



Classified Advertising Rates

CLASSIFIED RATE POLICY

Local classified advertising rates apply to all classified advertising placed from within The News-Press circulation area. National rates apply to all out-of-market and agency-placed advertising

CLASSIFIED NATIONAL/COMMISSIONABLE RATES

Advertisers outside of our five county distribution area.

- Line ad minimum size: 3 lines
- Display ad minimum size: 2 inches
- Rates are per line and/or per inch per day
- Maximum 28-35 consecutive days
- Agency commission: 15%; due 15th of month following insertion

	Per Line	Per Inch
Sunday only	\$18.33	\$220.00
Daily	\$14.82	\$177.85
3 days*	\$12.60	\$151.20
Business Monday pick up	\$5.00	\$60.00

*Must be consecutive days

CLASSIFIED LOCAL RATES

Advertisers within our five county distribution area

- Line ad minimum size: 3 lines
- Display ad minimum size: 2 inches
- Rates are per line and/or per inch per day
- Classified local rates are non-commissionable and are billed net.

	Per Line	Per Inch
Sunday only	\$13.50	\$162.00
1-2 days*	\$10.45	\$125.40
3-6 days*	\$8.60	\$103.20
7-9 days*	\$5.15	\$61.80
10-27 days*	\$4.60	\$55.20
28-35 days*	\$4.05	\$48.60
Business Monday pick up	\$5.00	\$60.00

*Must be consecutive days.

LEGAL RATES

	Per Line
First insertion	\$2.20
Additional insertions	\$2.05

Retail

	Per Inch
Daily	\$43.45
Sunday	\$59.00

Classified

	Per Inch
Daily	\$26.65
Sunday	\$35.35

Bonita Zone & Cape Zone

	Per Line	Per Inch
1st insertion	\$0.65	\$7.80
2nd-4th insertion	\$0.55	\$6.55

Additional Affidavits

	Per Line	Per Inch
Death Notices, In Memoriam	\$4.50	\$54.00

Obituaries

	Per Inch
Obituaries	\$49.65

CHURCH RATES

Call to Worship - feature page	\$49.65
Free standing - Daily	\$49.65
Free standing - Sunday	\$69.45

COLOR

	Per Inch
Retail	\$13.40
Classified	\$8.25

GARAGE SALE RATES

4 Lines, 4 consecutive Days	\$28.00	Each additional line	\$6.25
4 Lines, 3 consecutive Days	\$20.00	Each additional line	\$4.00
4 Lines, 2 consecutive Days	\$15.00	Each additional line	\$3.00
4 Lines, 1 day	\$10.00	Each additional line	\$2.00
4 Lines, Business	\$48.00	Each additional line	\$12.00

PRIVATE PARTY RATES

Super Saver Discount Rates include publication in all The News-Press classified products and apply to individuals selling personal possessions. The price and phone number must appear in the ad. The price must represent the collective total of all merchandise in ad (i.e. two items at \$1,000 each listed in the same ad would qualify for the \$34.00 rate). Ads billed to a company, offering instruction, schooling, rentals, real estate for sale, business or professional services will be billed at the standard rate. Super Saver Packages are flat rated and there is no discount if ads are stopped early.

Items under \$50 <small>Must be mailed or faxed</small>	3 Lines, 3 Days	FREE
Items \$50-\$335 <small>Each additional line .75</small>	3 Lines, 3 Days	\$5.00
Items \$336-\$1,999 <small>Each additional line \$3.90</small>	3 Lines, 10 Days	\$20.00
Items \$2,000 - \$9,999 <small>Each additional line \$8.75</small>	3 Lines, 10 Days	\$34.00
Items \$10,000 or more <small>Each additional line \$13.90</small>	3 Lines, 10 Days	\$50.00

Each line averages 11 to 14 characters (includes spacing between words and punctuation.)

WEEKLY GARAGE SALE RATES

1 Day, 5 Lines	\$16.00	NFM Life/Cape Life
1 Day, 5 Lines	\$16.00	SFM Life/Bonita & Estero Life

DAILY MERCHANDISE FREQUENCY CONTRACTS

Line ads* (per line/per day)	30x	90x	365x
5-10 lines	\$3.10	\$2.05	\$1.55
11-50 lines	\$2.05	\$1.55	\$1.05
Over 50 lines	\$1.55	\$1.05	\$0.55

Display ads* (per inch/per day)	\$43.65	\$29.10	\$21.85
---------------------------------	---------	---------	---------

*Rate for display ad running in conjunction with line ads. Non-employment, Non real estate commercial customers.

LINE AD FREQUENCY CONTRACT RATES

Number of lines daily	1X	4X	7X	30
5	\$4.40	\$4.10	\$3.80	\$3.30
15	\$4.00	\$3.80	\$3.55	\$3.00
30	\$3.80	\$3.55	\$3.30	\$2.70

Display advertising \$33.20 per inch (black/white) \$36.35 per inch color.

Line rates are calculated per line, per day.

Advertiser must run the contracted minimum number of lines every day to qualify for rates above. Available to all categories with the exception of merchandises and employment.

