

2025 Lake City Reporter

Lake City, FL

Publication day: Wednesday, Thursday and Saturday/Sunday
Circulation: 7,200

Rates effective January 1, 2025
www.lakecityreporter.com

ROP RATES

Open Rate: Daily - \$24.00 Weekend - \$25.00

Non-profit Rate: \$11.25

**Call 386-752-1293 or
email mslater@lakecityreporter.com**

to tailor an advertising package to best fit
the needs and budget for your business.

Discounts may be offered for insertions of the same ad in the Fernandina Beach News Leader, Nassau County Record, Camden County Tribune-Georgian and other CNI newspapers located in North Georgia and Western North Carolina.

1 column	=	1.667"
2 column	=	3.458"
3 column	=	5.250"
4 column	=	7.042"
5 column	=	8.833"
6 column	=	10.625"

Ad dimensions

**ROP • CLASSIFIED • LEGAL
contact information**

ROP: mslater@lakecityreporter.com

Classified: classifieds@lakecityreporter.com

Legals: classifieds@lakecityreporter.com

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.
- **Maximum size insert is 11"x 11."** All other sizes must be folded prior to delivery.
- Rates apply to single advertiser inserts only
- **Full run only.**

Shipping Information

Inserts should be received *Lake City Reporter*
one week prior to insertion. 54024 Cravey Rd
Ship 1/2 fold to: Callahan, FL 32011

**Send insertion orders for preprints to:
nationalsales@cninewspapers.com**

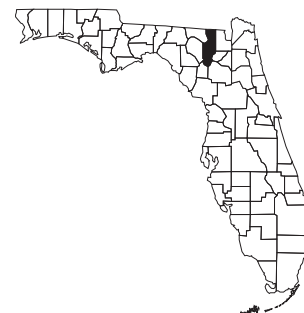
www.cninewspapers.com

MARKET FACTS *for Columbia County*

DEMOGRAPHICS

Occupied Households: 29,304
Total Population: 70,385
Median Family Income: \$44,818
Total Retail Sales: \$815,928,000

Source: 2020 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: 24 %