

2017

Lake City Reporter

Lake City, FL
Publication day: Tuesday-Friday and Sunday
Circulation: 8,500 • TMC: 10,000 (Wed)
 www.cninewspapers.com

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ROP RATES

Open Rate: Daily - \$22.50 Sunday - \$23.25

Charity Rate: 9.75

Multiple Paper Discounts

This rate applies to the papers in the Coastal/Northeast Florida Region. Any 2 papers, 10% discount on both; 15% discount on three or more; 20% discount on four. Combination rates apply only to ROP advertising.

Ads may be repeated a second or more times within 6 days of the original ad and receive a 25% discount off each ad. No copy changes allowed for discount.

Consecutive Advertising Contract Rates

Inches	6 weeks	13 weeks	26 weeks	52 weeks
3"	\$12.90	\$12.20	\$11.55	\$10.95
6"	\$12.75	\$12.10	\$11.50	\$10.85
10"	\$12.60	\$11.95	\$11.30	\$10.70
15"	\$12.45	\$11.85	\$11.20	\$10.60
30"	\$12.35	\$11.70	\$11.10	\$10.50
63"	\$12.30	\$11.65	\$11.05	\$10.45
126"	\$12.10	\$11.50	\$11.00	\$10.30

— Color rates —

1 Color/Black	\$105
Full Color	\$225

Mechanicals

Column	Inches
1 column	1.667
2 column	3.458
3 column	5.250
4 column	7.042
5 column	8.833
6 column	10.625

ROP Deadlines

Tuesday edition-Thursday, 4:00 p.m.
 Wednesday edition-Friday, 4:00 p.m.
 Thursday edition-Monday, 4:00 p.m.
 Friday edition-Tuesday, 4:00 p.m.
 Sunday Life-Tuesday, 4:00 p.m.
 Sunday Edition-Wednesday, 4:00 p.m.

Ad email: ads@lakecityreporter.com
 Adsend Code: FLLCR

www.lakecityreporter.com

Rates effective January 1, 2017

INSERT RATES (price per thousand)

Frequency	1-3x	4x	12x	24x	40x	48x	60+x
single sheet	\$47.00	\$42.00	\$40.00	\$38.00	\$37.00	\$36.00	\$35.00
4 pg tab	\$58.00	\$55.00	\$49.00	\$46.00	\$45.00	\$44.00	\$42.00
8 pg tab	\$58.00	\$55.00	\$49.00	\$46.00	\$45.00	\$44.00	\$42.00
12 pg tab	\$60.00	\$56.00	\$51.00	\$47.00	\$46.00	\$45.00	\$43.00
16 pg tab	\$62.00	\$56.00	\$52.00	\$48.00	\$47.00	\$46.00	\$44.00
20 pg tab	\$64.00	\$58.00	\$54.00	\$49.00	\$48.00	\$47.00	\$45.00
24 pg tab	\$66.00	\$59.00	\$56.00	\$52.00	\$49.00	\$48.00	\$46.00
28 pg tab	\$70.50	\$63.50	\$60.50	\$56.50	\$53.50	\$52.50	\$50.50
32 pg tab	\$75.00	\$68.00	\$65.00	\$61.00	\$58.00	\$57.00	\$55.00
36 pg tab	\$79.50	\$72.50	\$69.50	\$65.50	\$62.50	\$61.50	\$59.50

- Add \$4.50 for each additional four-page tab after 36.
- Add \$5.00 per thousand to preprint quantities less than full run
- Maximum size insert is 11" x 11". All other sizes must be folded prior to delivery.
- Rates apply to single advertiser inserts only
- TMC (Expanded Market Coverage) - Reach an additional 10,000 households, above rates apply. Minimum quantity billed 5,000.

Shipping Information

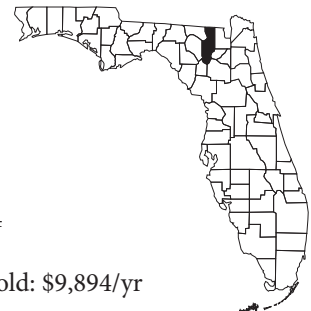
Inserts should be received *Lake City Reporter*
 one week prior to insertion. c/o Palatka Press
 Ship 1/2 fold to: 1825 St. Johns Ave
 Palatka, FL 32177

Call for digital advertising rates!

MARKET FACTS for Columbia County

DEMOGRAPHICS

Occupied Households: 24,244
 Total Population: 76,170
 Median Family Income: \$50,124
 Total Retail Sales: \$578,398,000
 Retail Sales per Average Household: \$9,894/yr
 Source: 2010 US Census estimates



ADVERTISING BENEFITS

- I-75 gateway to FL runs through the city
- With TMC covers 95% of the market
- 34% growth in household population since 1990

DMA: Jacksonville, Fla.
 Market Penetration: 34%