

# PEACE RIVER **SHOPPER**

DESOTO • CHARLOTTE • HARDEE



## MEDIA KIT

For display advertising, contact Danyell Tanner: 863.990.9813 or d...  
e us on Facebook  
acriver shopper  
**FREE** Classified Line: 863.491.6800 or prs@dan...  
Your **FREE** SUBSCRIPTION is now a...  
from your inbox on Monday aft...



**(863) 990-9813**

223 East Oak Street, Suite 1, Arcadia, Florida 34266

Rates Effective December 1, 2019

**PEACE RIVER SHOPPER**

DESOTO • HARDEE • CHARLOTTE

Publishes EVERY TUESDAY

Reach 40,000+ Readers Weekly

**DEADLINES**Space reservation and copy  
for ads requiring proof:

5:00pm Wednesday

Camera ready ads:

5:00pm Friday

	Measurements	1x	4x	8x	12x
<b>PREMIUM DISPLAY ADS</b>					
<b>Double Truck</b>	15.5" x 9.5"	\$550	\$500	\$480	\$460
<b>Back Cover</b>	<i>Live: 7.5" x 9.75"</i> <i>Bleed: 8.75" x 11" Trim: 8" x 10.25"</i>	\$325	\$300	\$280	\$260
<b>Inside Front/Back</b>	7.5" x 9.5"	\$300	\$275	\$250	\$225
<b>STANDARD DISPLAY ADS</b>					
<b>Full Page</b>	7.5" x 9.5"	\$250	\$240	\$230	\$225
<b>1/2 Page Horizontal</b>	7.5" x 4.675"	\$150	\$140	\$130	\$125
<b>1/2 Page Vertical</b>	3.675" x 9.5"	\$150	\$140	\$130	\$125
<b>1/3 Page</b>	3.675" x 7.0125"	\$140	\$130	\$120	\$115
<b>1/4 Page</b>	3.675" x 4.675"	\$85	\$80	\$75	\$70
<b>1/8 Page</b>	3.675" x 2.3375"	\$75	\$65	\$60	\$50

<b>BUSINESS DIRECTORY</b> (4 week minimum)			<b>ADDITIONAL DIRECTORIES</b> (4 week minimum)		
<b>Single</b>	1.8" x 1.8"	\$15	<b>Real Estate</b>	\$15/space	Includes Featured Rotation
<b>Double</b>	3.7" x 1.8"	\$30	<b>Church</b>	\$10/space	

<b>GOVERNMENT &amp; POLITICAL RATES</b>	<b>NON-PROFIT CLUBS &amp; ASSOCIATIONS</b>
For advertising that supports any candidate or issue, ad must state " <b>Paid Political Advertisement</b> " 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. <b>4x rates apply</b>	<b>Standard:</b> <b>4x rates apply</b> <b>Charitable 501c3:</b> <b>12x rates apply</b> <i>501c3 documentation required.</i>

<b>ADDITIONAL</b>	<b>BASIC FILE REQUIREMENTS</b>
<b>Paid Classified</b> \$15 /week for 35 words or less. 15¢ /word add'l. \$5 for photo.	<b>RESOLUTION:</b> Color/Grayscale, 200ppi min. Black & White Lineart, 400ppi min.
<b>Obituaries</b> \$85, limit 350 words. 15¢ /word add'l. \$5 for photo.	<b>FILETYPES:</b> PDF-Color (PDFx1a2001 <i>pref.</i> ) PDF-Grayscale (PDFx3a2003 <i>pref.</i> ) JPEG and PNG



To advertise or for more information, contact:  
863-990-9813 • sales@dancollins.biz  
223 E. Oak St., Arcadia, FL 34266

All display rates listed **INCLUDE FULL COLOR!**  
Priced per week, billed monthly.

**BLEED AND PRINTERS MARKS:**  
Do not include

# PEACE RIVER SHOPPER

## ABOUT US

The Peace River Shopper is a free weekly publication with a current distribution in three counties. You can also find us at one of over 200 locations, view us online, or join our 12,000+ online subscribers.

## COMPANY OVERVIEW

We are committed to our advertisers. We promise to provide them with high visibility at the lowest cost. We currently distribute to over 200 locations with 40,000+ readership in Desoto, Charlotte and Hardee counties, including over 12,000 online readers. We have a great staff that is willing to go over and beyond to help get your word out to potential customers in the best way possible.

