

# 2017

# PALATKA DAILY NEWS

Palatka, FL  
**Publication day:** Tuesday - Saturday  
**Circulation:** 8,000 • TMC: 6,500  
[www.cninewspapers.com](http://www.cninewspapers.com)

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## ROP RATES

**Open Rate: \$26.36**

### Modular Rates

Full Page 6col x 21in \$2500 ea.  
 Half Page 6col x 10.5in \$1230 ea.  
                   3col x 21in \$1230 ea.  
 Quarter Page 3col x 10.5in \$625 ea.  
 Eighth Page 3col x 5in \$325 ea.

### Monthly Retail Rates

Inches	Rate
31.5-62	14.17
63-125	9.40
126	8.89

Black and white advertising.  
 Must purchase at least 2  
 ads per month to qualify.  
 No other discounts apply.

### Consecutive Advertising Contract Rates

Inches	13 weeks	52 weeks
3"	\$13.10	\$11.55
6"	\$12.78	\$11.21
10"	\$12.50	\$10.82
15"	\$12.09	\$10.45
30"	\$10.62	\$8.76

### 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.

Bounce Back Discount: Repeat same ad without copy change on consecutive

publishing days within one week and receive 50% discount. Ad must originate in the Palatka Daily News at open rate to qualify for discounts.

Rates are per column inch unless states otherwise. All ads publishing on Wednesday have an additional 10% up charge. No exceptions.

### —Color rates—

1 Color	\$125
Full Color	
up to 31"	\$90
31.5"- 63"	\$150
63.5"- 126"	\$200

### 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, 3:00 p.m.  
 Wednesday edition-Friday, 3:00 p.m.  
 Thursday edition-Monday, 3:00 p.m.  
 Friday edition-Tuesday, 3:00 p.m.  
 Saturday edition-Wednesday, 3:00 p.m.

**Ad email:** [pdngraphics@gmail.com](mailto:pdngraphics@gmail.com)

Adsend code: FLPAL

[www.palatkadailynews.com](http://www.palatkadailynews.com)

**Rates effective April 1, 2017**

## INSERT RATES (price per thousand)

Frequency	open	4x	12x	24x	36x	48x	60x
single sheet	\$49.00	\$47.00	\$45.00	\$43.00	\$42.00	\$41.00	\$39.00
4 pg tab	\$53.00	\$49.00	\$47.00	\$45.00	\$44.00	\$43.00	\$40.00
6 - 8 pg tab	\$55.00	\$51.00	\$49.00	\$47.00	\$46.00	\$45.00	\$41.00
10 - 12 pg tab	\$57.00	\$55.00	\$53.00	\$51.00	\$50.00	\$49.00	\$45.00
14 - 16 pg tab	\$59.00	\$57.00	\$55.00	\$53.00	\$52.00	\$51.00	\$47.00
18 - 20 pg tab	\$61.00	\$59.00	\$57.00	\$55.00	\$54.00	\$53.00	\$49.00
22 - 24 pg tab	\$63.00	\$61.00	\$59.00	\$57.00	\$56.00	\$55.00	\$51.00
26 - 28 pg tab	\$65.00	\$63.00	\$61.00	\$59.00	\$58.00	\$57.00	\$53.00
30 - 32 pg tab	\$67.00	\$65.00	\$63.00	\$61.00	\$60.00	\$59.00	\$55.00
34 - 36 pg tab	\$69.00	\$67.00	\$65.00	\$63.00	\$62.00	\$61.00	\$57.00

- Add \$2.00 for each additional four-page tab after 36.
- Full run required.
- Maximum size insert is 11" x 12". All other sizes must be folded prior to delivery.
- All rates other than OPEN require a signed contract.

### Shipping Information

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

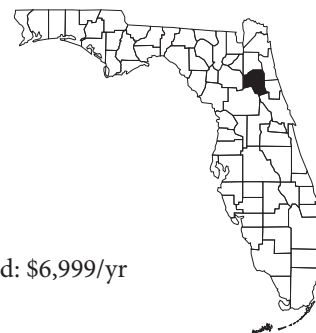
*Palatka Daily News*  
**1825 St. Johns Ave.**  
**Palatka, FL 32177**

Call for digital advertising rates!

## MARKET FACTS for Putnam County

### DEMOGRAPHICS

Occupied Households: 29,409  
 Total Population: 74,364  
 Median Family Income: \$43,322  
 Total Retail Sales: \$498,261,000  
 Retail Sales per Average Household: \$6,999/yr  
*Source: 2010 US Census estimates*



### ADVERTISING BENEFITS

- 45 minutes from Jacksonville, FL
- with TMC covers 85% of Putnam County
- carries all major retailers and grocery inserts

DMA: Jacksonville, FL  
 Market Penetration: 32%