



applied advertisements

Rate Card | Effective 12.31.10

Read. Advertise. Grow.

Deadlines

Criteria varies depending on the product chosen.

- ♦ **1 Panel Naples Note, Versa Cards** all art and copy must be in-house a minimum of 14-days prior to application. Proofs must be approved and returned prior to 10-days before application.
- ♦ **8 Panel Booklet** artwork deadline 21 days prior to publication. Proofs must be approved and returned 10 days before application.

Exclusivity

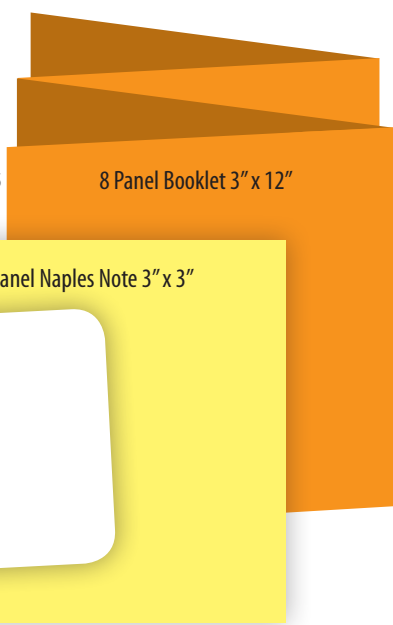
Naples Notes from competing accounts cannot run on the same day.

Scheduling

First come first served, other newspaper sections available upon request.

50% Down

Advertiser must pre-pay a deposit equivalent to 50% of the total cost of the Naples Note application before an order will be placed.



1 Panel Naples Note - 3" x 3"

figures are based on per thousand

Quantity	1 color	2 color	3 color	4 color
10,000-				
50,000	\$59.00	\$66.00	\$74.00	\$78.00
100,000	\$45.00	\$53.00	\$61.00	\$65.00
200,000	\$39.00	\$43.00	\$47.00	\$60.00
300,000	\$37.00	\$39.00	\$43.00	\$58.00
400,000	\$36.00	\$38.00	\$41.00	\$56.00
500,000	\$35.00	\$37.00	\$39.00	\$53.00

8 Panel Booklet - 3" x 3" (folded size)

figures are based on per thousand

Quantity	4 color process on all 8 panels
100,000	\$75.00
200,000	\$69.00
300,000	\$63.00

Versa Cards - 3.125" x 2"

figures are based on per thousand

Quantity	2/1 color
100,000	\$77.00
200,000	\$63.00
300,000	\$59.00
400,000	\$58.00
500,000	\$57.00

Specifications

- ♦ Paper size: 3' x 3" (1 Panel Naples Note), 3" x 12" (8 Panel Booklet), 3.125" x 2" (Versa Cards).
- ♦ Paper colors: Standard yellow or white
- ♦ Standard Colors: 10 specific PMS colors: black, red, blue, brown, burgundy, green, purple, teal, cyan, magenta, yellow, black.
- ♦ Ads may be printed in 1-4 colors
- ♦ Full color (4-color process) ads for the color reproduction of pictures are charged at the 4 color rate.
- ♦ Versa Cards are two-sided and have a double message area. *Prints on white paper only.*

1100 Immokalee Rd., Naples, Florida 34110
239.263.4741
Mon-Fri 8am to 5pm



Naples Daily News
naplesnews.com Read. Learn. Share.