

2017

FLORIDA'S OLDEST WEEKLY NEWSPAPER

NEWS LEADER

AMELIA ISLAND • FERNANDINA BEACH • YULEE • NASSAU COUNTY

Fernandina Beach, FL
Publication days: Wednesday & Friday
Circulation: 10,000
www.cninewspapers.com

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ROP RATES

Open Rate: \$23.01

Annual Volume Contract Rates Multiple Paper Discounts

Inches	Rate
75-149	\$22.77
150-374	\$21.42
375-749	\$20.14
750-1499	\$19.22
1500-2249	\$18.37
2250-3249	\$17.92
3000-3749	\$17.55
3750-5249	\$17.13
5250-7499	\$16.75
7500+	\$16.38

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

Consecutive Advertising Contract Rates

Inches	6 weeks	13 weeks	26 weeks	52 weeks
3"	\$18.37	\$17.24	\$16.81	\$16.18
6"	\$18.18	\$16.81	\$15.99	\$15.43
10"	\$16.53	\$15.89	\$15.67	\$14.30
15"	\$16.37	\$15.67	\$14.96	\$13.82
30"	\$15.88	\$14.86	\$14.29	\$13.33
63"	\$15.42	\$14.05	\$13.32	\$12.62
129"	\$14.47	\$13.60	\$12.79	\$12.18

Color rates

Available one color rates

Ads up to 60"	\$45
Ads 61"+	\$85

Process full color rates

Ads up to 15"	\$60
Ads 16" - 30"	\$105
Ads 31" - 60"	\$160
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 Deadlines: Wed. edition: Friday, 3:00 p.m.
Fri. edition: Tuesday, 3:00 p.m.

Ad email: ads@fbnewsleader.com
 Adsend Code: FLFNL

www.fbnewsleader.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

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

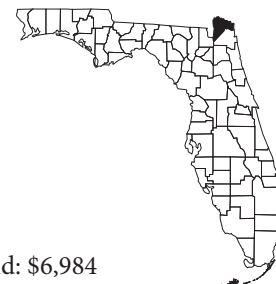
Call for digital advertising rates!

MARKET FACTS

for Nassau County

DEMOGRAPHICS

Occupied Households: 25,559
 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

- Florida's oldest weekly newspaper
- started Friday edition in Nov. 2000 to serve the weekend tourist business to the island
- affluent tourist island-25 miles from Jacksonville

DMA: Jacksonville, FL
 Market Penetration: 48%