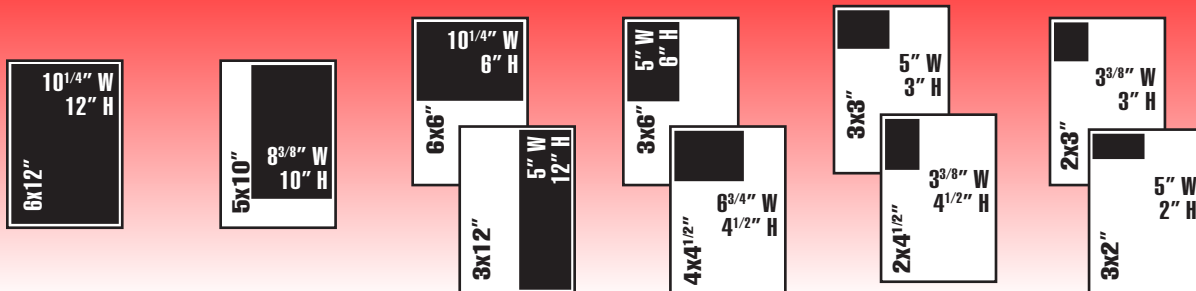


The News Leader

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DIRECT MAIL • DIRECT RESPONSE • RESULTS!

2012 RATE CARD



PER WEEK RATES

	Full Pg	3/4 Pg	1/2 Pg	1/4 Pg	1/8 Pg	1/12 Pg
52X	BW \$685 COLOR \$856	BW \$515 COLOR \$644	BW \$375 COLOR \$469	BW \$200 COLOR \$250	BW \$110 COLOR \$137	BW \$55 COLOR \$69
26X	BW \$715 COLOR \$894	BW \$540 COLOR \$675	BW \$390 COLOR \$487	BW \$210 COLOR \$262	BW \$115 COLOR \$144	BW \$59 COLOR \$74
13X	BW \$750 COLOR \$937	BW \$560 COLOR \$700	BW \$405 COLOR \$506	BW \$220 COLOR \$275	BW \$120 COLOR \$150	BW \$63 COLOR \$79
6X	BW \$795 COLOR \$994	BW \$600 COLOR \$750	BW \$420 COLOR \$525	BW \$230 COLOR \$287	BW \$125 COLOR \$156	BW \$66 COLOR \$83
OPEN	BW \$835 COLOR \$1044	BW \$625 COLOR \$781	BW \$445 COLOR \$556	BW \$245 COLOR \$306	BW \$130 COLOR \$163	BW \$68 COLOR \$85

COVER POSITIONS

FULL & HALF PG

\$150

Additional Charge

Ads must be in full color.

PREMIUM LOCATIONS

1/2 PG ONLY

\$480

PAGE 2

Full color included.

FRONT PAGE BANNER ADS

SMALL BANNER

\$175/WK

LARGE BANNER

\$300/WK

MONTH LONG CONTRACT

SINGLE SHEET PRE-PRINT INSERTS

STARTING AT **\$34M**

DELIVER INSERTS TO:

Sun Publications of Florida
7060 Havertys Way
Lakeland, FL 33805
(one week prior to insertion date)

35,700

CIRCULATION

PUBLISHED EACH WEDNESDAY

COVERING:

Clermont, Groveland, Ferndale,
Mascotte, Minneola,
Montverde, & Winter Garden

CLASSIFIED ADVERTISING RATES

DEADLINE • FRIDAY 5PM

10 Words or Less \$10.00 Additional Words 50¢
Boxed Classified Ads \$11.50/in. (2" min.)

DISPLAY ADVERTISING DEADLINES

Real Estate Section Thursday Noon
Section A & B Proofs Thursday Noon
Section A & B Thursday 5pm