



Distribution: 8,000 - 10,000 Seasonal
Published Every Friday
Ad Deadline: Thursday at Noon
(7 business days prior to publication)

AD SIZE	OPEN RATE	FREQUENCY DISCOUNT	
		26 WK	52 WK
FULL PAGE 4 COL X 11.25"	435.00	416.50	398.00
3/4 PAGE 4 COL X 8.5"	326.00	312.00	298.50
1/2 PAGE 4 COL X 5.5" 2 COL X 11.25"	217.50	208.50	199.00
1/4 PAGE 2 COL X 5.5"	109.00	104.50	99.50
1/6 PAGE 2 COL X 3.75"	76.00	72.50	68.50
1/8 PAGE 2 COL X 2.625"	54.50	52.00	49.50
1/16 PAGE 1 COL X 2.5"	27.50	26.50	25.50
BUSINESS CARD 2 COL X 1.75"	38.00	36.50	35.00



Distribution: 6,000 - 8,000 Seasonal
Published Every Friday
Ad Deadline: Thursday at Noon
(7 business days prior to publication)

AD SIZE	OPEN RATE	FREQUENCY DISCOUNT	
		26 WK	52 WK
FULL PAGE 4 COL X 11.25"	325.00	300.00	225.00
3/4 PAGE 4 COL X 8.5"	243.75	225.00	168.75
1/2 PAGE 4 COL X 5.5" 2 COL X 11.25"	162.50	150.00	112.50
1/4 PAGE 2 COL X 5.5"	81.25	75.00	56.25
1/6 PAGE 2 COL X 3.75"	52.50	48.75	36.50
1/8 PAGE 2 COL X 2.625"	40.75	37.50	28.00
1/16 PAGE 1 COL X 2.5"	20.50	18.75	14.00
BUSINESS CARD 2 COL X 1.75"	28.00	26.00	19.50

WIDTH	INCHES
1 COL.	2.3333
2 COL.	4.8333
3 COL.	7.3333
4 COL.	9.8333

Color Rates
Black + 1 Color: \$25
Black + 2 Color: \$50
4/C Process: \$125

DIGITAL SPECIFICATIONS

File types: tif, jpg, pdf and ai, eps art elements.
Photoshop, InDesign, Illustrator or Adobe Acrobat.
Photos 300 DPI, uncropped, actual or largest file size.
Color mode CMYK. Text 100%K (Black)
Camera ready PDFs for high quality print.
For more information visit:

www.suncoastpress.com/resources/best-practices-for-print/

Credit terms: All payments due upon receipt of invoice.
Advertising rates are non-commissionable.
Insert rates: \$60 per 1,000 (8 1/2" x 11" single sheet).
Insert size cannot exceed newspaper full page.
We reserve the right to refuse, alter or edit any advertisement.
Political ads: Open rate, payment in advance.
Not for profit: 52 week discount rate.



Professional Directory "Your Business Card"

