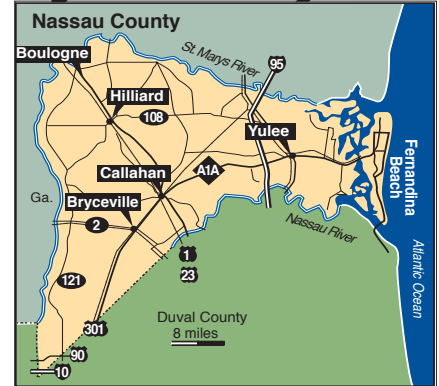
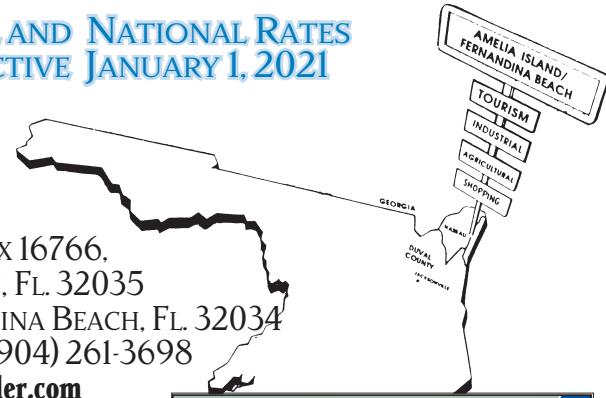




**RETAIL AND NATIONAL RATES  
EFFECTIVE JANUARY 1, 2021**

POST OFFICE BOX 16766,  
FERNANDINA BEACH, FL. 32035  
1235 S. 10TH STREET, FERNANDINA BEACH, FL. 32034  
(904) 261-3696 • FAX (904) 261-3698  
[www.fbnewsleader.com](http://www.fbnewsleader.com)



**CNI** Community Newspapers, Incorporated

*"Newspapers Make A Difference"*



**HOW TO USE THIS RATE CARD**

All rates given on this card are per column inch. In order to determine the cost of an ad, it is first necessary to decide on the size of the ad. For purposes of rates, the width of an ad is measured in column and the depth is measured in inches. An ad referred to as a 2x5 is actually 2 columns x 5". The width (example: 2 columns) is then multiplied by the depth (example: 5 inches) to determine the total column inches the ad will cover (example: 2x5=10 column inches). For the price of the ad, multiply the total column inches by the appropriate rate on the grid for the newspaper in which the ad is to run. The "open rate" is the rate for all advertising unless an advertising agreement has been signed. The News-Leader uses SAU column measurements.

**1. PERSONNEL**

Publisher..... Foy Maloy  
Office Manager..... Angeline Mudd

**2. REPRESENTATIVES**

Not Applicable.

**3. TERMS AND COMMISSION**

- A. National rates are commissionable.
- B. Terms: Net 15<sup>th</sup> of month following publication.
- C. A 10-day grace period is allowed after the payment due date before a service charge of 1.5% per month (18% per year) is added.
- D. If it is necessary to employ an outside agency for collection, advertiser agrees to pay any and all collections/attorneys fees incurred by the Publisher.

**4. POLICY**

- A. Open rates are subject to change without notice.
- B. Contract rates may be raised on 30 days notice, after which contract may be voided within 30 days on written notice from advertiser.
- C. Earned and contract rate savings apply only to the principal business of the advertiser and may not be shared, transferred or assigned to other advertiser.

**5. RETAIL RATES National (Commissionable) Rate: \$29.25**

ANNUAL VOLUME CONTRACT	Frequency Contract	6 Runs	13 Runs	26 Runs	52 Runs	
Open Rate.....	\$25.50	3".....	\$20.15	..... \$19.00	..... \$18.55	..... \$17.90
75".....	\$24.71	6".....	\$20.00	..... \$18.55	..... \$17.70	..... \$17.10
150".....	\$23.30	10".....	\$17.95	..... \$17.30	..... \$17.10	..... \$15.65
375".....	\$21.95	15".....	\$17.55	..... \$16.80	..... \$16.05	..... \$14.85
750".....	\$20.70	30".....	\$17.05	..... \$15.95	..... \$15.35	..... \$14.35
1,500".....	\$19.80	63".....	\$16.30	..... \$14.90	..... \$14.10	..... \$13.40
2,250".....	\$19.35	126".....	\$15.30	..... \$14.40	..... \$13.55	..... \$12.90
3,000".....	\$18.70	<b>Advertising includes increased SEO (Search Engine Optimization) of your business with your ad in our digital e-Edition and your ad and business profiled in our digital Marketplace at fbnewsleader.com absolutely FREE.</b>				
3,750".....	\$18.25					
5,250".....	\$17.85					
7,500".....	\$17.45					



## Preprint Program – Cost/1000 (Minimum 5,000)

	Open rate	13x-25x	26x-49x	52x+
Single Sheet	\$47	\$44	\$43	\$42
2-8 Page Tab	\$56	\$53	\$52	\$46
12 Page Tab	\$59	\$56	\$55	\$53
16 Page Tab	\$64	\$61	\$59	\$58
20 Page Tab	\$65	\$62	\$60	\$59
24 Page Tab	\$67	\$63	\$62	\$60

Greater than 24 tab pages add \$.250M for each additional 4 pages. Other size quotes given on request. Maximum size insert allowed 11"x11" or must be folded.

