

# National Rate Card



**Not-so-great Brit**  
Last year's runner-up Andy Murray ousted in fourth round of U.S. Open. **Sports»**

## Naples Daily News

naplesnews.com Wednesday, September 9, 2009

### First edition»

This is the first edition of the Daily News produced on our new printing press at Immokalee Road. In addition to the new size, we've incorporated quite a few changes that readers told us they wanted. Those changes are outlined on Page 6A of this section.

Because it was the first run, we moved our deadlines ahead to be prepared for any last-minute glitches. That means that some late sports scores are not included in this edition.

We'd like to know what you think about the changes. Send comments to me at [pjlewis@naplesnews.com](mailto:pjlewis@naplesnews.com).

—Phil Lewis  
Editor

### Inside today»

**Nation**  
**Back-to-school speech inspires some kids**  
It's a top talk that kept clear of politics. President Barack Obama on Tuesday challenged the nation's students to take pride in their education -- and stick with it even if that doesn't always mean the most obvious tough circumstances at home. Obama used examples from his own life to urge students to study hard and told them to keep chasing dreams of being athletes or reality TV stars. **PAGE 10A**

**Business**  
**Home buyers face new set of realities**  
The American dream of homeownership is still attainable. Buyers just need to deal with a new set of realities. A year after the collapse of the housing market triggered the recession, it's a vastly different set of rules from earlier this decade, when home prices soared and mortgages were easy to come by. **PAGE 10C**

**Neapolitan**  
**Between the slicer: Love at first bite**  
Sink your teeth into local restaurant's 6 super sandwiches, from corned beef to fried fish. **PAGE 10D**

### Health-care divisions undercut overhaul

By Ricardo Alonso-Zaldívar  
Associated Press

WASHINGTON — Americans would be fined up to \$100 for failing to buy health insurance under a plan that circulated in Congress on Monday as divisions among Democrats undercut President Barack Obama's effort to regain traction on his health-care overhaul on the eve of his major televised address. Obama talked strategy with Democratic leaders at the White House, the one idea that most appeals to his party's liberal base lost ground in Congress. Prospects for a government-run plan to compete with private insurers sank as a leading moderate Democrat said he could no longer support the idea. The fast-moving developments put Obama in a bind. As a candidate, he opposed fines to force individuals to buy health insurance, and he supported setting up a public insurance plan. On Tuesday, fellow Democrats publicly

Health » Page 5A



## BACK HOME STILL READY

Iraq tour may not be her last, but Tracy Edmondson is content flying MedFlight helicopters



Tracy Edmondson, a pilot for Collier County Emergency Services MedFlight, served in Iraq for 15 months as a chief warrant officer for the U.S. Army and flew a Chinook helicopter there. She's pictured in Iraq at far right in the top photo, holding an American flag that was recently given to the Naples Daily News. Also pictured, from left: Sgt. Curtis Bailey, Chief Warrant Officer Doug Phillips, Sgt. 1st class Doug Embertin and Sgt. 1st class Chester Scott. **Edith Keller/Staff**

By Jenna Buzzaccio-Foerster  
[jfoerster@naplesnews.com](mailto:jfoerster@naplesnews.com)

Tracy Edmondson left active military duty in 1994, but last year the Collier County MedFlight pilot received a call she knew was bound to come eventually. Edmondson, 56, a chief warrant officer in the U.S. Army, was called up to active duty as part of her individual ready-reserves status with the National Guard. She was deployed to Iraq in August 2008.

"It was a little strange," she said of her deployment. "But it was somewhat exciting, too."

The call meant Edmondson would spend about a year flying a CH-47 Chinook helicopter and hauling goods across Iraq. "We were like a big truck in the sky," she said of her aircraft. "We flew everything and anything that needed to be moved around the country. But we only flew at night, because we were less of a target."

Edmondson retired in 1994. It was a love of flying that inspired her, especially since the military would give her more experience with helicopters. "Helicopters are



Denise Nevins, an 18-year-old Palmetto Ridge High School, BCTC member, raises an American flag at the new Naples Daily News building on Immokalee Road in North Naples. The flag presentation was done in Iraq. **David Alben/Staff**

### Flag that flew over Baghdad re-ups at the new Daily News building

By Jenna Buzzaccio-Foerster  
[jfoerster@naplesnews.com](mailto:jfoerster@naplesnews.com)

The flag slowly inched up the flag pole Tuesday morning. The last time it flew was in November over a U.S. military base in Iraq. Six months later, it was a different scene, as the Palmetto Ridge BCTC raised the American flag over the Naples Daily News Immokalee Road headquarters, 100 Immokalee Road. The flag was a thank-you gift from Naples resident Tracy Edmondson, a chief warrant officer in the U.S. Army, for the company's help while she was deployed to Iraq last year. Edmondson, 56, contacted the Daily News in September 2008 to see if she could purchase a subscription to be mailed to her in Iraq, said forger Volosquez, the Daily News circulation sales and marketing manager.

