

# 2016

# Lake City Reporter

Lake City, Fla  
**Publication day:** Tues.-Wed.-Thurs.-Fri.-Sun.  
**Circulation:** 8,000  
**TMC:** Wed.  
**Circulation:** 10,000  
 www.cninewspapers.com

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## ROP RATES

**Open Rate: \$22.50 Sunday: \$23.25**

### 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.

**Combination rates:** Ads that run full-price may repeat and be billed at half inches for all other insertions in a 7 day period for the **Lake City Reporter** only. Space will apply toward advertiser's contract. No copy changes allowed. Contract advertisers only.

### Consecutive Advertising Contract Rates

Weeks:	6	13	26	52
<b>3-5"</b>	12.90	12.20	11.55	10.95
<b>6-9"</b>	12.75	12.10	11.50	10.85
<b>10-14"</b>	12.60	11.95	11.30	10.70
<b>15-29"</b>	12.45	11.85	11.20	10.60
<b>30-62"</b>	12.35	11.70	11.10	10.50
<b>63-127"</b>	12.30	11.65	11.05	10.45
<b>127.5"</b>	12.10	11.50	11.00	10.30

### Color rates

<b>1 Color</b>	\$105
<b>Full Color</b>	\$225

### Deadlines

Tues. edition	Thurs. 4 p.m.
Wed. edition	Fri. 4 p.m.
Thurs. edition	Mon. 4 p.m.
Fri. edition	Tues. 4 p.m.
Sun. edition	Wed. 4 p.m.

### 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	21.375

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

AdSend Code: FLLCR

**Web site:** www.lakecityreporter.com

**Rates effective January 1, 2016**

## INSERT RATES

Frequency	1-3	4-11	12-23	24-39	40-47	48-59	60+
<b>Single</b>	\$47	\$42	\$40	\$38	\$37	\$36	\$35
<b>4 Full / 8 Tab</b>	\$58	\$55	\$49	\$46	\$45	\$44	\$42
<b>6 Full / 12 Tab</b>	\$60	\$56	\$51	\$47	\$46	\$45	\$43
<b>8 Full / 16 Tab</b>	\$62	\$56	\$52	\$48	\$47	\$46	\$44
<b>10 Full / 20 Tab</b>	\$64	\$58	\$54	\$49	\$48	\$47	\$45
<b>12 Full / 24 Tab</b>	\$66	\$59	\$56	\$52	\$49	\$48	\$46

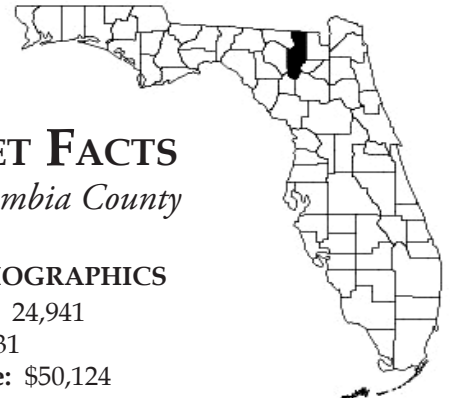
- ◆ Add \$4.50 for each additional 4-page tab. after 24.
- ◆ Rates apply to single advertiser inserts only.
- ◆ Full run required. Add \$5 per thousand for less than full run quantities.
- ◆ Maximum size insert is 11<sup>1/2</sup>" x 11<sup>1/2</sup>". All other sizes must be folded prior to delivery.
- ◆ All levels other than OPEN need a signed contract.

### Shipping Information

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

*Lake City Reporter*  
 c/o Palatka Daily News  
 1825 St. Johns Ave.  
 Palatka, FL 32177

Call 800-226-0692 for Internet, front-page banner and post-it advertising rates



## MARKET FACTS for Columbia County

### DEMOGRAPHICS

**Occupied Households:** 24,941  
**Total Population:** 67,531  
**Median Family Income:** \$50,124  
**Total Retail Sales:** \$578,398,000  
**Retail Sales per Average Household:** \$9,984

Source: 2010 US Census estimates

### ADVERTISING BENEFITS

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

**DMA:** Jacksonville, Fla.  
**Primary Market Penetration:** 34%