



PEACE RIVER SHOPPER

DESOTO • HARDEE • CHARLOTTE

Publishes EVERY TUESDAY • Reach 40,000+ Readers Weekly

DISPLAY ADVERTISING RATES

Peace River Shopper - Frequency Rates

PREMIUM AD LOCATIONS	SPECS	52x	26x	13x	8x	4x	1x
Double Truck	15.5" x 9.5"	\$460.00	\$483.00	\$506.00	\$529.00	\$552.00	\$575.00
Back Cover	8" x 10.25" <i>Safety from Trim .125" • Bleed .375"</i>	\$260.00	\$273.00	\$286.00	\$299.00	\$312.00	\$325.00
Inside Front/Back	7.5" x 9.5"	\$225.00	\$237.00	\$248.00	\$259.00	\$270.00	\$282.00
Full Page	7.5" x 9.5"	\$225.00	\$237.00	\$248.00	\$259.00	\$270.00	\$282.00
1/2 Page Horizontal	7.5" x 4.6875"	\$125.00	\$132.00	\$138.00	\$144.00	\$150.00	\$157.00
1/2 Page Vertical	3.6875" x 9.5"	\$125.00	\$132.00	\$138.00	\$144.00	\$150.00	\$157.00
1/3 Page	3.6875" x 7.0937"	\$115.00	\$121.00	\$127.00	\$133.00	\$138.00	\$144.00
1/4 Page	3.6875" x 4.6875"	\$75.00	\$79.00	\$83.00	\$87.00	\$90.00	\$94.00
1/8 Page	3.6875" x 2.2812"	\$37.00	\$39.00	\$41.00	\$43.00	\$45.00	\$47.00

PRS DIRECTORIES (4 week minimum)

AD TYPE	SPECS	RATE
Business: Single	1.8" x 1.8"	\$15.00
Business: Double	3.7" x 1.8"	\$30.00
Church	1.875" x 2.175"	\$10.00

NON-PROFIT CLUBS & ASSOCIATIONS

Standard: 13x rates apply
Charitable 501c3: 52x rates apply
501c3 documentation required

GOVERNMENT & POLITICAL RATES

For advertising that supports any candidate or issue, ad must state **"Paid Political Advertisement"** and must include the name of the person or organization placing the ad. Payment required in advance. This is the net rate and no discounts are allowed. **8x rates apply**

ADDITIONAL (4 week minimum)

AD TYPE	RATE	TERMS
Paid Classified	\$15.00	35 words or less. 15¢/word thereafter. Limit 50. Add photo/logo for \$5 add'l
Obituaries	\$85.00	350 words or less. 15¢/word thereafter. Limit 400. Add photo for \$5 add'l

THE ARCADIA COMMUNITY LOCAL - GET 50% OFF (when you advertise in the Peace River Shopper)

PREMIUM AD LOCATIONS	SPECS	52x	26x	13x	8x	4x	1x
Double Truck	20" x 15.75"	\$669.38	\$703.00	\$736.50	\$770.00	\$803.50	\$837.00
Back Cover	10" x 15.75"	\$345.00	\$362.50	\$379.50	\$397.00	\$414.00	\$431.50
Inside Front/Back	10" x 15.75"	\$330.00	\$346.50	\$363.00	\$379.50	\$396.00	\$412.50
Full Page	10" x 15.75"	\$250.00	\$262.50	\$275.00	\$287.50	\$300.00	\$312.50
1/2 Page Horizontal	10" x 7.8125"	\$156.50	\$164.50	\$172.00	\$180.00	\$187.50	\$195.50
1/2 Page Vertical	4.9375" x 15.75"	\$156.50	\$164.50	\$172.00	\$180.00	\$187.50	\$195.50
1/3 Page	4.9375" x 10.5"	\$104.50	\$109.50	\$115.00	\$120.00	\$125.00	\$130.50
1/4 Page	4.9375" x 7.8125"	\$78.50	\$82.50	\$86.00	\$90.00	\$94.00	\$98.00
1/8 Page	4.9375" x 3.834"	\$39.50	\$41.50	\$43.00	\$45.00	\$47.00	\$49.00

BASIC FILE REQUIREMENTS:

RESOLUTION:

Color/Grayscale, 200ppi min.

FILETYPES:

PDF-Color (PDFx1a2001 pref.)

PDF-Grayscale (PDFx3a2003 pref.)

JPEG and PNG

NO BLEED/PRINTER MARKS

DEADLINES:

Space reservation/copy for ads requiring proof:

5:00pm Wednesday

Camera ready ads:

12:00pm Friday

ALL DISPLAY RATES INCLUDE COLOR!

Priced per week, billed monthly

FOR MORE INFO CONTACT:

ANGIE DUCKETT

863-990-9813

sales@peacerrivershopper.com

223 E. Oak St., Arcadia, FL 34266