

NET RATES PER THOUSAND

Single Sheet (Sizes from 5 1/2" x 8 1/2" to 10" x 12")	\$37.00				
Tab (12" in depth or less)	Standard	1 Time	12 Times	24 Times	48 Times
8 pages or less	4 pages or less	\$55.00	\$41.50	\$40.50	\$39.00
9 – 16 pages	5 – 8 pages	\$57.50	\$44.00	\$43.00	\$41.50
17 – 24 pages	9 – 12 pages	\$58.50	\$45.00	\$44.00	\$42.50
25 – 28 pages	12 – 14 pages	\$60.00	\$46.50	\$45.50	\$44.00
29 – 36 pages	15 – 18 pages	\$65.00	\$51.50	\$50.50	\$49.00

ADD \$1.00 PER THOUSAND FOR EACH 4 TAB SIZE PAGES OVER 36

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 1/2" x 8 1/2" or larger than 10" x 12". **Add 25% to above rates for zoning.**

QUANTITY REQUIREMENTS 2008

*Revised regularly to adjust for seasonal changes. Last revision date 04/02/2008

Please address all correspondence to:

Brenda Bitzer
Naples Daily News
1075 Central Ave.
Naples, FL 34102

Phone (239) 263-4741
FAX (239) 213-6084
Email BBitzer@naplesnews.com

2008	Sunday	Daily	2008	Sunday	Daily	2008	Sunday	Daily			
January			May			September					
	1 st week	68,500	4-May	70,000	1 st week	63,500	7-Sep	51,000	1 st week	44,500	
6-Jan	82,000	2 nd	78,000	11-May	65,000	2 nd	58,500	14-Sep	51,000	2 nd	45,500
13-Jan	90,000	3 rd	82,000	18-May	58,000	3 rd	55,000	21-Sep	51,500	3 rd	46,000
20-Jan	92,000	4 th	83,000	25-May	58,000	4 th	52,500	28-Sep	52,500	4 th	46,500
27-Jan	94,000	5 th	85,000								
2008			2008			2007					
February			June			October					
	1 st week	86,000	1-Jun	56,500	1 st week	45,000	7-Oct	60,500	1 st week	52,000	
3-Feb	95,000	2 nd	97,500	8-Jun	53,500	2 nd	44,000	14-Oct	66,000	2 nd	55,000
10-Feb	99,000	3 rd	91,000	15-Jun	53,000	3 rd	42,500	21-Oct	70,500	3 rd	58,500
17-Feb	101,500	4 th	90,000	22-Jun	52,000	4 th	42,000	28-Oct	73,500	4 th	63,500
24-Feb	104,000			29-Jun	51,500						
2008			2008			2007					
March			July			November					
	1 st week	88,000	6-Jul	51,500	1 st week	42,000	4-Nov	74,500	1 st week	65,500	
2-Mar	97,000	2 nd	87,000	13-Jul	51,500	2 nd	42,000	11-Nov	78,500	2 nd	68,000
9-Mar	96,500	3 rd	85,000	20-Jul	51,500	3 rd	41,500	18-Nov	78,000	3 rd	68,500
16-Mar	95,000	4 th	85,000	27-Jul	51,500	4 th	44,500	25-Nov	77,000	4 th	63,500
23-Mar	93,500	5 th	83,500								
30-Mar	92,000										
2008			2008			2007					
April			August			December					
	1 st week	76,500	3-Aug	50,500	1 st week	41,000	2-Dec	80,500	1 st week	69,500	
6-Apr	87,000	2 nd	75,500	10-Aug	50,500	2 nd	41,000	9-Dec	79,500	2 nd	71,000
13-Apr	84,000	3 rd	72,000	17-Aug	51,500	3 rd	45,000	16-Dec	78,500	3 rd	66,000
20-Apr	80,000	4 th	68,500	24-Aug	50,500	4 th	45,000	23-Dec	75,000	4 th	64,000
27-Apr	75,000	5 th	65,000	31-Aug	51,000			30-Dec	76,500	5 th	66,500

Zoning by zip code accepted Wednesday through Saturday. Monday & Tuesday subject to availability. Not accepted Sunday. Holidays and the day following holidays subject to availability and approval. **Minimum quantity 10,000.**

SHIPPING REQUIREMENTS

DEADLINES: Reservation of space and delivery of materials must be received 10 days prior to publication. Preprints subject to approval prior to insertion. Publisher reserves the right to reject or cancel any advertisement at any time. NO BROKERED SPACE ACCEPTED.

PALLET LOADING: NO DOUBLE STACKED PALLETS ACCEPTED.

- Preprinted supplements must be properly jogged in turns of a minimum of 4 inches to a maximum of 12 inches.
- Supplements must be suitable for machine inserting and must not be tied or banded.
- Supplements must be brick stacked with interlocking layers.
- All supplements must be stacked on pallets in consistent lifts and be well jogged and securely banded.
- The entire pallet must be well protected.
- Stacked product should cover the pallet and never protrude beyond the limits of the pallet.
- A sheet of cardboard or suitable material, not waxed or coated, should be placed between layers to help keep supplements flat.
- Folded edges should be turned towards the inside of the load whenever possible to prevent damage.
- Pallet top must be wood or a sturdy equivalent the same size as the pallet base in order to keep the top flat and protect the product
- Banding should be tight without pulling down and bending the top turn or pulling loose the pallet flooring. There should be a minimum of four bands on each load.

DELIVERY: Accepted Mon.-Wed. 9AM to 5PM & 7PM to Midnight; Thurs. & Fri. 9AM to Midnight; Sat., Sun. & Holidays 7PM to Midnight.

SHIPPING ADDRESS: Naples Daily News 1075 First Ave. N. Naples, FL 34102

FOR MORE SPECIFIC DELIVERY INFORMATION CALL GLEN WILLIAMS (239) 263-4882