

community publications rate card

2012



Naples Daily News
naplesnews.com



Read.
Advertise. **Grow.**

Read.
Advertise. **Grow.**

community
publications

Rate Card | Effective 4.4.12

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 Journal 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

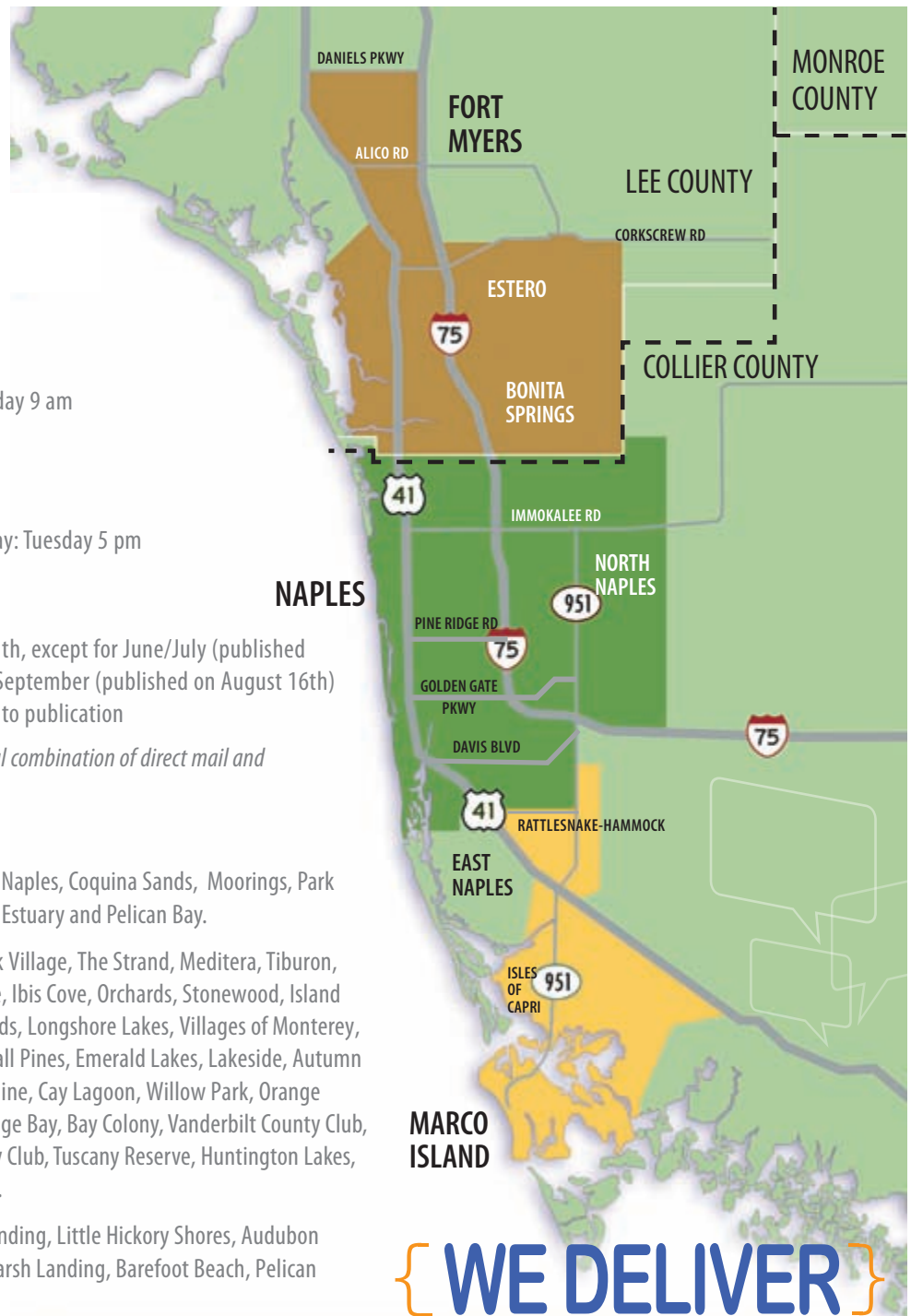
The Journal will be distributed via a powerful combination of direct mail and Naples Daily News paid subscribership.

All of MARCO ISLAND

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

NORTH NAPLES: Collier Reserve, Quail Creek Village, The Strand, Meditera, Tiburon, Twin Eagles, 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, Cypress Woods, Quail West, Heritage Bay, Bay Colony, Vanderbilt County Club, Heritage Green, Olde Cypress, Vasari County Club, Tuscany Reserve, Huntington Lakes, The Quarry, I-75 Livingston and Palm River.