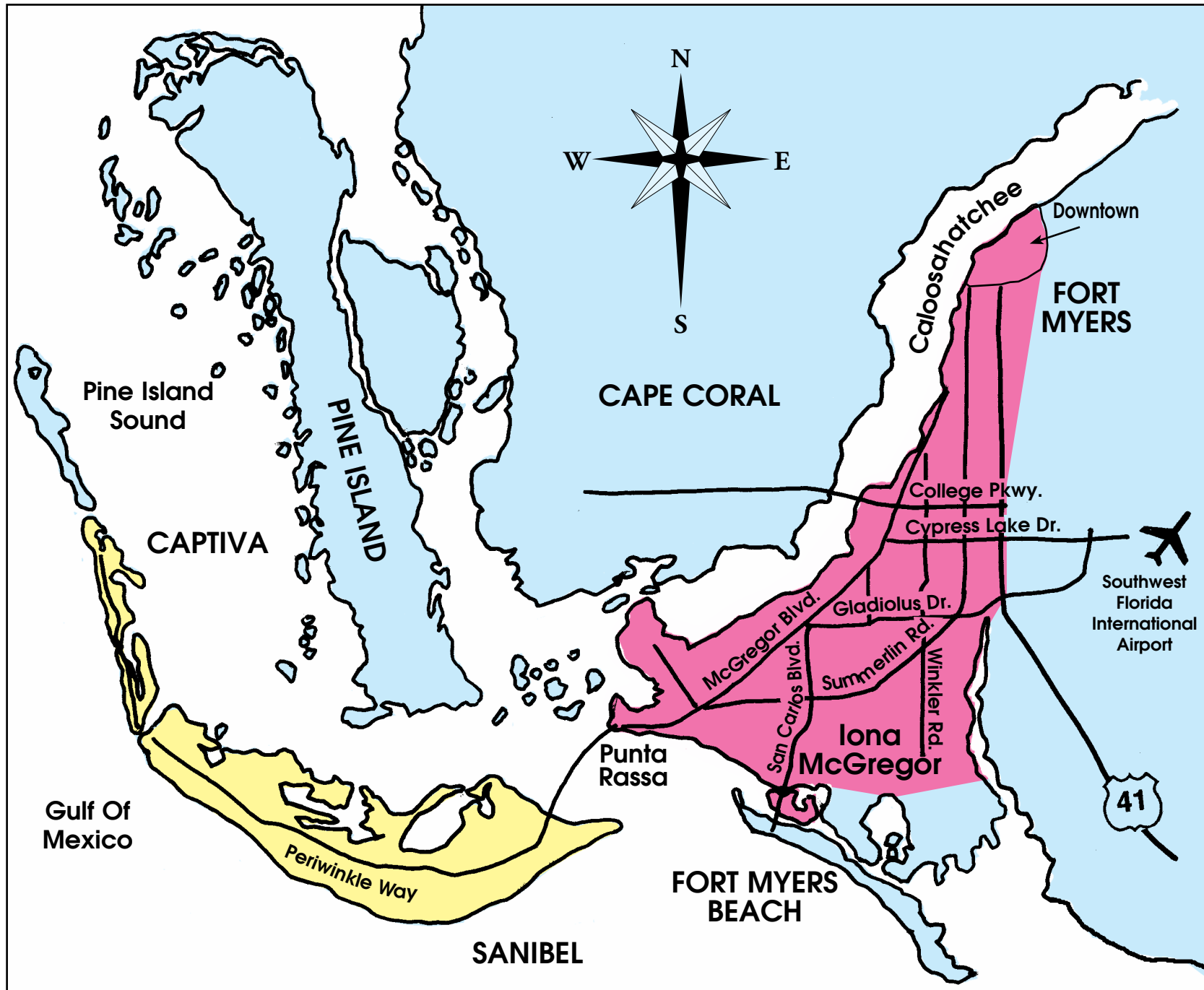
	PER WEEK
Island Sun	\$22.50
The River	\$17.50
Combination Rate	\$35.50

Read online at: www.islandsunnews.com

1640 Periwinkle Way, Suite 2, Sanibel, FL 33957

phone: 239-395-1213 • fax: 239-395-2299 • email: Ads@IslandSunNews.com

Advertising Rates



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 Distribution Areas



 Distribution Areas

EFFECTIVE MARCH 2017



Ad Requirements

Email materials to: ads@islandsunnews.com

For large files, a link to our Dropbox can be emailed to you

239-395-1213

Camera-Ready Ads

DEADLINE - Friday by 5 p.m. the week before publish date.

(example: Friday, April 5 for ad to run Friday, April 12)

- File Type: **pdf (Windows, NO MAC)**
- Resolution: **300 dpi**
- Fonts: Embed
- Export: PDF/X-4: 2008
- Distill: **High Quality Print**
(If built in Quark, distill final PDF to High Quality Print)
- Text: **CMYK** for color/process. **100%K** for Black, **NOT process, registration, rich, built or stacked black** (100%K for "Black" Lines or Strokes)
- Color Mode: **CMYK** for Process and Spot Color / **Grayscale** for Black and White
On all layers (front to back), graphic elements-objects/photos/images
- Adobe Acrobat Pro: **Output Intent: US Web Coated (SWOP) v2**
Output Preview for Black Text 100%K and color CMYK, **NO RGB or Pantone**

Ad Builds

DEADLINE FOR MATERIALS - Wednesday by 5 p.m. the week before publish date.

(example: Wednesday, April 3 for ad to run Friday, April 12)

DEADLINE FOR APPROVAL OF ADS - Friday by 5 p.m. the week before publish date.

(example: Friday, April 5 for ad to run Friday, April 12)

- Email elements as attachments, not embedded
- Submit text in sequential order, exactly how want to appear in ad
- Label photos/images to match text or as caption
- Resolution: **300 dpi, largest or actual file size**
- File Type: **(Windows, NO MAC)**
Text: **doc, docx, xlsx, pdf, txt.**
Graphic: **pdf, jpg, jpeg, tif, psd, eps, ai, png, bmp, gif, zip**
NO Microsoft Publisher, Powerpoint, or freeware programs
- Software: **Adobe CC: Acrobat, InDesign, Photoshop, Illustrator, Distiller DC, MS Word and Excel, Notepad, Zip**