## 6. COMBINATION DISCOUNTS

Discounts are offered for insertion of the same ad in multiple CNI papers: (Front page banner ads are not eligible for discounts.)

10% for two papers

15% for three papers

20% for four or more papers

## 7. COLOR RATES

No minimum size requirement for color ads.

### Process full color rates:

Ads up to 15" .....	\$65
Ads 16"-30" .....	\$110
Ads 31"-60" .....	\$165
Ads 61"+ .....	\$310

### Available one color rates

Ads up to 60" .....	\$50
Ads 61"+ .....	\$90

## 8/9. SPECIAL ROP UNITS/SPLIT RUNS

Not applicable.

## 10. SPECIAL SERVICES

- Clip art available and ad design at no charge.
- Proofs will be delivered on request on ads measuring 30 or more column inches provided by proof deadline.
- Tearsheets provided with monthly billing upon request.

## 11. SPECIAL DAYS/PAGES/FEATURES

Publication day is Wednesday and Friday.

## 12. ROP DEPTH/SIZE REQUIREMENTS

Advertisements over 18 inches deep billed as full 21 inches on six-column page. Minimum ad size is one column inch. The gutter on a double truck is billed as a full column in both standard and tabloid sections.

## 13. CONTRACT AND COPY REGULATIONS

A. All retail advertising dollars invested with the *News-Leader* apply toward fulfillment of ad agreement. Revenue will be credited toward fulfillment by the following formula: advertising dollars, other than those invested in ROP, will be divided by the appropriate rate in effect at the time of insertion and the equivalent inches will be added back to ROP inches.

B. Conditions, rates, rules or regulations not set forth or described in this rate card, or in any current group rate schedule applicable to the *News-Leader*, will not be binding on the newspaper.

C. Composition time, at the overtime rate, will be charged for copy changes contrary to the original layout at \$45.00 per hour.

D. The advertiser /advertising agency shall pay the cost of composition of any ad set but not published.

E. No upside-down ads will be published.

F. Outproofs will be shown, when requested, on advertisements submitted to the newspaper in full accordance with the deadline provisions

outlined in this section or otherwise specified herein. The *News-Leader*, however, cannot guarantee to show outproofs on advertisements less than one-quarter page.

G. The newspaper will not be responsible for claims resulting from a typographical error beyond the cost of the space involved. No responsibility will be assumed for more than one incorrect insertion.

H. Claims of errors must be made within 30 days following publication.

I. In the event that the advertiser does not use the amount of space agreed upon, advertiser will be re-billed at the applicable earned rate.

J. Two or more advertisers of independently owned businesses are not permitted to combine insertions in order to secure preferred space rates.

## 14. ADVERTISING DEADLINES

### Wednesday Newspaper

Display Advertising..... Friday 3:00 p.m.  
Classified Line.....Monday 5:00 p.m.

### Friday Newspaper

Display Advertising ..... Tuesday 3:00 p.m.  
Classified Line ..... Wednesday 5:00 p.m.

*These are final deadlines for completed layouts to our production department.*

## 15. MECHANICAL REQUIREMENTS

Printing method: Offset press using photo composition and aluminum plates. No shrinkage on broadsheet editions. Tabloid editions allow 4% shrinkage. Halftones should use 85 line screen.

COLUMN	ROP	WIDTH
1.....	1.667"	
2.....	3.458"	
3.....	5.25"	
4.....	7.042"	
5.....	8.833"	
6.....	10.625"	
Double Truck .....	22.00"	
Page Depth .....	21"	
Column Inches/Page .....	126"	

### Digital Specs:

- We use InDesign, Adobe Photoshop, and Adobe Illustrator.
- We accept TIFF files, EPS files with fonts changed to outlines, and PDF files with fonts embedded.
- Resolution should be set at 200 dpi.

### Electronic Media:

- We can accept PDF, JPEG and TIFF files as attachments to standard e-mails at: ads@fbnewsleader.com

## 16. SPECIAL CLASSIFICATIONS RATES

### A. Non-Profit Rate

For local churches, charitable and public service events.

Display ..... \$16.10

### B. Political Rate

For ads which support or oppose a candidate for office or political issue. Ad must state "paid political advertisement". Payment required in advance with no discounts allowed.

Display ..... \$25.50

### C. Legal Advertisements

Line legals are set in 6 point, 8 column format.

Display ..... \$26.25

Fictitious Name Ad, Flat Rate..... \$100.00  
(Notarized copy provided)

Proof of publication will be furnished with each legal advertisement for \$12.00 unless advertiser requests no proof be made. Legal deadline is Friday at 12:00 noon. Legal late fee is a flat rate of \$25.00.

### D. Obituaries

Obituary without photo..... \$65.00

Obituary with photo ..... \$75.00

Death Notices ..... \$15.00

## CIRCULATION

Published semi-weekly on Wednesday and Friday.  
Primary market is Nassau County, Florida.