefer newspaper delivery
- 23% Mail
- 18% Online
- 11% No preference

### 3 Newspaper inserts benefits include:

- 67% Checking inserts saves time and money
- 62% Inserts make it easy to comparison shop
- 57% Circulars help you learn about new products
- 56% Easier to browse inserts than to search online
- 54% Inserts give you a good idea of what product looks like

### 4 The advantages of newspaper inserts:

- 74% Check inserts to see what's on sale
- 67% Enjoy browsing even when not in market
- 58% Use to plan regular shopping
- 70% Part of my weekly newspaper routine
- 61% Check high-quality brands and bargains

Source: 2010 Newspaper Association of America

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239.262.3161



## Naples Daily News

naplesnews.com

Read. Learn. Share.

## 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"

### Tabloid

# of columns	Inches	Picas
1	1.39"	8p4
2	2.94"	17p8
3	4.50"	27.0
4	6.05"	36p4
5	7.61"	45p8
6	9.17"	55p0
Double Truck		
13	18.96"	113p8

Page depth 10"\*  
\*9.25" in depth if picking up  
broadsheet 1/2 or 1/4 page

### Broadsheet ad sizes



Full 6 col x 18.75"

1/2 V 3 col x 18.75"

1/6 3 col x 2.25"

1/8 3 col x 4.5"

1/4 V 3 col x 9.25"

Full 6 col x 18.75"

2/3 4 col x 18.75"

MINI 1 col x 2.25"

SMALL 2 col x 4.5"

1/12 2 col x 4.5"

Full 6 col x 18.75"

1/3 4 col x 9.25"

1/2 H 6 col x 9.25"

Full 6 col x 18.75"

3/4 6 col x 13.5"

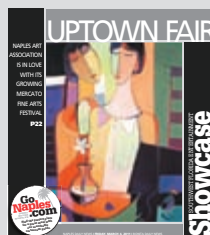
STRIP 6 col x 1.75"

Full 6 col x 18.75"

1/2 ISL 4 col x 13.75"

1/4 H 6 col x 4.5"

### Tabloid ad sizes



Full 6 col x 10"\*

1/2 H 6 col x 4.5"

1/6 2 col x 4.5"

1/2 V 3 col x 10"\*

1/4 V 3 col x 4.5"

1/8 V 3 col x 2.25"

## TERMS AND CONDITIONS

### COMMISSION AND PAYMENT TERMS

Retail 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 15 days from the receipt of the bill. A 1.5 percent finance charge per month (18 percent per year) will be added to any unpaid balance aged 60 days. Any collection fees incurred, including any attorney's fees, will be borne by the advertiser. Any federal, state or local taxes imposed on advertising will be assumed by the advertiser.

### RETAIL RATE POLICY

- Retail rates are available to all those advertisers located in the local Naples market.
- National advertisers are considered all those outside Collier, Lee, Charlotte and Hendry counties.
- Publisher reserves the right to revise, reject or cancel any advertisement at any time.
- No brokered advertising space accepted.

### AD PLACEMENT

Scripps Media Inc., dba Naples Daily News will attempt to accommodate any advertiser's request whenever possible. To accomplish this, advertisers are asked to provide their first and second choice of placement. Adjustment, re-insertion or refund will not be made because of the section and/or page position in which an ad has been published. Based on availability, specific locations may be purchased at an additional charge of up to 50% more.

### ERRORS AND ADJUSTMENTS

Advertisers should check their ad after the first insertion. Scripps Media Inc., dba 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/COPY REGULATIONS

- Publisher shall not be liable for ads left out of paper or for any general, special or consequential damages.
- All claims for adjustments must be received within 30 days of publication.
- Publisher reserves the right to insert the word "advertisement" above any copy that resembles editorial matter. All body copy must be set in sans serif type.
- Changes on proofs will be limited to typographical errors only. Changes in copy set as originally ordered will be charged for the extra labor involved with a \$100 minimum.
- Advertiser is solely responsible for the content of all advertising published at their request or their agent, and shall indemnify, defend and hold harmless the publisher from any claim or lawsuit arising out of the advertisements.
- Advertising cancelled after space is reserved will be charged the contract rate.
- Art charges are \$100.00 per hour for custom illustrating/graphic services.
- Changes on discards submitted by advertising agencies will be charged at \$100.00 per hour with a minimum charge of \$100.00.
- All advertising material, which shall include the creative effort, illustrations, labor, composition or other materials furnished by Scripps Media Inc., dba Naples Daily News, is and remains the property of Scripps Media Inc., dba Naples News Media Group, 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 Scripps Media Inc., dba Naples Daily News.

**FOR EVEN MORE INFORMATION:** [www.NDNadvertising.com](http://www.NDNadvertising.com)

**FIND US ON FACEBOOK:** [facebook.com/naplesnews](https://facebook.com/naplesnews)

**FIND US ON TWITTER:** [twitter.com/ndn](https://twitter.com/ndn)



**Naples Daily News**  
[naplesnews.com](http://naplesnews.com) Read. Learn. Share.