

# THE Hernando Sun

## 2019 RATE CARD

hernandosun.com

This rate sheet is subject to change periodically, but is valid for 45 days following receipt of rate card.

Date: June 2019

Ad Size		base rate
12 col x 21" (double truck)	252"	\$1764.00
6 col x 21" (full page)	126"	\$882.00
3 col x 21" (half page)	63"	\$441.00
6 col x 10.5" (half page)	63"	\$441.00
3 col x 10.5" (qtr page)	31.5"	\$220.50
6 col x 5.25" (qtr page)	31.5"	\$220.50
3 col x 5.25" (1/8th page)	15.75"	\$110.25
6 col x 2.625" (1/8th page)	15.75"	\$110.25
3 col x 2.625" (1/16th page)	7.875"	\$55.13
2 col x 3.93" (1/16th page)	7.875"	\$55.13

The above rates are run-of-paper (ROP) rates. For specific placement requests, there is a 20% upcharge.

**GOLD SPONSOR**  
**With the purchase of print ad or ad campaign over \$1000.**  
 Gold sponsors receive ad campaign of 25,000 impressions and up to 3 social media postings by request.

**BLUE SPONSOR**  
**With the purchase of print ad or ad campaign valued over \$250, we will**  
 place your ad online free of charge with an ad campaign of 3500 impressions and 1 social media posting by request.

Online only ad campaigns:  
 \$35 per thousand (250 x 250 px)  
 Online banner: \$60 per thousand

**Custom print sizes:**  
 Custom sizes can be priced for you at \$7 per col inch.  
**Your ad in color for just 10% over base rate.**

**PREMIUM ADS (Color included):**  
 Front Page Top Banner Ad  
 6 col x 1" \$450  
 Front Page Bottom Banner Ad  
 6 col x 3" \$250

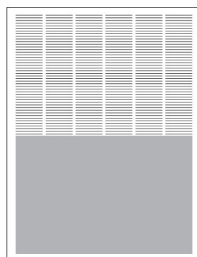
**Business Community Partner Program**  
 Gold Sponsor Advertisers have the opportunity to become Business Community Partners. This entails a listing on our Business Directory for 6 months from the time of your last gold sponsorship. You also have the option of submitting 3 expert columns to us for publication. The column is an opportunity to educate our readers in your area of expertise and showcase your knowledge.

**AD COPY DEADLINE: FRIDAY before 5PM**

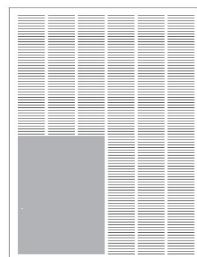
**With the purchase of a 13 week contract: Receive every 4th ad double the size!**



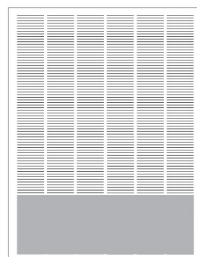
Full Page



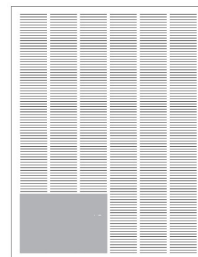
1/2 page



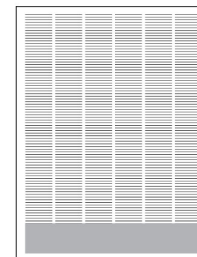
1/4 page



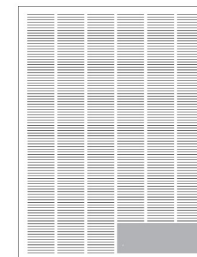
1/4 page



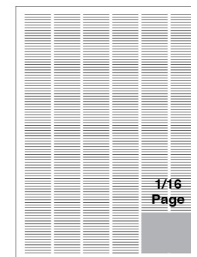
1/8 page



1/8 page



1/16 page



1/16 page