



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:

<https://suncoastpress.wpengine.com/wp-content/uploads/2021/05/Print-Guidelines.pdf>

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.

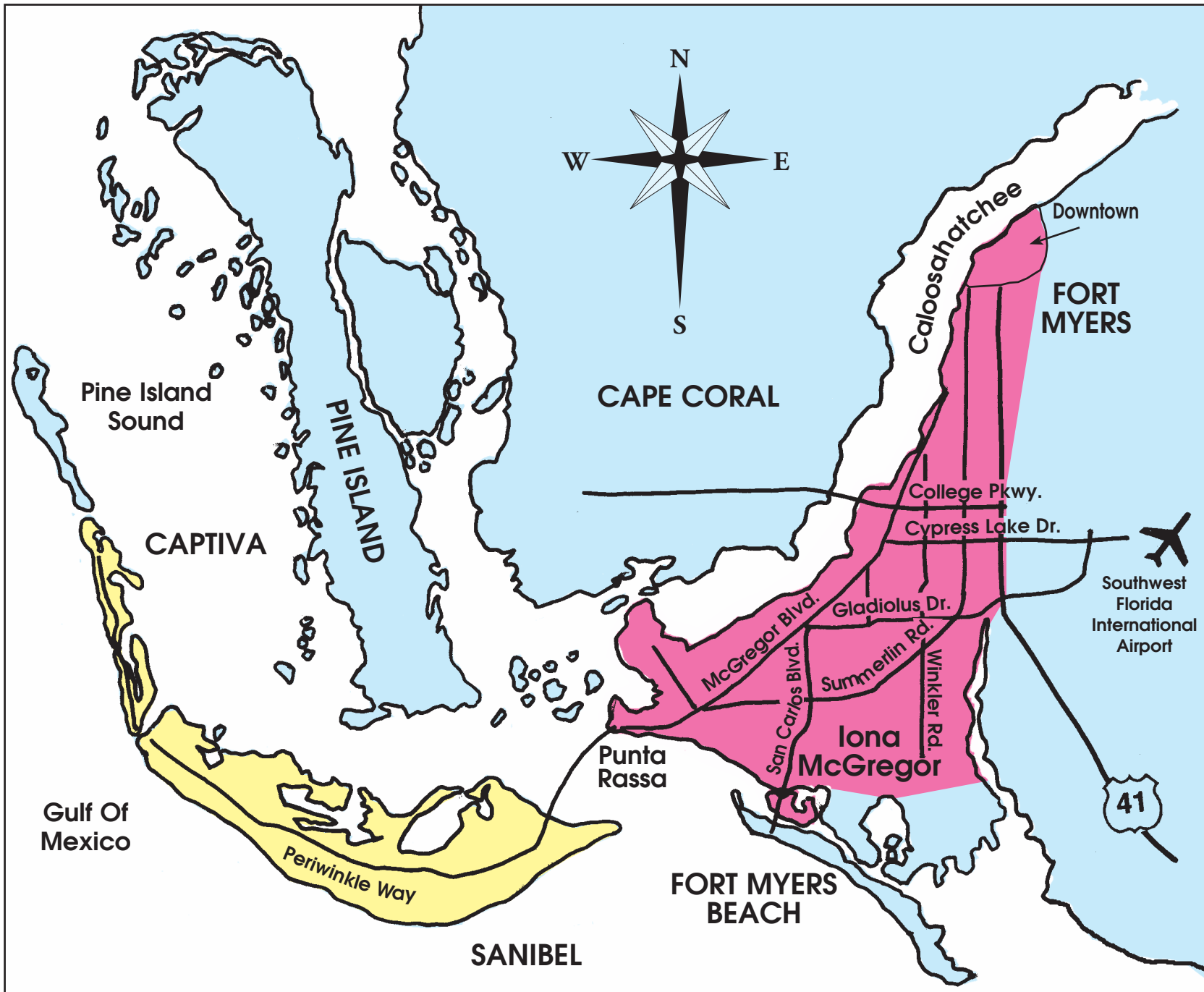


Professional Directory
 "Your Business Card"

| | 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 • email: Ads@IslandSunNews.com

Advertising Rates



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239-395-1213



 Distribution Areas



 Distribution Areas

EFFECTIVE MARCH 2017



Ad Requirements

Email materials to: ads@islandnews.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**