

Lake City Reporter

Your Community Newspaper Since 1874

2023 ADVERTISING RATE CARD

EFFECTIVE JANUARY 1, 2023

LAKE CITY REPORTER

- Demographics
- Retail/Preprint Rates and Schedules
- Classified Rates and Schedules
- Online Advertising Rates
- Mechanical Sizes

CURRENTS Magazine

North Florida HomeSeller Event/Special Products

- Rates and Schedules
- Mechanical Sizes

Lake City Reporter

CURRENTS Magazine • lakecityreporter.com

1086 SW Main Blvd., Suite 103, Lake City, FL 32025 • Mailing address: P.O. Box 1709, Lake City, FL 32056

386-752-1293 • Fax: 386-752-9400



Lake City Reporter

Founded 1874



Columbia County Demographics

Conveniently located at the crossroads of Interstate 75 and Interstate 10, Columbia County, Florida, is a desirable spot for business and distribution. Its close proximity to quality airports such as Jacksonville and Gainesville add to the ease of travel to and from our area.

Natural resources like the Ichetucknee River, the historic Suwannee River and many lakes and woodlands enhance the quality of life in and around Columbia County.

Geographic Quick Facts

County Land Area..... 801 sq. miles
City Land Area 11.8 sq. miles

Labor Analysis

Radius of Labor Drawing Area30 miles
Estimated Available Labor Force in
Columbia County Region 96,471

People Quick Facts

Columbia County Population70,385
Male.....36,601
Female33,784
Median Age 40
Under 5 Years 3,871
18 Years and Over52,648
65 Years and Over13,866
White.....54,408
Black or African American13,162
American Indian/Alaskan492
Asian.....774
Hispanic or Latin 4,857
Other 1,549

Education

High School Graduates
% of persons 25+ 85%
Bachelors Degree
% of persons 25+ 14.9%

Business Quick Facts

Retail Sales (\$1,000) 862,158
Retail Sales Per Capita \$12,692

Economic Characteristics

In Labor Force (16 yrs +)..... 36,037
Median Household Income \$44,818

Household Characteristics

Total Housing Units30,032
Occupied Units25,133

Source: U.S. Census Bureau Quick Facts, July 1, 2019

—Published Tuesday through Saturday/Sunday—

Administration

Publisher	Todd Wilson
Editor	Jamie Wachter
Advertising Director	Chris Ratliff
Business Development Manager	Monja Slater
Logistics Manager	Lyn Lampton

Commission/Terms of Payment

- All local advertising rates are net and non-commissionable and payable in advance, unless prior credit has been established.
- Payment is due by the 15th after period close and considered past due after that date.
- A 1.5% charge per period (18% per year) will be added to any unpaid balance. Any collection fees incurred will be borne by the advertiser.
- Payment for ads placed by agencies on behalf of a customer is the ultimate responsibility of the customer.

Rate Policy

Publisher reserves the right to adjust rates upon 30 day written notice. Some conditions apply. Position consideration is given to requests.

Contract Regulations

A) Assignment – for value received, advertiser hereby assigns to publisher all right, title and interest in and to all layouts of advertisements placed with the Lake City Reporter which represent the creative efforts of the staff and/or utilization of its own illustrations, art, labor, composition or material. Advertiser understands that because of said assignment, he cannot authorize photographic or other reproduction of any such advertising layout appearing in the newspaper in any other publication without the express written consent of the publisher.

B) In the event any tax is imposed on newspaper advertising, such tax or taxes shall be added to all rates and paid by the advertiser.
C) The Publisher reserves the right to revise, edit or reject any or all copy. The advertiser agrees to indemnify and hold harmless the Publisher against any and all loss, damage, cost and expense which the Publisher may incur or become liable for by reason of any and all claims or actions for libel, violation or right to privacy, plagiarism, copyright infringement and any and all other claims in connection with advertising matter published pursuant to the terms and provision of the agreement, including without limitation the expense and cost of defending any and all such claims and actions.

D) Advertising resembling news content must carry the word "Advertisement" at the top of the ad.

