

Local Rate Card

Naples Daily News

naplesnews.com | Saturday, December 4, 2010

South Fort Myers 28, Bradenton-Southeast 21
Class 3A regional championship



Scott adds schools expert

Former chancellor of D.C. schools to aid transition team on Florida education

By Sean Cavanagh
Education Week

Gov-elect Rick Scott announced his members of his transition team on education Thursday, and one name jumps off the page: Michelle Rhee.

Rhee, the hard-charging former chancellor of the District of Columbia school system, was selected by the Republican governor-in-waiting to join a transition team Scott says will help him "find innova-



Read. Advertise. Grow.



Naples Daily News

naplesnews.com



NAPLES NEWS MEDIA GROUP

Integrity. Community. Innovation.

Rates per inch

	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%	5 ads 41%
3 ads 28.3%	6 ads 44.2%
4 ads 36.3%	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

Special & Anchored Advertising

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

DAILY

6X1.75" 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) **\$1861**
other sections **\$1116**

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
2x9.25 **\$300**
6x8 **\$750**

SUNDAY

3X3" COUPON WRAP IN PRINT & ONLINE 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 6x2 **\$550**
back cover(2) 3x4 **\$275**

CIRCULATION

RACK DISTRIBUTION & HOME DELIVERY
MON-SAT 59,718*
SUNDAY 68,813*

DEADLINES

MONDAY
THURSDAY 5PM

TUESDAY
THURSDAY 5PM

WEDNESDAY
FRIDAY 5PM

THURSDAY
MONDAY 5PM

FRIDAY
TUESDAY 5PM

SHOWCASE (FRI)
MONDAY NOON

SATURDAY
TUESDAY 5PM

SUNDAY
WEDNESDAY 5PM

DIGITAL DIGEST & COUPON WRAP(SUN)
FRIDAY (9 days prior) 5PM

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 (6x18.75)
BW **\$1500** COLOR **\$2400**

half page (6x9.25)
BW **\$900** COLOR **\$1800**

quarter page (3x9.25)
BW **\$500** COLOR **\$1000**

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.

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.

Column Sizes

BROADSHEET

	Inches	Picas
1	1.57	9p5
2	3.30	19p10
3	5.04	30p3
4	6.78	40p8
5	8.51	51p1
6	10.25	61p6
Double Truck		
13	21.13	112p6
Page depth 18.75"		



BROADSHEET

FULL	6x18.75
3/4	6x13.5
2/3	4x18.75
1/2 H	6x9.25
1/2 V	3x18.75
1/2 ISL	4x13.5
1/3	4x9.25
1/4 H	6x4.5
1/4 V	3x9.25
1/8	3x4.5
1/12	2x4.5
1/16	3x2.25
SMALL	2x2.25
MINI	1x2.25

1/2 V
3x18.75

1/16 3x2.25

1/8 3x4.5

1/4 V
3x9.25



TABLOID

	Inches	Picas
1	1.39	8p4
2	2.94	17p8
3	4.50	27p0
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		

FULL 6X18.5

3/4 6X13.5

1/2 ISL 4x13.5

1/4 H 6X4.5

Modular

TABLOID

FULL	6X10"*
1/2 H	6X4.5
1/2 V	3X10"*
1/4V	3X4.5
1/6	2X4.5
1/8	3X2.25

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

FULL 6x10"*

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

1/2 6x4.5

1/6
2X4.5

1/2 V
3x10"*

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

1/4 V
3x4.5

1/8 H
3x2.25

1/3 4x9.25

1/2 H 6x9.25

2/3 4x18.75

MINI
1x2.25

SMALL
2x2.25

1/12
2x4.5

Inserts

NET RATES PER THOUSAND. CALL 30 DAYS IN ADVANCE TO CONFIRM RATES.

PrePrints Single Sheet (from 5.5"x8.5" to 10"x11") \$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".

Print&Deliver

QUANTITY	8.5x11 1 SIDE	8.5x11 2 SIDES	11x17 folded 2 SIDES	10x11 1 SIDE	10x11 2 SIDES	10x22 folded 2 SIDES
10,000 - 20,000	\$82/M	\$89/M	\$105/M	\$85/M	\$92/M	\$120/M
20,001 - 40,000	\$80/M	\$87/M	\$103/M	\$83/M	\$90/M	\$118/M
40,001 - 60,000	\$73/M	\$77/M	\$101/M	\$76/M	\$80/M	\$104/M
60,001 - 80,000	\$70/M	\$75/M	\$99/M	\$73/M	\$78/M	\$102/M
80,001 plus	\$65/M	\$71/M	\$95/M	\$68/M	\$74/M	\$98/M

FREQUENCY DISCOUNTS:

- 6 times = 3% ■ 12 Times = 6%

TERMS

- Add \$1 per M for each 4 tab or 2 std pages over 24 tab or 12 std.
- Add 25% per M for less than full run.
- No brokered space accepted
- Prices shown are for 70 lb. white paper stock. Stock upgrades available.
- Copy deadline: 3 weeks prior to insertion.
- Process color available.
- Payment Terms: half of total cost upon order placement, balance upon approval of proof.

DELIVERY: Accepted Monday - Friday 9am to 5pm & 7pm to Midnight • Saturday 9am to 5pm

SHIPPING ADDRESS: Naples Daily News • 1100 Immokalee Rd, Naples, FL, 34110 **DIRECTIONS HOTLINE:** 239-435-3400

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 attorneys' 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

The Naples News Media Group 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. Naples News Media Group 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 disc ads 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 Naples News Media Group, is and remains the property of the 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 Naples News Media Group.