



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
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| 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/downloads/SCP_bestpracticeNprint.pdf
www.suncoastpress.com/downloads/ProcessBlackInformation.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"

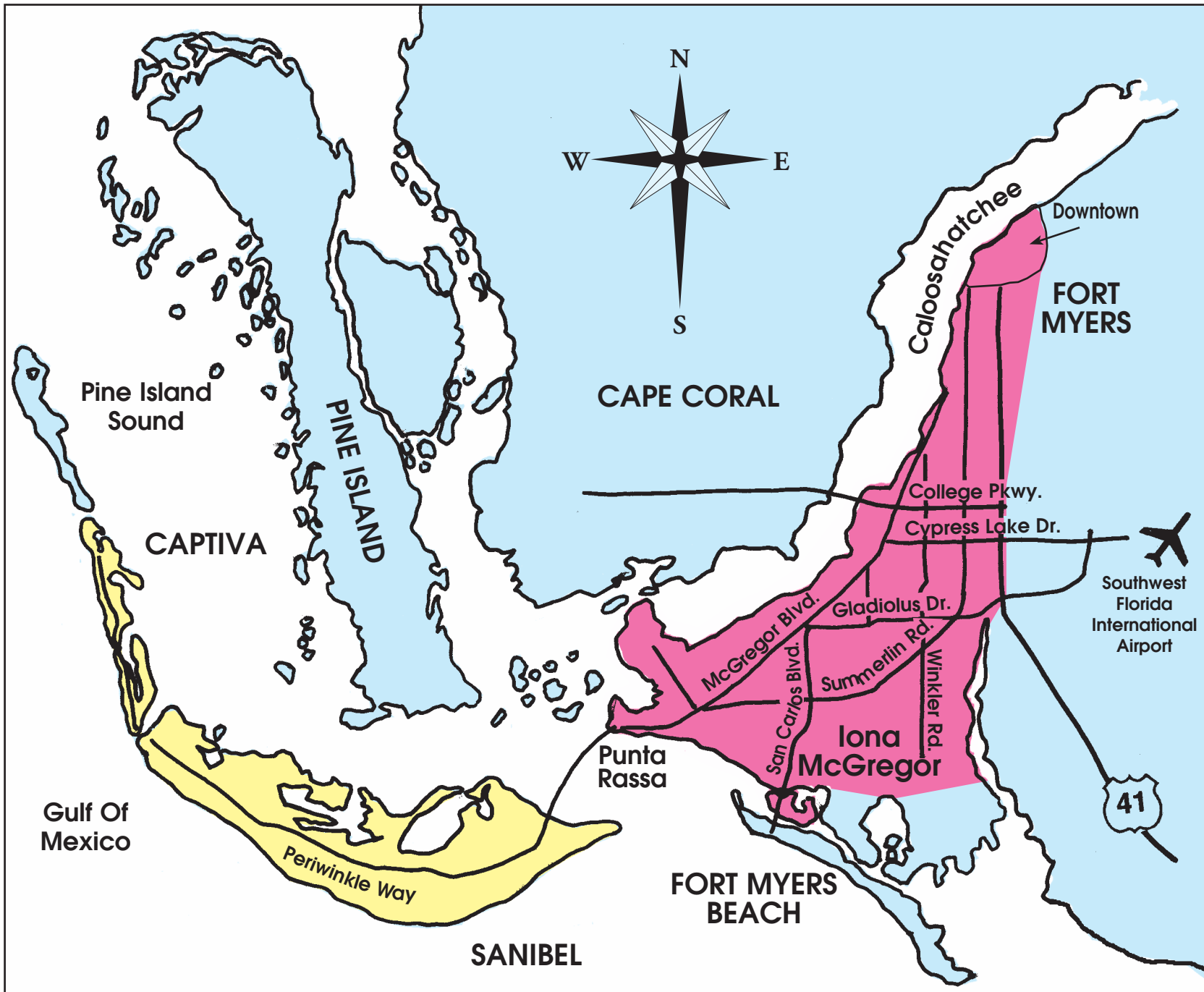
| | PER WEEK |
|------------------|----------|
| Island Sun | \$22.50 |
| The River | \$17.50 |
| Combination Rate | \$35.50 |

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 Distribution Areas



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