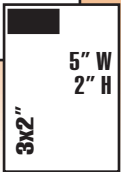
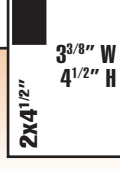
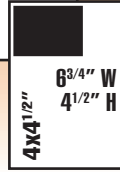
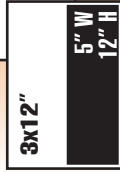
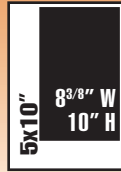


# SUMTER SHOPPER

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**DIRECT MAIL • DIRECT RESPONSE • RESULTS!**

## 2012 RATE CARD



### WEEKLY RATES

**52X**

	Full Pg	3/4 Pg	1/2 Pg	1/4 Pg	1/8 Pg	1/12 Pg
BW	\$550	\$380	\$275	\$140	\$70	\$45
COLOR	\$688	\$475	\$344	\$175	\$88	\$56
BW	\$600	\$420	\$300	\$150	\$75	\$50
COLOR	\$750	\$525	\$375	\$188	\$94	\$63
BW	\$650	\$450	\$325	\$165	\$80	\$55
COLOR	\$813	\$563	\$406	\$206	\$100	\$69
BW	\$715	\$500	\$360	\$180	\$90	\$60
COLOR	\$894	\$625	\$450	\$225	\$113	\$75
BW	\$770	\$535	\$385	\$195	\$95	\$65
COLOR	\$963	\$669	\$481	\$244	\$119	\$81

### FRONT COVER

**\$675**

AD INCLUDES FULL COLOR

**\$150**

STORY INCLUDES ONE PHOTO

### COVER POSITIONS

FULL & HALF PG

**\$150**

Additional Charge

Ads must be in full color.

### SINGLE SHEET PRE-PRINT INSERTS

STARTING AT **\$34M**

**DELIVER INSERTS TO:**  
Sun Publications of Florida  
7060 Havertys Way  
Lakeland, FL 33805  
(one week prior to insertion date)

**20,600**

**CIRCULATION**

PUBLISHED EACH WEDNESDAY

#### COVERING:

Wildwood, Oxford, Coleman,  
Center Hill, Webster, Bushnell,  
Sumterville, Lake Panasoffkee

### CLASSIFIED ADVERTISING RATES

DEADLINE • FRIDAY NOON

15 Words or Less ..... \$10.00 Additional Words ..... 30¢  
Boxed Classified Ads ..... \$9.50/in. (2" min.)

### DISPLAY ADVERTISING DEADLINES

Ad Copy Proof ..... Wednesday Noon  
Camera Ready ..... Wednesday 4pm