## CONTACT US

**Peace River Shopper**  
223 E. Oak Street Ste. 1B • Arcadia, FL 34266  
[peacerivershopper.biz](http://peacerivershopper.biz)

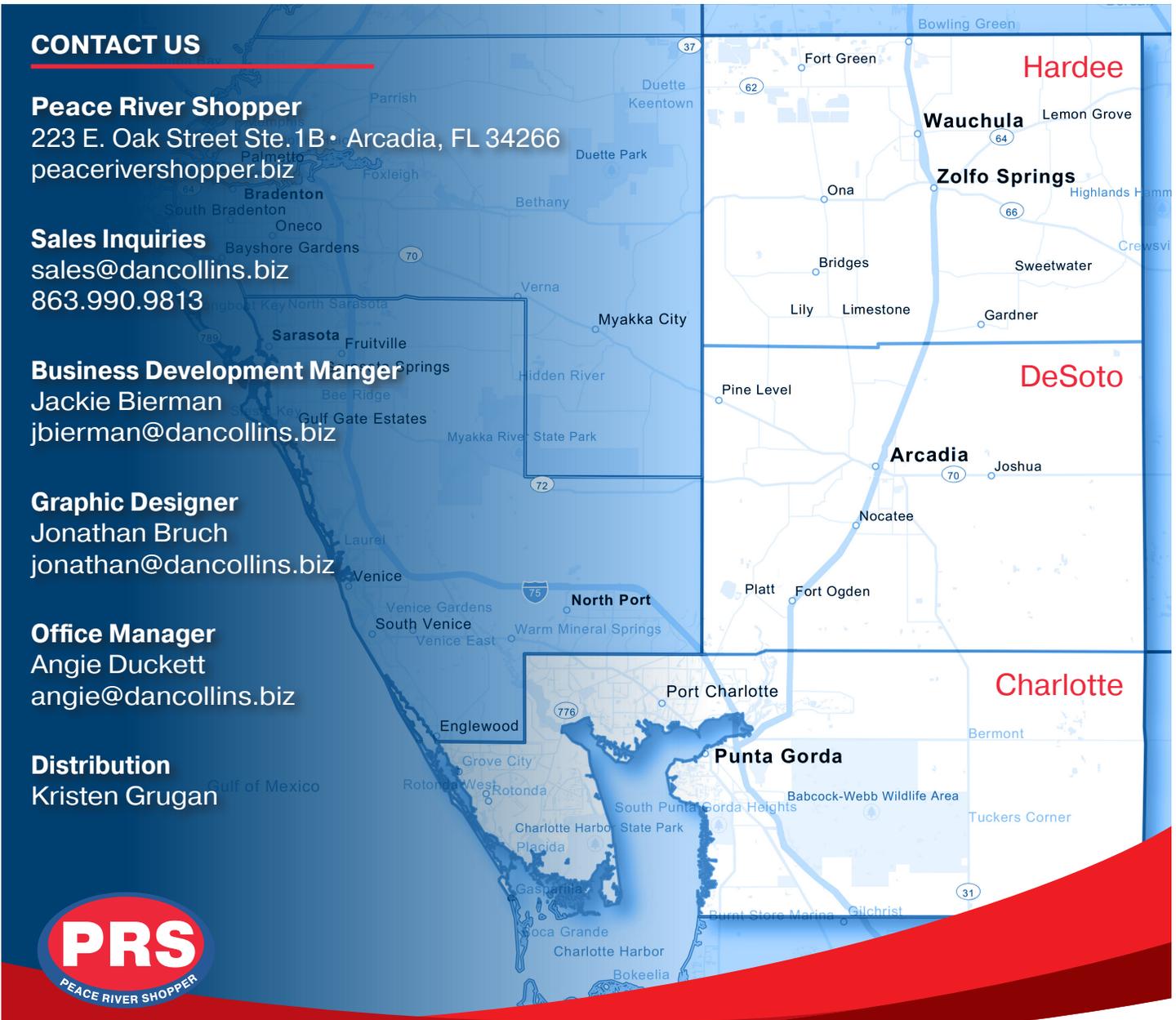
**Sales Inquiries**  
[sales@dancollins.biz](mailto:sales@dancollins.biz)  
863.990.9813

