

The Hernando Sun



READERSHIP: 25,000
online and in print

Ad Size		base rate
12 col x 21" (double truck)	252"	\$1638
6 col x 21" (full page)	126"	\$819
3 col x 21" (half page)	63"	\$409.50
6 col x 10.5" (half page)	63"	\$409.50
3 col x 10.5" (qtr page)	31.5"	\$204.75
6 col x 5.25" (qtr page)	31.5"	\$204.75
3 col x 5.25" (1/8th page)	15.75"	\$102.38
6 col x 2.625" (1/8th page)	15.75"	\$102.38
3 col x 2.625" (1/16th page)	7.875"	\$51.19
2 col x 3.93" (1/16th page)	7.875"	\$51.19

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

YELLOW SPONSOR

With the purchase of an ad in 2 or more issues or ad valued over \$100, we will place your ad online free of charge (web ad position 3) with an ad campaign of 5,000 impressions.

Custom sizes:

Please call us at (352) 593-4382 for a base rate on ad sizes not listed on the table.

Your ad in color for just 10% over base rate.

BLUE SPONSOR

With the purchase of an ad in 4 or more issues or ad valued over \$250, we will place your ad online free of charge (web ad position 2) with an ad campaign of 15,000 impressions and 1 *social media posting.

*Please see our info sheet on Blue and Gold Social Media Postings for additional details.

PREMIUM ADS (Color included):

Front Page Top Banner Ad
4 col x .75" \$250

Front Page Bottom Banner Ad
6 col x 3" \$250

GOLD SPONSOR

With the purchase of print ad or ad campaign over \$1000. Gold sponsors receive ad campaign of 75,000 impressions, priority ad placement on website (web ad position 1) and up to 4 *social media postings within 3 months.

New Advertiser Discount : 25%

Return Advertiser Discount with purchase of 4 ads: 25%

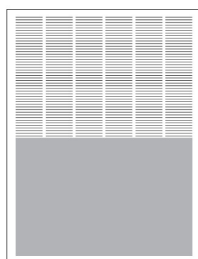
Spend over \$1000 in advertising within 6 months and receive a business directory link on our website for one year.

AD COPY DEADLINE: FRIDAY before 5PM

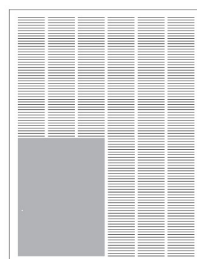
With the purchase of a 13 week contract: Receive every 4th ad double the size!



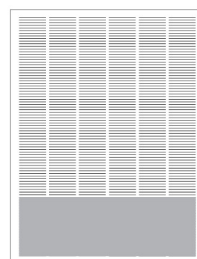
Full Page



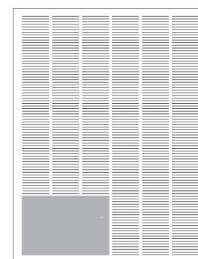
1/2 page



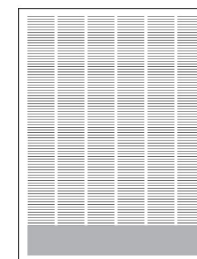
1/4 page



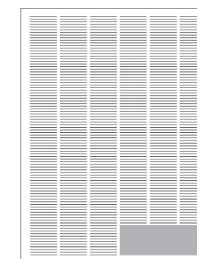
1/4 page



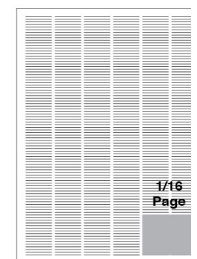
1/8 page



1/8 page



1/16 page



1/16 page