Lake City Reporter Your Community Newspaper Since 1874 2023 ADVERTISING RATE CARD **EFFECTIVE JANUARY 1, 2023** LAKE CITY REPORTER **CURRENTS Magazine** Demographics **North Florida HomeSeller** Retail/Preprint Rates and Schedules **Event/Special Products** Classified Rates and Schedules

Lake City Reporter

Online Advertising Rates

Mechanical Sizes

Rates and Schedules

Mechanical Sizes

CURRENTS Magazine ullet 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





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 Region96,471

People Quick Facts

Columbia County Population	70,385
Male	36,601
Female	33,784
Median Age	40
Under 5 Years	3,871
18 Years and Over	52,648
65 Years and Over	13,866
White	54,408
Black or African American	13,162
American Indian/Alaskan	492
Asian	774
Hispanic or Latin	4,857
Other	1,549

Education

High School Graduates	
% of persons 25+ 859	6
Bachelors Degree	
% of persons 25+14.99	6

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 Units	.30,032
Occupied Units	.25,133

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

-Published Tuesday through Saturday/Sunday-

Todd Wilson

Administration

Publisher

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 noncommissionable 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.

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. <u>2</u> 4	\$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 PeriodFu

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

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

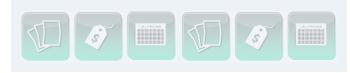
Average daily circulation is 6,500.

Readership

Daily	0
Weekend17,03	0

City and Retail Trading Zones/Lake City, Florida

Distributed throughout Columbia County.



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(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

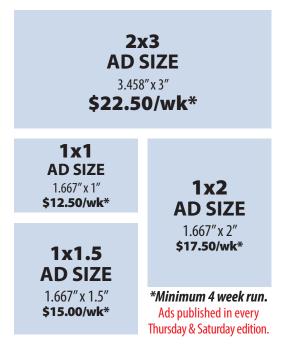
Miscellaneous	
Church Directory (Friday)	\$1.85 per line
Church Page Sponsor	\$16.00 per ad
Funeral Notices	\$73.00 for 40 lines
~ \$3.50 for additional lines	
All funeral notices are published on the	e Lake City Reporter's website
at <u>www.lakecityreporter.com</u> and <u>lega</u>	<i>.</i>
at <u>www.lakecityreporter.com</u> and <u>lega</u>	ocy.com.
•	ocy.com.
at <u>www.lakecityreporter.com</u> and <u>lega</u>	
at <u>www.lakecityreporter.com</u> and <u>lega</u>	

Lake City Reporter

Business Directory Rates Online Advertising

Online Advertising Rates

Classifieds



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	Cost	Cost
\$200 per month	\$200 per month	\$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.



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Lake City Reporter Preprinted Insert Rates

Preprint	ed Ins	erts					
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.



32055 Lake City 32060 Live Oak 32094 Wellborn 32096 White Springs

32024 Lake City 32008 Branford 32038 Fort White 32071 OBrien 32025 Lake City 32054 Lake Butler 32061 Lulu

Print and Deliver

Rates available upon request.

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	2)5"	3.7″



CURRENTS

2023 Publication Schedule

Receive a
Bonus Ad!

Ask for details

SPRING, March 2023 SUMMER, June 2023 FALL, September 2023 WINTER, November 2023

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.

Look for us throughout the area!

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

135 locations

in Lake City and Columbia County

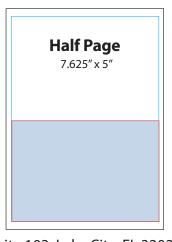
50 locations

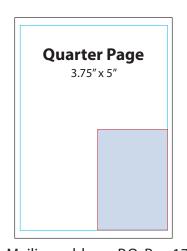
in Live Oak and Suwannee County

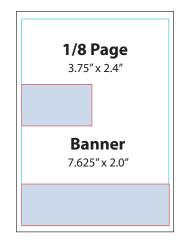
Advertising Rates

Ad Size	<u>1x</u>	Sold!
Back Page		
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 Please add 2 weeks to deadline for production of advertorials.		\$275

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)







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 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″
NOW is a great time BUY	FOO	ak in

Each ad, aside from the quarter page or service directory size, includes a digital Medium Box ad on <u>lakecityreporter.com</u> 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



ЛЛУ

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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