Edmondson » Page 5A  
Flag » Page 5A

naplesnews.com | For a video and more photos

ab8.13.10

DANIELS PKWY  
FORT MYERS  
ALICO ROAD  
CORNSCREW ROAD  
SAN CARLOS PARK  
ESTERO  
COCONUT  
OLD 41  
BONITA SPRINGS  
LEE COUNTY  
COLLIER COUNTY  
IMMOKALEE ROAD  
VANDERBIT BCH. RD.  
PINE RIDGE RD.  
WHITE BLVD.  
GOLDEN GATE CITY  
DAVIS BLVD.  
RATTLESNAKE HAMMOCK  
EAST NAPLES  
ISLES OF CAPRI  
MARCO ISLAND  
OIL WELL RD.  
EVERGLADES BVD.  
DEOTO BVD.

about today's edition  
 THE L.W. SCRIPPS COMPANY  
 Address: 1100 Immokalee Road, Naples, FL 34110  
 Business Hours: 9-5  
 Classified: 5-150  
 North Naples: 28  
 Suncoast: 40  
 Lakewood: 2A  
 Weather: 100  
 Phone: 239.262.3161  
 Fax: 239.262.3162  
 Email: [naplesnews@scripps.com](mailto:naplesnews@scripps.com)  
 Website: [www.naplesnews.com](http://www.naplesnews.com)  
 ISSN: 2623-3161

**NAPLES NEWS MEDIA GROUP**  
 Integrity. Community. Innovation.

1100 Immokalee Road | Naples, Florida 34110 | 239.262.3161

## National Rates per inch (GROSS)

	Daily	Saturday	Sunday
OPEN	\$80.55	\$83.53	\$104.74
100 inches	\$58.93	\$61.26	\$77.80
200 inches	\$53.62	\$55.67	\$70.74
400 inches	\$48.28	\$50.15	\$64.04
800 inches	\$44.68	\$46.38	\$58.89
1,735 inches	\$43.06	\$44.71	\$56.55

## Color

<b>\$900</b> Mon-Wed	<b>\$1200</b> Thur-Sat	<b>\$1500</b> Sun
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## NATIONAL RATE POLICY

- National advertisers are all those outside Collier, Lee, Hendry and Charlotte counties.
- The Publisher reserves the right to revise, reject or cancel any advertisement at any time.
- No brokered advertising space accepted.
- Telecommunications advertising placed by businesses providing the following services who own or operate their own telecommunication network will be charged National rate including:
  - Internet access
  - Online access
  - Wireless/cellular/PCS
  - Paging/messaging
  - Television/cable/radio stations offering internet access or online non-paid service to viewers/listeners
  - Satellite system communication services
  - Telephone local access and long distance

# 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) **\$2500**  
other sections **\$1000**

## 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](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 6x2 **\$550**  
back cover(2) 3x4 **\$275**

## CIRCULATION

RACK DISTRIBUTION &  
HOME DELIVERY

MON-SAT 52,995\*

SUNDAY 60,952\*

## 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.

# 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

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



**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

**1/12**  
2x4.5

**1/3** 4x9.25

---

**1/2 H** 6x9.25

---

**2/3** 4x18.75

---

**MINI**  
1x2.25

---

**SMALL**  
2x2.25

---

**1/12**  
2x4.5

## Modular

### TABLOID

<b>FULL</b>	6x10"
<b>1/2 H</b>	6x4.5
<b>1/2 V</b>	3x10"
<b>1/4 V</b>	3x4.5
<b>1/6</b>	2x4.5

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

# 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	NON-GLOSS			GLOSS		
	1 SIDE	2 SIDES	4 SIDES	1 SIDE	2 SIDES	4 SIDES
10,000 - 20,000	\$60/M	\$70/M	\$82/M	\$79/M	\$86/M	\$100/M
20,001 - 40,000	\$57/M	\$67/M	\$80/M	\$77/M	\$84/M	\$98/M
40,001 - 60,000	\$54/M	\$64/M	\$77/M	\$70/M	\$74/M	\$96/M
60,001 - 80,000	\$50/M	\$62/M	\$75/M	\$67/M	\$72/M	\$94/M
80,001 plus	\$48/M	\$58/M	\$71/M	\$62/M	\$68/M	\$90/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.