



# Lake City Reporter

*Your Community Newspaper Since 1874*

## 2024 ADVERTISING RATE CARD

EFFECTIVE JANUARY 1, 2024

### **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](http://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 Area .....30 miles  
Estimated Available Labor Force in  
Columbia County Region ..... 96,471

## 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+ ..... 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 Units .....30,032  
Occupied Units .....25,133

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

## —Published Tuesday through Saturday/Sunday—

### Administration

Publisher ..... Todd Wilson  
Editor ..... Jamie Wachter  
Advertising Director ..... 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](mailto: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"
<b>6-Week</b>	\$13.55	\$13.40	\$13.24	\$13.08	\$12.98	\$12.93	\$12.71
<b>13-Week</b>	\$12.81	\$12.71	\$12.56	\$12.45	\$12.29	\$12.24	\$12.08
<b>26-Week</b>	\$12.13	\$12.08	\$11.88	\$11.76	\$11.66	\$11.61	\$11.56
<b>52-Week</b>	\$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)

<b>Open Rate</b>	<b>Daily \$24.00</b>	<b>Weekend \$25.00</b>
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**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 .....	\$17.00 per ad
Funeral Notices.....	\$73.00 for 40 lines
~ <b>\$3.50 for additional lines</b>	

**All funeral notices are published on the Lake City Reporter's website at [www.lakecityreporter.com](http://www.lakecityreporter.com) and [legacy.com](http://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

#### 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 edition.

### Online Advertising Rates

#### [www.lakecityreporter.com](http://www.lakecityreporter.com)

#### Leader Board

(728px x 90px)

Run of site

#### Cost

\$200 per month

#### Medium Box

(300px x 250px)

Run of site

#### Cost

\$200 per month

#### Home Page Banner

(468px x 90px)

Run of site

#### 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.

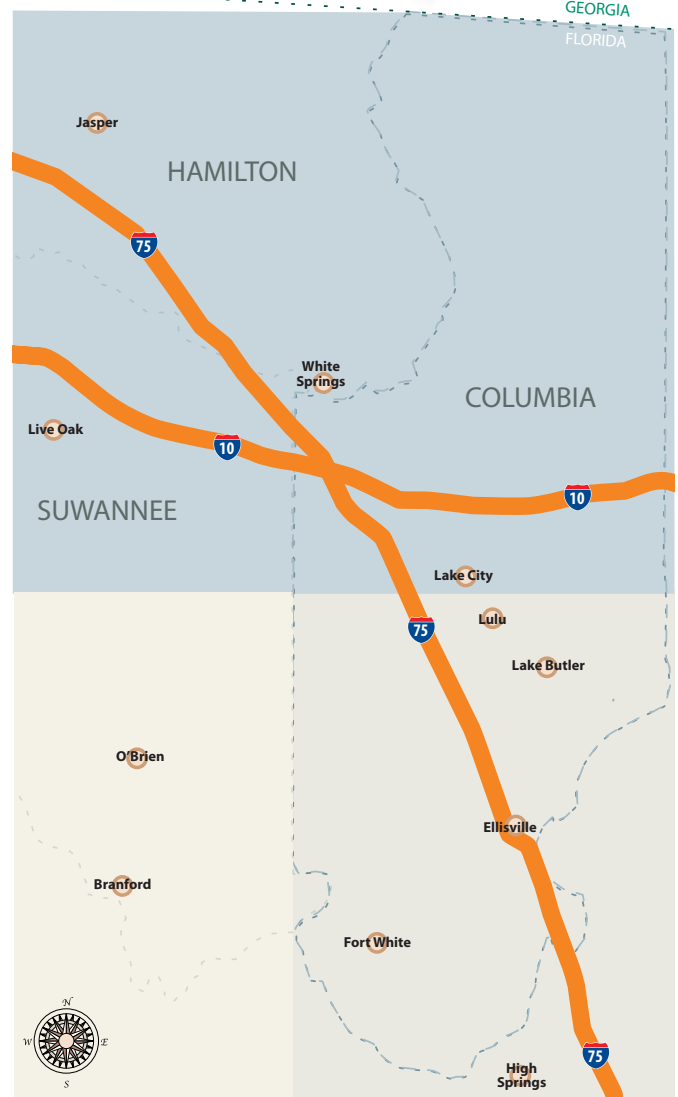
Reservations requested at least 7 working days prior to insertion delivery. Delivery accepted Monday thru Friday, 8 a.m. – 5 p.m.

**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](mailto: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"

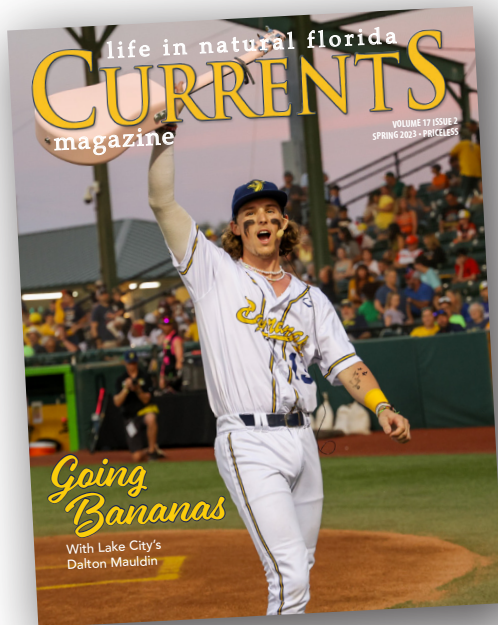


### Special Tab Size

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

## 2024 Publication Schedule

**Receive a  
Bonus Ad!**

Ask for details

SPRING, March 2024

SUMMER, June 2024

FALL, September 2024

WINTER, November 2024

*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
Inside Front Page .....	\$950	\$775
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

**Look for us  
throughout the area!**

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

**Over 100 locations**

**in Lake City and Columbia County**

**- AND -**

**25 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](http://lakecityreporter.com) each month with an annual agreement.

## 2024 PUBLICATION SCHEDULE

### JANUARY

Closes: December 8, 2023  
Published: January 4, 2024

### FEBRUARY

Closes: January 12, 2024  
Published: February 1, 2024

### MARCH

Closes: February 9, 2024  
Published: March 7, 2024

### APRIL

Closes: March 8, 2024  
Published: April 4, 2024

### MAY

Closes: April 12, 2024  
Published: May 2, 2024

### JUNE

Closes: May 17, 2024  
Published: June 6, 2024

### JULY

Closes: June 14, 2024  
Published: July 3, 2024

### AUGUST

Closes: July 12, 2024  
Published: August 1, 2024

### SEPTEMBER

Closes: August 16, 2024  
Published: September 5, 2024

### OCTOBER

Closes: September 13, 2024  
Published: October 3, 2024

### NOVEMBER

Closes: October 11, 2024  
Published: November 7, 2024

### DECEMBER

Closes: November 15, 2024  
Publishing: December 5, 2024



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