**Business Development Manger**  
Jackie Bierman  
[jbierman@dancollins.biz](mailto:jbierman@dancollins.biz)

**Graphic Designer**  
Jonathan Bruch  
[jonathan@dancollins.biz](mailto:jonathan@dancollins.biz)

**Office Manager**  
Angie Duckett  
[angie@dancollins.biz](mailto:angie@dancollins.biz)

**Distribution**  
Kristen Grugan



# PEACE RIVER SHOPPER

## 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. **4x rates apply**

## CHARITABLE NON-PROFIT ORGANIZATION RATES

501c3 documentation required. **12x rates apply**

## NON-PROFIT CLUBS & ASSOCIATIONS

**4x rates apply**

## GENERAL PROVISIONS

- The Peace River Shopper reserves the right to edit, alter or omit any advertisement. All copy subject to approval of the Publisher.
- **POSITION REQUESTS** will be accommodated whenever possible. Limited guaranteed positions are available for an up-charge of 25% of Advertiser’s rate. Should position request not be granted, Advertiser will be billed for ad space only. Publisher reserves the right to adjust rates any time during the life of any contact upon 30 days’ notice. Upon notice, the advertiser has the option to accept the rate adjustment or terminate the contract without penalty.

## HOW WE BILL YOU

All ads are billed at the end of the issue month. Accounts with balances 30 days old or older are subject to an advertising hold. Advertiser will be subject to frequency or volume commitment regardless of hold. The Advertiser is held ultimately responsible for final payment. Advertiser agrees to indemnify Publisher for all expenses it may incur to enforce collection of any amount due under the agreement and Advertiser agrees to pay reasonable attorney’s fees and court costs incurred in such collections.

## COPY CORRECTIONS/ERROR ALLOWANCE

The Peace River Shopper will not be liable for any error in advertisements to a greater extent than the cost of the space occupied by the error. Nor will it be liable for omitted advertising. No allowances will be made for errors that do not materially affect the value of the advertisement. Typographical accuracy shall be at the risk of the Advertiser on copy received for publication after proof-copy deadline. The publisher’s schedule for copy and proof deadlines must be observed in order to assure publication. The Peace River Shopper is not responsible for and does not assume liability for damage or loss of any material submitted. Excessive proof corrections including alteration of original layout will be subject to composition charges, and Publisher will assume no liability or responsibility whatsoever for error(s) in this case.

## ACCEPTABLE ADVERTISING

For the mutual protection of its publication, its advertisers, and its readers, the Peace River Shopper reserves the right to edit, reject or reclassify any advertisement deemed objectionable or offensive in subject matter, phraseology, or illustration. We will not knowingly publish false, misleading, obscene or defamatory ads. Advertising set to resemble news matter must carry the words **“PAID ADVERTISEMENT”** at the top of the advertisement in 12pt. type, ALL CAPS. Standard Peace River Shopper editorial faces shall not be used in such advertisements.

## ADVERTISING CONTENT

The Advertiser and Advertising agency assume liability, jointly and severally, for all content (including text representations and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom made against the Peace River Shopper. Art, photo, illustration, and copy copyrights and licensing are the sole responsibility of the Advertiser and Advertising Agency. The Advertiser and the Advertising Agency agree, jointly and severally, to indemnify and hold the Peace River Shopper harmless from all costs, expenses (including reasonable attorney’s fees), liabilities and damages resulting from publication and/or copyright infringement of any advertisement placed by the advertiser. The Advertiser and the Advertising Agency grant to the Peace River Shopper the copyright in the advertisement.

## ELECTRONIC REQUIREMENTS

- Offset Web Press - CMYK Process Color
- Ads should be submitted as a PDFx1a 2001 compliant PDF for color advertisements and PDFx3a 2003 compliant PDF for grayscale advertisements.
- Mac platform. Current programs: Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Acrobat Pro DC
- Camera-ready ads will be printed as submitted.
- Color/Grayscale, 200ppi min. Black & white Lineart 400ppi min.
- Do not include printer’s marks or bleed unless providing artwork for Back Cover position.
- Convert all RGB, Pantone, Duotones, and custom colors to CMYK/Grayscale
- 15% Dot Gain
- Acceptable file formats for Camera-ready ads: JPEG, PNG, PSD, AI, PDF
- We will not accept camera-ready ads in Microsoft Word, Powerpoint, Excel, Publisher, or any other formats not listed above.
- Please export ads in these formats to PDF.

