

CLASSIFIEDS ADVERTISING RATES

Longboat Observer (LBO) • Sarasota Observer (SO) • East County Observer (ECO)

PRICING IS LISTED PER WEEK PER TITLE

FREQUENCY	1X	4X	13X	26X	52X
Disc Rate on Open	OPEN	15%	20%	25%	30%
Liners					
• 1st 15 words	\$15.00	\$12.75	\$12.00	\$11.25	\$10.50
• Each additional word	.50	.43	.40	.38	.35
Display Class - 2 Inch Min.					
• Column inch	\$27.81	\$23.64	\$22.25	\$20.86	\$19.47
• Add reverse	+10%	+10%	+10%	+10%	+10%
• Add one color	+10%	+10%	+10%	+10%	+10%
• Add 4 color	+25%	+25%	+25%	+25%	+25%
Premium Box Ads 2.5 Inch Min.					
• Column inch	\$30.59	\$26.00	\$24.47	\$22.94	\$21.41
• Add one color	+10%	+10%	+10%	+10%	+10%
• Add 4 color	+25%	+25%	+25%	+25%	+25%
Service Directory		OPEN	12X	24X	52X
• Full box (3.333"x2")		\$199.00	\$477.60	\$895.50	\$1,671.00
• Half box (3.333 x1")		\$115.00	\$276.00	\$517.50	\$966.00
• Add one color		+10%	+10%	+10%	+10%
• Add 4 color		+25%	+25%	+25%	+25%

Combination Discount

A discount of 25% is applied to the total cost of the ad for each title added to the schedule after the first title. Same ad must run in same week. If one title is ordered, no discount. If 2 titles are ordered, 25% discount on second title. If three titles are ordered, 25% discount on second and third titles; etc. Color and special effects charges are included in the discounting.

Production Charges

A charge of \$25 per proof will be applied for each additional proof after the 3rd proof and for each proof provided for ad changes submitted after deadline.

Premium Box Ads

Runs on the front page of the Classified section, at the top, in a premium position.

Space is limited and sold on a first-come, first-served basis.

Deadlines:

ECO Classifieds Monday at 12pm, ECO Service Directory Friday at 12pm

LBO Classifieds Monday at 2pm, LBO Service Directory Friday at 12pm

SO Classifieds Tuesday at 12pm, SO Service Directory Tuesday at 12pm

Column Inch:

One column width by 1 inch depth.

Total column inches is determined

by multiplying the number of columns wide

by the number of inches deep.

Column Width:

1 col. = 2.5"

2 col. = 5.125"

3 col. = 7.75"

4 col. = 10.375"