E) The Lake City Reporter shall be under no liability for its failure for any cause to insert an advertisement.

F) The advertiser shall pay the cost of composition of advertisement set upon advertiser's request but not used. Said advertisement may not be used in any other publication.

Ad Submission

Submit ad to ads@lakecityreporter.com

Combination Rates

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

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Lake City Reporter**Lake City Reporter Local Advertising Rates****A. Weekly Frequency Rates** Per Inch

	3"	6"	10"	15"	30"	63"	126"
6-Week	\$13.55	\$13.40	\$13.24	\$13.08	\$12.98	\$12.93	\$12.71
13-Week	\$12.81	\$12.71	\$12.56	\$12.45	\$12.29	\$12.24	\$12.08
26-Week	\$12.13	\$12.08	\$11.88	\$11.76	\$11.66	\$11.61	\$11.56
52-Week	\$11.51	\$11.40	\$11.24	\$11.13	\$11.03	\$10.98	\$10.83

Contract required for weekly frequency rates.

Must commit to same size ad or larger for contract period. Ads may be repeated a second or more times within 6 days of the original ad and receive the following discounts off each ad. No copy changes allowed for discount.

Frequency Discount Additions

Note: Discounts apply to same ad running during 7-day period

First Ad In 7 Day Period Full Price

Second Ad in 7 Day Period 25% Off

Third Ad in 7 Day Period 50% Off

B. Retail – Net (Per Inch)

Open Rate **Daily** \$24.00 **Weekend** \$25.00

C. Charity Rate (Per Inch) \$9.75

Applies to established churches, charitable, civic and fraternal organizations as approved by the Publisher. State tax exempt number may be requested.

D. Monthly Frequency Rates

Size	Rate Per Ad	Rate Per Run	Monthly Frequency	Monthly Total
3"	\$5.00	\$15.00	12	\$180.00
4"	\$4.50	\$18.00	12	\$216.00
6"	\$4.00	\$24.00	12	\$288.00

No copy changes allowed. Same ad must run for 20 consecutive days.

E. Page 1 Banner

6 column by 3 inches. Rates include process color.

Frequency	Daily Rate	Weekend Rate
1-5 insertions	\$475.00	\$525.00
6-12 insertions	\$450.00	\$495.00
13+ insertions	\$425.00	\$465.00

Color Rates

Color advertising is available daily, subject to occasional press limitations.

3"-10"	\$35.00
11"-20"	\$55.00
21"-30"	\$90.00
31"-40"	\$110.00
41"-50"	\$150.00
51"-62"	\$190.00
63"-126"	\$225.00

Guaranteed Placement

Add 25% to guarantee placement. Some conditions apply.

Closing Times for Display and Legal Advertising

Wednesday Edition	Thursday 4:00 p.m.
Thursday Edition	Friday 4:00 p.m.
Weekend Life	Monday 4:00 p.m.
Weekend Edition	Tuesday 4:00 p.m.

Circulation

Average daily circulation is 6,500.

Readership

Daily	17,030
Weekend	17,030

City and Retail Trading Zones/Lake City, Florida

Distributed throughout Columbia County.



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Lake City Reporter

Lake City Reporter Classified Rates

Classified Line Ad Rates

3 Line Minimum, 1 and 2 Day Rates \$2.95 Per Line*

Consecutive Insertions

3	\$1.95 per line
4-6	\$1.80 per line
7-13	\$1.75 per line
14-23	\$1.50 per line
24 or more	\$1.25 per line
Private Party items valued under \$100.....	\$5.00
(3 line, 5 day)	

Recruitment Advertising

3 Line Minimum, 1 and 2 Day Rates \$3.45 Per Line *

Consecutive Insertions

3	\$2.75 per line
4-6	\$2.55 per line
7-13	\$2.45 per line
14-23	\$2.15 per line
24 or more	\$1.95 per line

Miscellaneous

Church Directory (Friday)	\$1.85 per line
Church Page Sponsor	\$16.00 per ad
Funeral Notices.....	\$73.00 for 40 lines
~ \$3.50 for additional lines	

All funeral notices are published on the Lake City Reporter's website at www.lakecityreporter.com and legacy.com.