NON-PROFIT RATES

■ Non-Profit Rate is available to 501(c)3 non-profit organizations, the benefits from which are used for charitable purposes. ■ Rates are per line and/or per inch per day.

	Per Line	Per Inch
Sunday Only	\$6.00	\$72.00
Daily	\$4.95	\$59.40
3 Consecutive Days	\$4.50	\$54.00

CLASS ACTION RATE (3 line, 3 day minimum)

Merchandise categories only \$1.65 per line/day

■ Provided for retail contract advertisers only.

CLASSIFIED

Mechanical Measurements

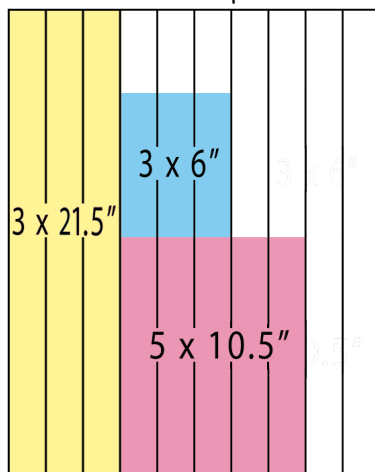
Standard Classified Broadsheet Pages 10 Column

Minimum space: 1 column x 1 inch deep

Ads over 19" deep are charged full-page depth of 21.5".

1 column	1 inch deep	6.6 picas
2 columns	2.267 inches deep	13.6 picas
3 columns	3.434 inches deep	20.6 picas
4 columns	4.601 inches deep	27.6 picas
5 columns	5.767 inches deep	34.6 picas
6 columns	6.934 inches deep	41.6 picas
7 columns	8.101 inches deep	48.6 picas
8 columns	9.267 inches deep	55.6 picas
9 columns	10.434 inches deep	62.6 picas
10 columns	11.625 inches deep	70.0 picas
21 columns	24.4 inches deep	144.9 picas

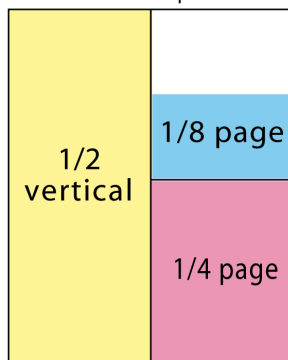
10 - Col. Classified specification



Modular Tabloid Pages & Column

1/8 page	5.0" x 2.75"
1/4 page vertical	5.0" x 5.75"
1/4 page horizontal	10.143 x 2.75"
1/2 page vertical	5.0" x 11.625"
1/2 page horizontal	10.143" x 11.625"
Full page	10.143" x 11.625"
Double truck	21.0" x 11.625"

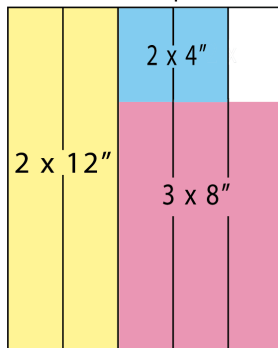
8 - Col. Mod. Tab specification



Standard Quarterfold Page: 3 Column

1/2 page	5.375" x 28 picas
Full Page	5.375" x 58 picas

5 - Column Tab specification



Standard Tabloid Page: 5 Column

Minimum space: 1 column x 1 inch deep

Ads over 9.5" deep are charged full-page depth of 12".

1 column	1.833 inches deep	11.0 picas
2 columns	3.792 inches deep	22.1 picas
3 columns	5.75 inches deep	34.7 picas
4 columns	7.708 inches deep	46.5 picas
5 columns	9.667 inches deep	58.3 picas
Double Truck	20.334 inches deep	122.0 picas
Depth	11.625 inches	70.0 picas

Contacts

Main Office - Fort Myers

239.335.0520

Classified: 239.335.0335

Retail Fax: 239.337.1335

Classified Fax: 239.335.0239

2442 Dr. Martin Luther King Jr. Blvd.

Fort Myers, FL 33901

Hours: 8:30a.m. to 5 p.m., Monday through Friday

Cape Coral Bureau

239.335.0520

Classified: 239.542.4478

Retail Fax: 239.945.3934

Classified Fax: 239.335.0239

Central Cape Business Park

1490 Pine Island Road, NE, Bldg. 3, Suites B & C

Cape Coral, FL 33909

Hours: 8:30a.m. to 5 p.m., Monday through Friday

Bonita Springs Bureau

239.948.7330

Classified: 239.495.0495

Retail Fax: 239.948.7347

24850 Old US 41, Suite 25

Bonita Spring, FL 34135

Hours: 8:30a.m. to 5 p.m., Monday through Friday

Lehigh Acres News Star

239.369.2191

Fax: 239.369.1396

1280 Lee Blvd., Lehigh Acres, FL 33936

Cape Coral, FL 33909

Hours: 8 a.m. to 5 p.m., Monday through Friday

For additional information, visit news-press.com/customerservice

Delivering your world

THE NEWS-PRESS

news-press.com

