

2020 RATES

# PALATKA DAILY NEWS

*We are here to serve our friends, community and customers for over 125 years.*

[www.palatkadailynews.com](http://www.palatkadailynews.com)



## Advertising Policy

**A.** Conditions, rates, rules or regulations not set forth or described in this rate card, or in any current group rate schedule applicable to the Palatka Daily News, will not be binding on the newspaper. Rate offers are subject to change. Call 312-5210 to request any updates to this rate card.

**B.** Proofs will be provided, by request, on advertisements measuring at least 15 column inches, turned in by deadlines.

**C.** The Palatka Daily News reserves the right to edit or reject any copy deemed objectionable either in subject matter, phraseology or setup.

**D.** The Palatka Daily News accepts responsibility for failure to correct errors plainly noted on the proof. Responsibility for errors is limited to that part of the advertisement which contains errors, and re-publication or adjustment will be made for that amount of space in the next available issue. Claims for adjustment must be within seven (7) days of publication. Every effort will be made to prevent the omission of an advertisement or a portion of an advertisement, but should omission occur, the Palatka Daily News will assume no liability or financial responsibility for the omission.

**E.** Position, if available, will be guaranteed for a 25% surcharge.

**F.** All rates subject to a state or local tax if imposed. Cancellation, changes of insertion dates and/or correction must conform to published deadlines. Cancellation or changes after deadline may be subject to charge.

**G.** Advertising which simulates editorial or news material must be labeled as advertising.

**H.** For value received, advertiser hereby assigns to the Palatka Daily News, all rights, title and interest to all layouts of advertisements placed with the above named company which represent the creative effort of the newspaper and/or utilization of its own illustrations, labor, composition or material, and contents such cannot be reproduced by others without the permission of the Palatka Daily News.

**I.** Open rates are subject to change without notice.

**J.** Contract rates may be raised on 30 days with written notice to advertiser.

**K.** Earned and contract rate savings apply only to the principal businesses of the advertiser and may not be shared, transferred or assigned to other advertisers.

**L.** Advertisements completed by composition staff and not placed in the newspaper will be charged at the rate of \$50 per hour.

### TERMS OF PAYMENT

Rates are net. Terms are cash with copy unless credit is established in advance with the Palatka Daily News. All advertising charges are payable by the 15th of the month following publication. Accounts with unpaid balances exceeding 30 days are subject to 1.5% finance charges. (18% A.P.R.) 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.

### MECHANICAL SPECS

Columns	Width
1	1.667"
2	3.4"
3	5.25"
4	7.04"
5	8.833"
6	10.625"

Page Depth	Column	Inches
21"	6	126"

#### R.O.P. DEPTH/SIZE

Ads over 17 inches deep, billed as full 21 inches on nine column page. Minimum ad size one column inch

### DISPLAY DEADLINES

Tuesday	Thurs. 3 p.m.
Wednesday	Fri. 3 p.m.
Thursday	Mon. 3 p.m.
Friday	Tues. 3 p.m.
Saturday	Wed. 3 p.m.

These are final deadlines for space reservations and complete layout. Any copy not complying with these deadlines will not be eligible for no charge correction. All display ads scheduled on Wednesday's will be surcharged 10%.

### PLATFORMS & MEDIA SUPPORTED

We accept pdfs, jpgs, tiff. (high resolution, 300 dpi, please make sure all your fonts are embedded.) We accept rtf, txt and doc files. Delivery - CD, FTP, Adsend, E-mail {pdngraphics@gmail.com}.

All display ads published on Wednesday have an additional 10% up charge. No exceptions.

## MODULAR RATES

Full Page 6col x 21in ..... \$2500 ea.

Half Page 6col x 10.5in  
3col x 21in..... \$1230 ea.

Quarter Page 3col x 10.5in . \$625 ea.

Eighth Page 3col x 5in..... \$325 ea.

## MONTHLY RETAIL RATES

up to 31" inches..... 15.25pci

31.5-62 inches ..... 14.20pci

63-125inches ..... 9.50pci

126 inches ..... 8.85pci

Black and white advertising. Must purchase at least 2 ads per month to qualify. No other discounts apply.

## 52 WEEK FREQUENCY RATES

3" 12.35

6" 11.95

12" 11.55

15" 11.20

Frequency Repeat Discounts: For the contract period, publish the same ad twice each week to earn a 50% discount on subsequent ads. Inches in excess of contract will be charged at applicable rate shown above. Rates shown are per inch. See your sales representative for frequency discount rewards program.

## Full Color

up to 10" \$35

11" to 31" \$50

31.5" to 63" \$90

63.5" to 126" \$150

## Spot Color

\$80

# UNIQUE OPPORTUNITIES

### APPLAUSE

Putting the spotlight on the Good News and Good Times of our Community.