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.



{ WE DELIVER }

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



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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

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the banner

Broadsheet Publication

Published Wednesday and Saturday

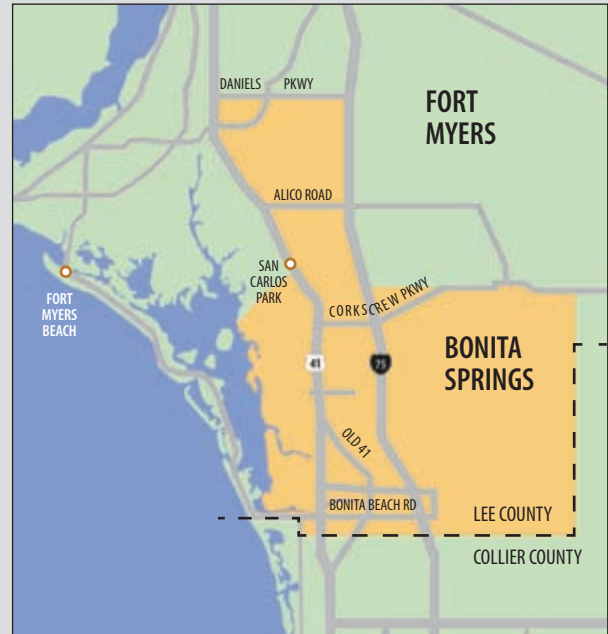
Circulation 43,400

Home delivered and rack distribution

Deadline Wednesday Friday 10 am Saturday Wednesday Noon

Modular Rates Full color

{ WE DELIVER }



	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.

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 3/31/10.

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SCRIPPS

Naples Daily News

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collier citizen

Broadsheet Publication

Published Friday

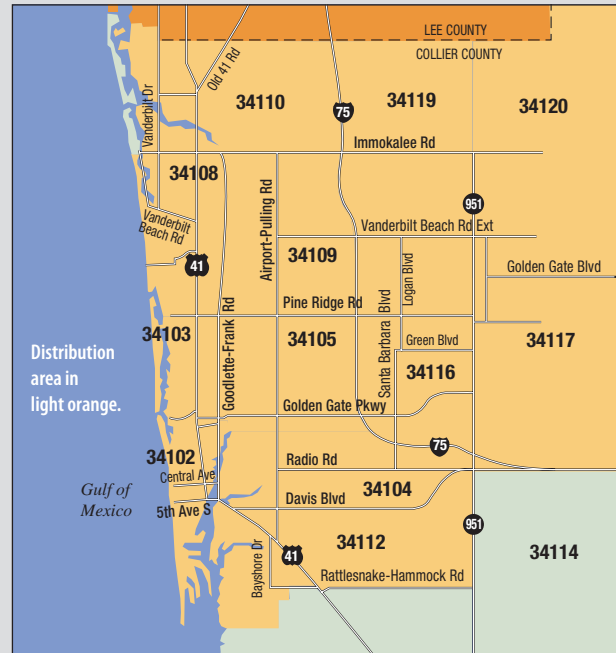
Circulation 52,118

Inserted with the Naples Daily News for home delivery and available at Collier Citizen rack locations

Deadline Friday, noon (week prior)

Modular Rates Full color

{ WE DELIVER }



	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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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

Political/National Open rate, per inch

Non-Profit/Church Same as 52x

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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
Forward placement premium		\$1250

{ WE DELIVER }

Distribution

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

All of MARCO ISLAND

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

NORTH NAPLES: Collier Reserve, Quail Creek Village, The Strand, Meditera, Tiburon, Twin Eagles, 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, Cypress Woods, Quail West, Heritage Bay, Bay Colony, Vanderbilt County Club, Heritage Green, Olde Cypress, Vasari County Club, Tuscany Reserve, Huntington Lakes, The Quarry, I-75 Livingston and Palm River.

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.

Publication & deadline schedule

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

MONTH	THEME	AD DEADLINE
January	An anniversary year	
February	Fresh faces	1/17
March	Wine and dine	2/15
April	All in a name	3/15
May	Season in review	4/16
June/July	Home entertaining <i>Published Thursday June 21st</i>	5/22
August/Sept.	All my children <i>Published Thursday August 16th</i>	7/24
October	Political people	9/14
November	Next generation of volunteers	10/15
December	Best of the best	11/15

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Column Sizes

Broadsheet

Modular sizes only

# 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
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Page depth 18.75"

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

Modular sizes only

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

Page depth 10"

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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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.

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