Legal Rate.....	\$16.50 per column inch
Reporter Box	You Pick-Up \$8.50
Reporter Box	Mailed \$15.00
Private Party Tribute	\$12.00 per column inch

Lake City Reporter

Business Directory Rates

Online Advertising Rates

Classifieds

**2x3
AD SIZE**
3.458" x 3"
\$22.50/wk*

**1x1
AD SIZE**
1.667" x 1"
\$12.50/wk*

**1x1.5
AD SIZE**
1.667" x 1.5"
\$15.00/wk*

**1x2
AD SIZE**
1.667" x 2"
\$17.50/wk*

***Minimum 4 week run.**
Ads published in every
Thursday & Saturday edition.

www.lakecityreporter.com

Leader Board (728px x 90px) Run of site	Medium Box (300px x 250px) Run of site	Home Page Banner (468px x 90px) Run of site
Cost \$200 per month	Cost \$200 per month	Cost \$350 per month

No animation | Acceptable formats PNG or JPEG
Resolution 200 dpi | RGB Color mode
Send in your URL so ad can be linked to your site.
30-day minimum ad run.

LCRsocial

LCR Social Rates

12-Month Contract: \$100/mo.
Month-to-Month: \$150/mo.

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Lake City Reporter Preprinted Insert Rates

Preprinted Inserts

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

- All inserts must be full run quantities.
- Add \$4.50 per 4 pages over 24 pages.
- Rates apply to single advertiser inserts only.

Preprint rates are for preprinted circulars inserted in the Lake City Reporter. Preprint quantities should include all Circulation Zones. Frequency discounts are available only with a signed agreement.

Reservations requested at least 7 working days prior to insertion delivery. Delivery accepted Monday thru Friday, 8 a.m. – 5 p.m.

SHIP TO: Palatka Press
1825 St. Johns Avenue
Palatka, FL 32177

Actual quantities distributed may vary from time to time due to changes in subscribers and seasonal fluctuations. Distribution estimates available on request.

Lake City Reporter

Distribution and available zip codes in Columbia County Florida.



32055 Lake City
 32060 Live Oak
 32094 Wellborn
 32096 White Springs

32024 Lake City
 32008 Branford
 32038 Fort White
 32071 O'Brien

32025 Lake City
 32054 Lake Butler
 32061 Lulu

Print and Deliver

Rates available upon request.

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Lake City Reporter Mechanical Sizes

Lake City Reporter ROP Depth Requirements

All copy measuring more than 18 inches in depth will be billed for the full 21 inches.

Standard Size

Column length – 21 inches • 6 Columns to a page – 10.625 inches wide.

Columns	Width Inches	Width Picas
1 Column.....	1.667 inches.....	10p
2 Columns.....	3.458 inches.....	20p9
3 Columns.....	5.25 inches.....	31p6
4 Columns.....	7.042 inches.....	42p3
5 Columns.....	8.833 inches.....	53p
6 Columns.....	10.625 inches.....	63p9

• Ads may be emailed to: ads@lakecityreporter.com.
Please copy account executive on all transmissions.

• Offset Web Press Process Color

• All ads submitted electronically must be accompanied.

• Send files in RIP-ready Postscript or PDF format with all fonts embedded/outlined and color converted to CMYK. PDFX-1a PDF files are preferred.

• JPEGs, EPS & TIFF acceptable as long as the file is CMYK and fonts are 100% black.

• Customer fonts cannot be loaded into the Lake City Reporter system.

• Convert all Duotones, RGB, Pantone and custom colors to CMYK or Grayscale.

• Set trapping prior to submitting document. If not set, program's default (if any) will be used.

• Objects to overprint or knock out must be selected and turned on by customer prior to submitting document. This includes graphics created in other programs (e.g., Illustrator) and placed in the document as well as objects/text created in the document.

• Camera Ready is defined as ready to go on the page.

