Fernandina Beach, FL

**Publication days:** Wednesday & Friday Circulation: 8,000

www.cninewspapers.com

#### ROP RATES

Open Rate: \$31.55 • Nonprofit rate: \$20.00

## Annual Volume Contract Rates Multiple Paper Discounts

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<u>Inches</u>	<u>Rate</u>	Discounts are offered for
75-149	\$26.20	insertion of the same ad in
150-374	\$24.70	multiple CNI papers: (Front page banner ads are not eligible for
375-749	\$23.27	discounts.)
750-1499	\$21.94	10% for two papers 15% for three papers
1500-2249	\$20.99	20% for four or more papers
2250-3249	\$19.82	
3000-3749	\$19.35	
3750-5249	\$18.25	
5250-7499	\$18.92	
7500+	\$17.97	

## **Consecutive Advertising Contract Rates**

Inches	6 weeks	13 weeks	26 weeks	52 weeks
3"	\$21.35	\$20.15	\$19.65	\$19.00
6"	\$21.20	\$19.65	\$18.75	\$18.15
10"	\$19.00	\$18.35	\$18.15	\$16.60
15"	\$18.60	\$17.80	\$17.00	\$15.75
30"	\$18.05	\$16.90	\$16.30	\$15.20
63"	\$17.30	\$15.80	\$14.95	\$14.20
129"	\$16.20	\$15.25	\$14.35	\$13.70

# **Color Rates**

# **Ad dimensions**

Available one color rates Ads up to 60" \$90 Ads 61"+ \$135 Process full color rates		1 column 2 column 3 column 4 column	=	1.667" 3.458" 5.250" 7.042"
Ads up to 15" Ads 16" - 30" Ads 31" - 60" Ads 61"+	\$100 \$150 \$225 \$405	5 column 6 column DT	=	8.833" 10.625" 22.00"

ROP Deadlines: Wed. edition: Friday, 3:00 p.m. Fri. edition: Tuesday, 3:00 p.m.

Send insertion orders and ad materials to:

nationalsales@cninewspapers.com

Rates effective January 1, 2024

## **INSERT RATES** (price per thousand)

Frequency	<13	13-25	26-49	50+
single sheet	\$48.00	\$45.00	\$44.00	\$43.00
4 pg tab	\$57.00	\$54.00	\$53.00	\$52.00
6 - 8 pg tab	\$57.00	\$54.00	\$53.00	\$52.00
10 - 12 pg tab	\$59.00	\$56.00	\$55.00	\$53.00
14 - 16 pg tab	\$64.00	\$61.00	\$59.00	\$58.00
18 - 20 pg tab	\$65.00	\$62.00	\$60.00	\$59.00
22 - 24 pg tab	\$67.00	\$63.00	\$62.00	\$60.00
26 - 28 pg tab	\$69.50	\$65.50	\$64.50	\$62.50
30 - 32 pg tab	\$72.00	\$68.00	\$67.00	\$65.00
34 - 36 pg tab	\$74.50	\$70.50	\$69.50	\$67.50

- Add \$2.50 for each additional four-page tab after 36.
- Full Run Only
- Maximum size insert is 11"x 11." All other sizes must be folded prior to delivery.
- 13-25, 26-49, 50+ requires signed contract

#### **Shipping Information**

Inserts should be received News-Leader one week prior to insertion. c/o Palatka Press

Ship 1/2 fold to: 1825 St. Johns Ave Palatka, FL 32177

#### MARKET FACTS

for Nassau County

#### **DEMOGRAPHICS**

Occupied Households: 41,234 Total Population: 94,189

Median Family Income: \$72,998 Total Retail Sales: \$703,812,000 Source: 2020 US Census estimates



#### **ADVERTISING BENEFITS**

- · Florida's oldest weekly newspaper
- · started Friday edition in Nov. 2000 to serve the weekend tourist business to the island
- affluent tourist island-25 miles from Jacksonville

DMA: Jacksonville, FL Market Penetration: 21%