

# 2017

## Nassau County Record

Callahan, FL  
**Publication day:** Thursday  
**Circulation:** 3,000  
 www.cninewspapers.com

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### ROP RATES

Open Rate: \$8.01

#### Annual Volume Contract Rates

Inches	Rate
75-149	\$7.79
150-374	\$7.61
375-749	\$7.41
750-1499	\$7.21
1500-2249	\$7.00
2250-2999	\$6.63
3000-3749	\$6.21
3750-5249	\$5.81
5250+	\$4.49

#### Multiple Paper Discounts

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

#### Consecutive Advertising Contract Rates

Inches	6 weeks	13 weeks	26 weeks	52 weeks
3"	\$7.60	\$7.06	\$6.84	\$6.58
10"	\$7.47	\$6.92	\$6.58	\$6.31
15"	\$7.34	\$6.76	\$6.34	\$5.92
30"	\$6.79	\$6.23	\$5.80	\$5.55
63"	\$6.56	\$5.97	\$5.44	\$5.27
129"	\$6.29	\$5.70	\$5.27	\$4.49

#### —Color rates—

##### Available one color rates

Ads up to 60"	\$20
Ads 61"+	\$40

##### Process full color rates

Ads up to 15"	\$25
Ads 16" - 30"	\$50
Ads 31" - 60"	\$75
Ads 61"+	\$300

#### 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
DT	22.0

**ROP deadline is Monday at noon.**

**Ad email:** ads@fbnewsleader.com

Adsend Code: FLFNL

www.nassaucountyrecord.com

**Rates effective January 1, 2017**

### INSERT RATES (price per thousand)

Frequency	<13	13-25	26-49	50+
single sheet	\$47.00	\$44.00	\$43.00	\$42.00
4 pg tab	\$56.00	\$53.00	\$52.00	\$46.00
6 - 8 pg tab	\$56.00	\$53.00	\$52.00	\$46.00
10 - 12 pg tab	\$59.00	\$56.00	\$55.00	\$53.00
14 - 16 pg tab	\$64.00	\$61.00	\$59.00	\$58.00
18 - 20 pg tab	\$65.00	\$62.00	\$60.00	\$59.00
22 - 24 pg tab	\$67.00	\$63.00	\$62.00	\$60.00
26 - 28 pg tab	\$69.50	\$65.50	\$64.50	\$62.50
30 - 32 pg tab	\$72.00	\$68.00	\$67.00	\$65.00
34 - 36 pg tab	\$74.50	\$70.50	\$69.50	\$67.50

- Add \$2.50 for each additional four-page tab after 36.
- Full run only.
- Maximum size insert is 11" x 11". All other sizes must be folded prior to delivery.
- 13-25, 26-49, 50+ requires signed contract

#### Shipping Information

Inserts should be received  
 one week prior to  
 insertion. Ship 1/2 fold to:

*Nassau County Record*  
 c/o Palatka Press  
 1825 St. Johns Ave  
 Palatka, FL 32177

Call for digital advertising rates!

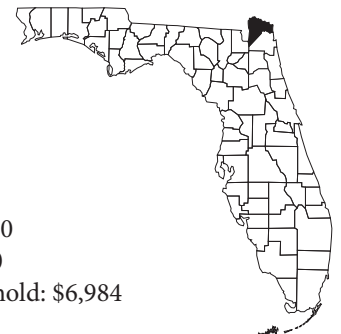
### MARKET FACTS

for Nassau County

#### DEMOGRAPHICS

Occupied Households: 28,794  
 Total Population: 73,314  
 Median Family Income: \$67,560  
 Total Retail Sales: \$422,949,000  
 Retail Sales per Average Household: \$6,984

Source: 2010 US Census estimates



#### ADVERTISING BENEFITS

- serves the west side of Nassau County
- highest circulated paper in Yulee & Callahan
- with Fernandina paper, combined covers 72% of Nassau County

DMA: Jacksonville, FL  
 Market Penetration: 17%