Tab Modular Ad Sizes

Ad Size	Width	Depth in Inches
Full Page.....	10.25"/61p6.....	10.375"
Half Page Horizontal.....	10.25"/61p6.....	5.1"
Half Page Vertical.....	5"/30p4.5.....	10.375"
Quarter Page.....	5"/30p4.5.....	5.1"
Eighth Page.....	5"/30p4.5.....	2.45"



Special Tab Size

Ad Size	Width in Inches	Depth in Inches
Full Page.....	10.25"	11.25"
Half Page Horizontal.....	10.25"	5.5"
Half Page Vertical.....	5"	11.25"
Quarter Page.....	5"	5.5"
Banner (when available).....	10.25"	3.7"
Value Ad (when available).....	2.3"	5.5"
Business Card (when available).....	5"	3.7"

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Lake City Reporter CURRENTS

2023 Publication Schedule

SPRING, March 2023

SUMMER, June 2023

FALL, September 2023

WINTER, November 2023

**Receive a
Bonus Ad!**

Ask for details

Currents is the magazine of Life in Natural Florida.

It contains features and uplifting content about people and places throughout our North Florida region.

Features include personalities, interesting hobbies, food and recipes, and regional travel that compliments our rural lifestyle.

Advertising Rates

Ad Size	1x	4x
		<i>Sold!</i>
Back Page	\$1248	\$950
Page 3	\$950	\$800
Inside Back Page	\$850	\$750
Full Page	\$750	\$675
Half Page	\$435	\$375
Quarter Page	\$325	\$275
1/8 Page	\$225	\$195
Banner	\$325	\$275

Please add 2 weeks to deadlines
for production of advertorials.

**Look for us
throughout the area!**

Delivered to all Lake City Reporter subscribers, Plus...

135 locations
in Lake City and Columbia County

50 locations
in Live Oak and Suwannee County

Full Page

TRIM SIZE: 8.375" x 10.875"

Live Area: 7.625" x 10.125"

(0.375" margin)

Full Bleed: 8.875" x 11.375"

(0.25" bleed)

Half Page

7.625" x 5"

Quarter Page

3.75" x 5"

1/8 Page

3.75" x 2.4"

Banner

7.625" x 2.0"

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Lake City Reporter HomeSeller

North Florida HomeSeller

Monthly real estate publication.
Published the first Thursday of each month, HomeSeller is distributed through the Lake City Reporter, in racks throughout Columbia County as well as through select retail outlets.

Ad Size

Spread.....	\$650
Full Page.....	\$425
Half Page.....	\$295
Quarter Page.....	\$155
Back Page.....	\$475
Service Directory.....	\$70
Service Directory Value Pack (includes Lake City Reporter)	\$210

HomeSeller Ad Sizes

Ad Size	Width in Inches	Depth in Inches
Back Page	8.37"	10.87"
Full Page.....	7.62"	9.78"
Half Page Horizontal.....	7.62"	4.75"
Quarter Page.....	3.68"	4.75"
Service Directory	3.68"	2.25"



Each ad, aside from the quarter page or service directory size, includes a digital Medium Box ad on lakecityreporter.com each month with an annual agreement.

2023 PUBLICATION SCHEDULE

JANUARY

Closes: December 9, 2022
Published: January 5, 2023

FEBRUARY

Closes: January 13, 2023
Published: February 2, 2023

MARCH

Closes: February 10, 2023
Published: March 2, 2023

APRIL

Closes: March 10, 2023
Published: April 6, 2023

MAY

Closes: April 7, 2023
Published: May 4, 2023

JUNE

Closes: May 12, 2023
Published: June 1, 2023

JULY

Closes: June 9, 2023
Published: July 6, 2023

AUGUST

Closes: July 7, 2023
Published: August 3, 2023

SEPTEMBER

Closes: August 11, 2023
Published: September 7, 2023

OCTOBER

Closes: September 8, 2023
Published: October 5, 2023

NOVEMBER

Closes: October 13, 2023
Published: November 2, 2023

DECEMBER

Closes: November 10, 2023
Publishing: December 7, 2023



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