

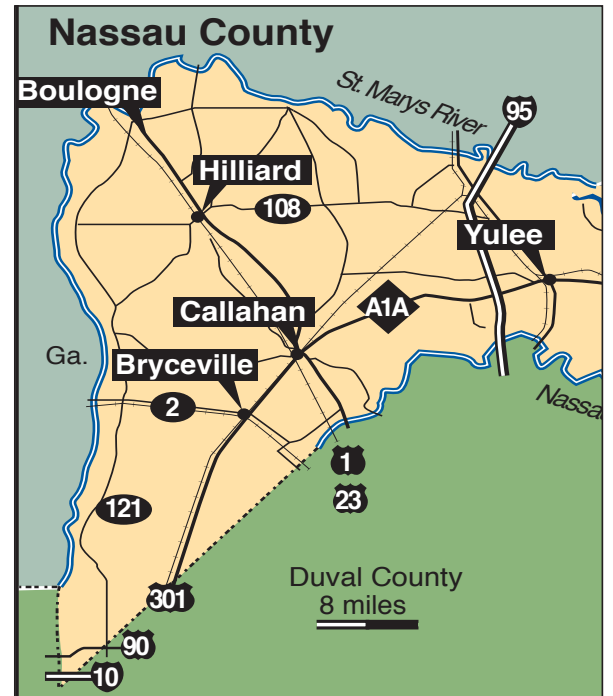
RETAIL AND NATIONAL RATES - EFFECTIVE JANUARY 1, 2019

# Nassau County Record

617317 BRANDIES AVE./POST OFFICE BOX 609  
 CALLAHAN, FLORIDA 32011 • (904) 879-2727 • FAX (904) 879-5155  
[www.nassaucountyrecord.com](http://www.nassaucountyrecord.com)

## West Nassau's own Community Newspaper

With a history of nearly 90 years in the county, the *Nassau County Record* serves the citizens living generally west of Interstate 95 including the towns of Callahan, Hilliard and Bryceville. These communities represent the entire west side of Nassau County, Florida's northernmost county. They enjoy a rural lifestyle as well as the benefits of being a half hour drive from Jacksonville and a half hour from Georgia.



**CNI** Community Newspapers, Incorporated

"Newspapers Make A Difference"

**CONTACTS:**

Editor and Publisher ..... Amanda Ream  
 Office Manager ..... Angeline Mudd

Advertising includes increased SEO of your business with your ad in our digital e-Edition and your ad and business profiled in our digital Marketplace at [nassaucounyrecord.com](http://nassaucounyrecord.com).



Only at [nassaucountyrecord.com](http://nassaucountyrecord.com)  
 Call 879-2727 to put our Marketplace to work for you.

**National (Commissionable) Rate: \$10.41**

**OPEN RATE \$8.76**

ANNUAL VOLUME CONTRACT	Weekly Frequency	6 Runs	13 Runs	26 Runs	52 Runs
75" ..... \$8.54	3" ..... \$8.44	..... \$7.90	..... \$7.68	.... \$7.42	
150" ..... \$8.36	10" ..... \$8.31	..... \$7.76	..... \$7.42	... \$7.15	
375" ..... \$8.16	15" ..... \$7.67	..... \$7.09	..... \$6.67	.... \$6.25	
750" ..... \$7.71	30" ..... \$7.12	..... \$6.56	..... \$6.13	.... \$5.88	
1,500" ..... \$7.50	63" ..... \$6.68	..... \$6.09	..... \$5.56	.... \$5.39	
2,250" ..... \$7.13	129" ..... \$6.41	..... \$5.82	..... \$5.39	.... \$4.61	
3,000" ..... \$6.46	<b>COLOR RATES</b>				
3,750" ..... \$6.06	<b>Process full color rates:</b>				
5,250" ..... \$4.74	Ads up to 15" ..... \$25.00	<b>Available one color rates:</b>			
	Ads 16"-30" ..... \$50.00	Ads up to 60" ..... \$20.00			
	Ads 31"-60" ..... \$75.00	Ads 61"+ ..... \$40.00			
	Ads 61"+ ..... \$300.00				

### PREPRINT PROGRAM - COST / 1000 (Minimum 4,000)

	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 \$2.50M for each additional 4 pages. Other size quotes given on request. Maximum size 11"x11" or must be folded.

### 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 *Nassau County Record* uses SAU column measurements.

## ▼ TERMS AND CONDITIONS

- Terms: net 15th of month following publication.
- 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.
- 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.

## ▼ ADVERTISING RATE POLICIES

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

## ▼ SPECIAL SERVICES

- Proofs will be delivered on request on ads measuring 10 or more column inches provided by proof deadline.
- Tearsheets supplied in reasonable quantities on request.
- Basic advertising layout service and typesetting are provided without additional charge.
- Custom artwork and photography are available and will be billed at \$45 per hour.

## ▼ ROP DEPTH REQUIREMENT

- The broadsheet page minimum display ad acceptable is 1 col. x 1 inch. Advertisements over 18 inches deep will be run and billed for full 21.25" depth.

## ▼ CONTRACT AND COPY REGULATIONS

- All advertising and preprints accepted subject to the approval of the publisher, who shall have the right to revise or reject in whole or in part any advertisement. The word "Advertisement" will be added to any ad resembling a news article.
- Liability for errors in advertisements shall not exceed the cost of the space occupied by the error. All errors are to be brought to our attention within 15 days of publication to receive consideration for adjustment. Publisher assumes no financial responsibility for omissions.
- Every effort will be made to meet reasonable position requests. Under no circumstances is position guaranteed, and failure to meet these requirements will not constitute cause for adjustment, refund, or rerun.

## Advertising and Legal Notice Deadline – Friday – noon.

For issues during holiday weeks, deadlines usually move to Thursday at noon. Issues may be published one day late or one day early during major holiday weeks.

## ▼ 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 screens or 170 dpi.

	ROP
COLUMN .....	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 .....	21.25"
Column Inches/Page .....	127.5"

### 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 e-mails at: [advertising@nassaucountyrecord.com](mailto:advertising@nassaucountyrecord.com)

## ▼ SPECIAL CLASSIFICATIONS RATES

### A. Non-Profit Rate

For local churches, charitable and public service events.

Display ..... \$5.42

### 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..... \$10.29

### C. Legal Advertisements

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

Display..... \$15.35

Fictitious Name Ad, Flat Rate..... \$85.00  
(Notarized copy provided)

Proof of publication will be furnished with each legal advertisement for \$10.00 unless advertiser requests no proof be made. Legal deadline is Friday at noon with the exception of Federal Holidays when it is then Thursday at noon. Legal late fee is a flat rate of \$20.00.

### D. Obituaries

Obituary without photo..... \$30.00

Obituary with photo ..... \$35.00

## ▼ CIRCULATION

Published weekly on Wednesday. Primary market is Nassau County, Florida.

# The Community Newspaper is an important part of your advertising plan.

Publishing distinguished community newspapers is the serious mission statement of this company. Recognized for excellence and dependability by both the readers and the Florida Press Association, our newspapers are valued sources of information and advertising.

Studies and experts in media recognize the growing impact of community newspapers.

## Of local community readers surveyed\* in small U.S. communities....

**90%**: said their community newspaper informs them.

**73%**: said their hometown paper provides valuable LOCAL shopping and advertising information.

**64%**: said they read their community newspaper either in print or online.

**34%**: said they use their newspaper for purchasing and shopping decisions.

**81%**: said they rely on local newspapers to learn about local candidates for upcoming elections.

**80%**: gave high scores for access to public notices published.

\* Survey conducted by The National Newspaper Association 2018 Readership Survey.