

The BEACHES LEADER PONTE VEDRA LEADER

Publishing distinguished community newspapers on Florida's First Coast

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www.beachesleader.com
www.pontevedraleader.com

IF THIS IS
your beach,
THIS IS
your newspaper.



- Locally owned and operated since 1963
- Covers the Northeast Florida Beaches area from Ponte Vedra Beach through Jacksonville Beach, Neptune Beach, Atlantic Beach to Mayport Village.
- One buy gets your message in both THE BEACHES LEADER and THE PONTE VEDRA LEADER, with area-specific content and total beach coverage. In addition to that coverage, your message will also be seen on our complete e-edition of THE LEADER, which is available to all subscribers.
- This paid-for, subscription-based newspaper is published and delivered by the U.S. mail every Thursday in our upscale barrier island community. We are invited into our readers' homes.
- Our award-winning newspapers are a local publication-of-record for the Beach.
- Circulation: 7500

RATES EFFECTIVE JANUARY 1, 2016

NET AND NATIONAL RATES

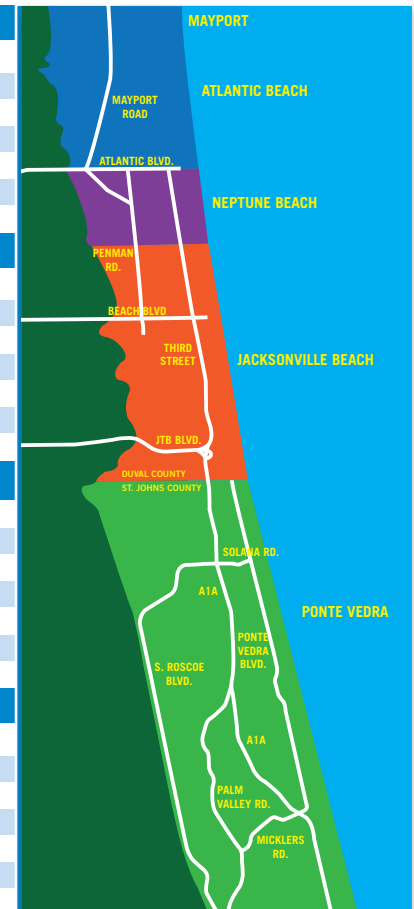
OPEN RATE: THURSDAY \$15.65

SPECIAL FULL PAGE OPEN RATE: \$1,300

For national rates, see TERMS AND CONDITIONS (over).

HOW TO USE THIS RATE CARD All rates given on this card are per column inch. To determine the cost of an ad, first decide on the size of the ad. The width of an ad is measured in columns, and the depth is measured in inches. An ad that measures 2 x 5 is actually 2 columns x 5 inches. Multiply the width by the depth to determine the total column inches the ad will cover (ex. 2 x 5 = 10 column inches). Multiply the total column inches by the corresponding rate (ex. 10" x \$11.60 = \$116 for a six-week agreement). This number is the final cost of the ad. The "open rate" is the rate for all advertising without a signed contract.

	COLUMN INCHES	THURSDAY
6 WEEKS	4"	12.35
	8"	11.80
	10"	11.60
	15"	11.10
	31.5" QUARTER PAGE	10.80
	63" HALF PAGE	9.70
126" FULL PAGE	8.65	
13 WEEKS	4"	11.25
	8"	10.70
	10"	10.55
	15"	10.25
	31.5" QUARTER PAGE	9.70
	63" HALF PAGE	8.65
126" FULL PAGE	7.65	
26 WEEKS	4"	10.80
	8"	10.10
	10"	9.95
	15"	9.65
	31.5" QUARTER PAGE	9.20
	63" HALF PAGE	8.15
126" FULL PAGE	7.15	
52 WEEKS	4"	10.35
	8"	9.75
	10"	9.35
	15"	9.10
	31.5" QUARTER PAGE	8.65
	63" HALF PAGE	7.65
126" FULL PAGE	6.65	
ANNUAL VOLUME	75"	13.85
	150"	13.05
	375"	12.50
	750"	11.85
	1500"	11.05
	2250"	9.80
	3000"	9.25
3750"	8.50	
5250"	7.30	
7500"	7.20	



84% of circulation is paid

25,000 readership*

• Advertising in The Leader puts you in both papers (The Beaches Leader & The Ponte Vedra Leader), & our E-Editions.

• Locally owned & operated since 1963

*Scarborough Research calculates 3.3 readers per household.

BANNER ADS

LIMITED AVAILABILITY
\$225

ASK YOUR SALES REPRESENTATIVE ABOUT OUR "EVERY OTHER WEEK" AGREEMENT OPTIONS, SPECIAL PUBLICATIONS & PRICING.

THE BEACHES LEADER | PONTE VEDRA LEADER

PERSONNEL

Tom Wood, Publisher
 Joanne Jund, Advertising Sales Manager
 Kathleen Feindt-Bailey, Editor
 Karen Stepp, Credit Manager

TERMS AND CONDITIONS

- a. Only national rates are commissionable: Thursday \$18.20.
- b. Terms: Net 15th of month following publication.
- c. A 15-day grace period is allowed after the payment due date before a service charge of 1.5% per month (18% per year) is added.
- d. If it is necessary to employ an outside agency for collection, advertiser agrees to pay any and all collection/attorney fees incurred by the Publisher.

