



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
<b>FULL PAGE</b>	4 COL X 11.25"	435.00	416.50	398.00
<b>3/4 PAGE</b>	4 COL X 8.5"	326.00	312.00	298.50
<b>1/2 PAGE</b>	4 COL X 5.5" 2 COL X 11.25"	217.50	208.50	199.00
<b>1/4 PAGE</b>	2 COL X 5.5"	109.00	104.50	99.50
<b>1/6 PAGE</b>	2 COL X 3.75"	76.00	72.50	68.50
<b>1/8 PAGE</b>	2 COL X 2.625"	54.50	52.00	49.50
<b>1/16 PAGE</b>	1 COL X 2.5"	27.50	26.50	25.50
<b>BUSINESS CARD</b>	2 COL X 1.75"	38.00	36.50	35.00



Distribution: 6,000 - 8,000 Seasonal  
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AD SIZE		OPEN RATE	FREQUENCY DISCOUNT	
			26 WK	52 WK
<b>FULL PAGE</b>	4 COL X 11.25"	325.00	300.00	225.00
<b>3/4 PAGE</b>	4 COL X 8.5"	243.75	225.00	168.75
<b>1/2 PAGE</b>	4 COL X 5.5" 2 COL X 11.25"	162.50	150.00	112.50
<b>1/4 PAGE</b>	2 COL X 5.5"	81.25	75.00	56.25
<b>1/6 PAGE</b>	2 COL X 3.75"	52.50	48.75	36.50
<b>1/8 PAGE</b>	2 COL X 2.625"	40.75	37.50	28.00
<b>1/16 PAGE</b>	1 COL X 2.5"	20.50	18.75	14.00
<b>BUSINESS CARD</b>	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/](http://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"

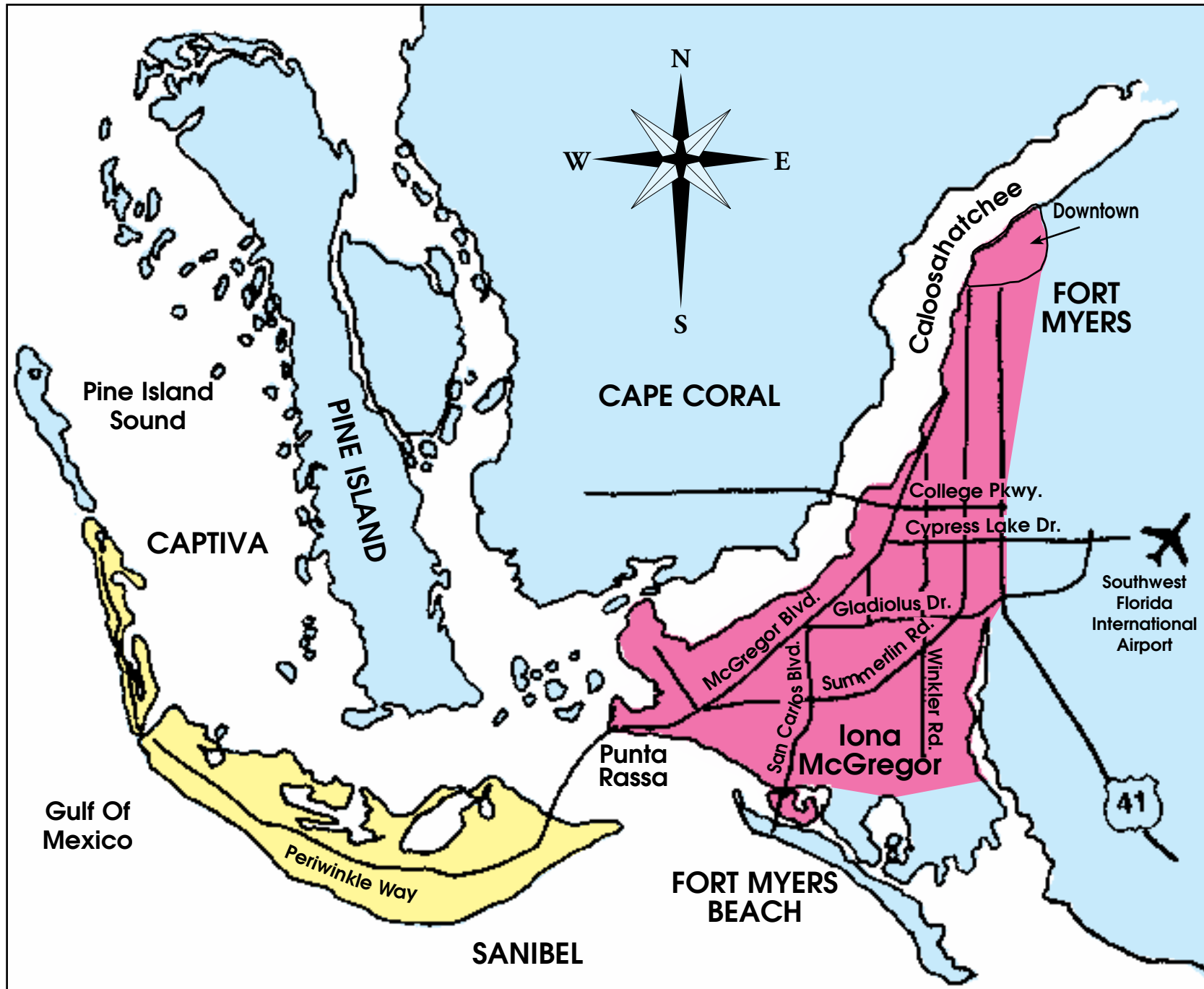
	PER WEEK
Island Sun	\$22.50
The River	\$17.50
Combination Rate	\$35.50

Read online at: [www.islandsunnews.com](http://www.islandsunnews.com)

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phone: 239-395-1213 • fax: 239-395-2299 • email: [Ads@IslandSunNews.com](mailto:Ads@IslandSunNews.com)

# Advertising Rates



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 Distribution Areas



 Distribution Areas

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