6 col x 10.25" Back Page **\$438/week** - 26wk contract

Back Page **\$475/week**

6 col x 2.5" strip... **\$110/week**

3 col x 2.5" strip... **\$60/week**

### BUSINESS BIOS

TUESDAY - 5 col x 10.5" in size and limited to once a year per business **\$525**

THURSDAY - New business: 5 col x 10.5" in size and may run once. Must be scheduled within 45 days of the opening of a business **\$525**

### RELIGION PAGE

For sponsorship of the church page every Thursday. 26 weeks minimum sponsorship. **\$15.00** per week

### PERSONALS

Happy Grams, In Memory, Thank You **\$8.75** pci

### ANCHORED

#### ADVERTISING POSITIONS

"A" Section Front

6 col x 3"..... \$210 ea.

Section Front

6 col x 3"..... \$185 ea.

Comics

6 col x 1"..... \$60 ea.

### REMNANT SPACE

1/4, 1/2 and Full Page sizes only.

Newspaper has discretion on run date.

Color additional

**\$7.50** pci

### NON-PROFIT RATE

For groups with federal/state non-profit status. Copy of non-profit tax I.D. must be presented at time of ad placement

**\$10.00** pci

### LEGAL DISPLAY

Minimum Legal Commercial Rate

**22.00pci**

Repeated legal display ads will be discounted 50% on subsequent insertions.

### PUBLIC NOTICE

#### LINE LEGAL ADS

Initial Insertion \$22.00pci

All Subsequent Insertions \$11.00pci

Tax Deeds \$115.58 ea

Fictitious Name \$73.20 ea

Affidavits \$2.50 ea

All legals are billed to the closest 1/4 inch. Legals submitted after deadline and/or have extensive changes after being submitted will incur a 10% upcharge. No guarantee the legal will be able to publish if submitted after deadline.

### PAID OBITUARIES

Death notices are published at no charge. Full obituaries are charged by the column inch.

First 5 inches \$62.50

Each additional column inch \$8.25pci

Palatka Daily News reserves the right to edit all copy.

# PALATKA DAILY NEWS INSERTION RATES & DISTRIBUTION

www.palatkadailynews.com

TAB PAGES	Open	4x	12x	24x	36x	48x	60x
Single sheet	\$49	\$47	\$45	\$43	\$42	\$41	\$39
4	\$53	\$49	\$47	\$45	\$44	\$43	\$40
5-8	\$55	\$51	\$49	\$47	\$46	\$45	\$41
9-12	\$57	\$55	\$53	\$51	\$50	\$49	\$45
13-16	\$59	\$57	\$55	\$53	\$52	\$51	\$47
17-20	\$61	\$59	\$57	\$55	\$54	\$53	\$49
21-24	\$63	\$61	\$59	\$57	\$56	\$55	\$51
25-28	\$65	\$63	\$61	\$59	\$58	\$57	\$53
29-32	\$67	\$65	\$63	\$61	\$60	\$59	\$55
33-36	\$69	\$67	\$65	\$63	\$62	\$61	\$57

## PREPRINTED INSERTS:

Inserts billed on a cost per thousand basis, with a minimum distribution charge for full run on day of insertion. Frequency discount agreements available to single advertisers with multiple insertions during one year. Insert paging is based on tabloid size; with a standard size page equaling two tabloid pages; and two quarter fold size pages equaling one tabloid page. Tabloid size page measures 110 1/4 square inches. Circulation varies seasonally. Please contact your Palatka Daily News representative for the most up to date circulation information. These rates are net and non commissionable. For each additional 4 tabloid pages add \$2 per thousand.

## PAID MARKET COVERAGE

Expanded distribution available on Wednesdays, 13,500 copies of the Daily News will be distributed each Wednesday as supported by our local Wednesday display advertisers and participating national advertisers.

## PRINT & DELIVER

8.5 inch by 11 inch flyers produced and inserted into products of the Palatka Daily News on a cost per thousand basis. Full run required. Rates based on in stock paper only. A surcharge of 50% will be applied for rush printing. Copy due 10 days prior to insert date.

1 Color Ink (1 side)	2 Color (1 side)	1 Color Ink (2 sides)	2 Color (2 sides)
\$90	\$105	\$105	\$116

## INSERT POLICIES

1. Deadline for scheduling or canceling inserts is 7 days prior to date of publication.
2. All inserts are due at loading dock at least 7 full working days prior to date of publication
3. Inserts should be in bundles of manageable size, in turns of 100, banded on skids or packaged in boxes.
4. **Full run required.** Full run is determined by the day you insert.

## MECHANICAL SPECS AND DELIVERY GUIDELINES

Single sheet inserts printed on stock of less than 40 lbs. or multi-page inserts printed on stock of less than 30 lbs. should be oversupplied by 10% to assure correct machine inserting. Other size restrictions may prevent machine inserting and such inserts may be handled on a limited basis at a surcharge of \$10 per thousand.

Inserts measuring more than 11" x 12" must be folded prior to delivery. Anything larger must be 1/4 fold prior to delivery. For minimum sizes please call us. Prior to shipping, check with advertising department for latest distribution estimates. Inserts are due one week prior to insertion date on skids or in cartons.

## SHIP INSERTS TO:

Palatka Daily News  
1825 St. Johns Ave.  
Palatka, FL 32177

Receiving hours: Mon. - Fri. 8 am to 4 pm.