ADVERTISING RATE POLICIES

- a. Open rates subject to change without notice.
- b. Contract rates may be raised on 30 days' notice, after which contract may be voided within 30 days on written notice from advertiser.
- c. Earned and contract rate savings apply only to the principal business of the advertiser in The Leader Group, and may not be transferred or assigned to other advertisers.
- d. If customer does not fulfill contract, a rate adjustment will be made for previous ads placed during contracted time to reflect the actual contract rate customer earned.

COLOR RATES Per publication

- a. Available Color: \$28 1/2 page
\$40 full page
- b. Specified Stock Color: \$65 all sizes
- c. PMS Match: \$85 all sizes
- d. **Full Color*: Up to 1/8 page: \$50**
 Over 1/8 to 1/4 page: \$90
 Over 1/4 to 1/2 page: \$140
 Over 1/2 to full page: \$200
- e. All color sold subject to availability.
 *Full color ads have a minimum of 12" ad space.

SPECIAL SERVICES

- a. Proofs will be delivered on request on ads measuring 10 or more column inches, provided by proof deadline.
- b. Tearsheets supplied in reasonable

quantities upon request.

- c. Basic advertising layout service and typesetting are provided without additional charge.

ROP DEPTH REQUIREMENT

- a. Minimum display ad acceptable is 1 column x 3 inches. Advertisements over 18 inches deep will be run and billed for full 21-inch depth.
- b. Ads should not be done in 100% reverse. No upside-down ads will be published.

CONTRACT AND COPY REGULATIONS

- a. All advertising and preprints accepted subject to the approval of the Publisher, who shall have the right to revise or reject in whole or in part any advertisement. The word "Advertisement" will be added to any ad resembling a news article.
- b. Liability for errors in advertisements shall not exceed the cost of the space occupied by the error. All errors are to be brought to our attention within 15 days of publication to receive consideration for adjustment. Publisher assumes no financial responsibility for omissions.
- c. Every effort will be made to meet reasonable position requests. Under no circumstances is position guaranteed, and failure to meet the requests will not constitute cause for adjustment, refund or rerun. Certain position-demand placement will be available with a premium charge of 15%.
- d. Alcohol & tobacco advertising is accepted.

CLOSING TIMES (DEADLINES)

- **Proof Ads: Monday Noon**
 - **Full Color Ads: Monday Noon**
 - **Black & White Ads: Tuesday Noon**
- For issues during holiday weeks, deadline changes will be announced in advance.

COMBINATION DISCOUNTS

The Leader has 30 sister newspapers that could be potential markets for your business, including The Fernandina News Leader, Nassau County Record, Palatka Daily News and The Lake City Reporter. More are spread throughout Georgia and North Carolina. Discounts for the same ad in multiple newspapers within a 6-day period: 10% for 2 newspapers, 15% for 3 or more newspapers. For more information visit www.cninewspapers.com.

MECHANICAL MEASUREMENTS AND SPECIFICATIONS

- a. **PRINTING METHOD:** King offset press using photo composition, aluminum plates.
- b. **ROP SIZES:** Size of printed area = 6 columns = 10.625" wide x 21" deep. Double truck: 12.5 columns x 21" deep = 262.5 column inches.

COLUMN WIDTHS

COLUMN	ROP WIDTH
1	1.667"
2	3.458"
3	5.25"
4	7.042"
5	8.833"
6	10.625"
Double Truck	22"
Page Depth	21"
Col. inches/Page	126"

- c. **FORMAT:** Ads provided to newspaper should be done in a professional-level program such as Adobe InDesign 5.5, Illustrator 5, or supplied in PDF format with fonts changed to outlines and CMYK for color ads. (Microsoft Publisher, Word, Wordperfect and Works are designed for home use only and will not provide the quality needed for newspaper reproduction.)

Digital Specs:

- We use Adobe InDesign 5.5, Illustrator 5 and Photoshop 5.
- We accept PDF files with fonts changed to outlines, EPS files with fonts changed to outlines, and TIFF files.
- Resolution should be set at 200 dpi for photographs and 300 dpi or higher for art or ads built in Photoshop with text.

Electronic Media:

We accept PDF files and EPS files less than 10 MB as attachments to e-mails at sales@beachesleader.com. For files larger than 10 MB, we have an ftp site, which will be provided by your sales representative. Files up to 25 MB can be sent to beachesleader1@yahoo.com.

WEB SITE ADVERTISING

Advertising on www.beachesleader.com and www.pontevedraleader.com is available. These rates will be provided on a separate rate card.

The Beaches Leader and Ponte Vedra Leader are directed to the Beaches of Duval and St. Johns counties and the adjacent communities. The barrier island, with little open land for development, continues to see amazing growth as population density increases. Zip codes covered are 32233, 32266, 32250, 32082, 32081, 32224 and 32225.

PREPRINT PROGRAM

NO. OF PAGES (TAB OR SMALLER)	COST PER THOUSAND
1	\$42
4-8	\$46
10-12	\$49
14-16	\$52
18-20	\$55
24	\$60

- Quotes given on request for sizes and page counts not shown.
- Minimum preprint size: 5.5" x 7.5".
Maximum size: 11.5" x 11".
- Deadline: 5 business days prior to run date.
- All prices are F.O.B. at our printing plant at 1115 Shetter Ave., Jacksonville Beach, FL 32250.
- Receiving hours: 9:00 a.m. to 5 p.m. Mon. – Fri.
- Handling charge of \$10 per thousand for quantities under 5000. Minimum charge \$100.

Frequency discounts available:
 6 times per year – 6%
 13 times per year – 8%
 26 times per year – 10%
 50 times per year – 15%

Zoned distribution available in
 THE BEACHES LEADER,
 PONTE VEDRA LEADER.