### GENERAL PROVISIONS

- The Peace River Shopper reserves the right to edit, alter or omit any advertisement. All copy subject to approval of the Publisher.
- **POSITION REQUESTS** will be accommodated whenever possible. Limited guaranteed positions are available for an up-charge of 25% of Advertiser's rate. Should position request not be granted, Advertiser will be billed for ad space only. Publisher reserves the right to adjust rates any time during the life of any contact upon 30 days' notice. Upon notice, the advertiser has the option to accept the rate adjustment or terminate the contract without penalty.

### HOW WE BILL YOU

All ads are billed at the end of the issue month. Accounts with balances 30 days old or older are subject to an advertising hold. Advertiser will be subject to frequency or volume commitment regardless of hold. The Advertiser is held ultimately responsible for final payment. Advertiser agrees to indemnify Publisher for all expenses it may incur to enforce collection of any amount due under the agreement and Advertiser agrees to pay reasonable attorney's fees and court costs incurred in such collections.

### COPY CORRECTIONS/ERROR ALLOWANCE

The Peace River Shopper will not be liable for any error in advertisements to a greater extent than the cost of the space occupied by the error. Nor will it be liable for omitted advertising. No allowances will be made for errors that do not materially affect the value of the advertisement. Typographical accuracy shall be at the risk of the Advertiser on copy received for publication after proof-copy deadline. The publisher's schedule for copy and proof deadlines must be observed in order to assure publication. The Peace River Shopper is not responsible for and does not assume liability for damage or loss of any material submitted. Excessive proof corrections including alteration of original layout will be subject to composition charges, and Publisher will assume no liability or responsibility whatsoever for error(s) in this case.

### ACCEPTABLE ADVERTISING

For the mutual protection of its publication, its advertisers, and its readers, the Peace River Shopper reserves the right to edit, reject or reclassify any advertisement deemed objectionable or offensive in subject matter, phraseology, or illustration. We will not knowingly publish false, misleading, obscene or defamatory ads. Advertising set to resemble news matter must carry the words "PAID ADVERTISEMENT" at the top of the advertisement in 12pt. type, ALL CAPS. Standard Peace River Shopper editorial faces shall not be used in such advertisements.

### ADVERTISING CONTENT

The Advertiser and Advertising agency assume liability, jointly and severally, for all content (including text representations and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom made against the Peace River Shopper. Art, photo, illustration, and copy copyrights and licensing are the sole responsibility of the Advertiser and Advertising Agency. The Advertiser and the Advertising Agency agree, jointly and severally, to indemnify and hold the Peace River Shopper harmless from all costs, expenses (including reasonable attorney's fees), liabilities and damages resulting from publication and/or copyright infringement of any advertisement placed by the advertiser. The Advertiser and the Advertising Agency grant to the Peace River Shopper the copyright in the advertisement.

### ELECTRONIC REQUIREMENTS

- Offset Web Press - CMYK Process Color
- Ads should be submitted as a PDFx1a 2001 compliant PDF for color advertisements and PDFx3a 2003 compliant PDF for grayscale advertisements.
- Mac platform. Current programs: Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Acrobat Pro DC
- Camera-ready ads will be printed as submitted.
- Color/Grayscale, 200ppi min. Black & white Lineart 400ppi min.
- Do not include printer's marks or bleed unless providing artwork for Back Cover position.
- Convert all RGB, Pantone, Duotones, and custom colors to CMYK/Grayscale

Business Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Billing E-Mail Address: \_\_\_\_\_

Ad Size: \_\_\_\_\_ Price: \_\_\_\_\_ Run Time: \_\_\_\_\_

Statement:  Invoice:  Tearsheets:

Payment Method: Bill:  Credit Card:

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

I accept email billing:  Credit Cards billed monthly:

Signature: \_\_\_\_\_ Date: \_\_\_\_\_