

Rate Sheet

Inserts
\$45 per 1,000*

*5,000 or more. Inserts provided by customer

LutzNEWS (Lutz) **OR** **TheLAKER** (Dade City/Zephyrhills) **ZONES 1 OR 4**

AD SIZE	OPEN RATE	6 WEEKS	13 WEEKS	26 WEEKS	52 WEEKS
Front Pg Panel/Banner panel 2.354x5.375 • banner 9.916x2	\$625	\$394	\$347	\$295	\$261
1/12 4.875x3.2	\$275	\$171	\$138	\$117	\$104
1/8 4.875x5	\$347	\$212	\$178	\$151	\$134
1/6 (v)4.875x6.8 or (h)9.916x3.2	\$460	\$263	\$214	\$182	\$161
1/4 (v)4.875x10.39 or (h)9.916x5	\$597	\$366	\$318	\$271	\$239
1/3 (v)4.875x13.98 or (h)9.916x6.8	\$726	\$502	\$397	\$337	\$298
1/2 (v)4.875x21.158 or (h)9.916x10.39	\$1044	\$739	\$624	\$530	\$469
2/3 9.916x13.98	\$1225	\$1006	\$838	\$713	\$629
Full Page 9.916x21.158	\$1775	\$1329	\$1105	\$939	\$829

TheLAKER (Land O' Lakes **OR** Wesley Chapel) **ZONES 2 OR 3**

AD SIZE	OPEN RATE	6 WEEKS	13 WEEKS	26 WEEKS	52 WEEKS
Front Pg Panel/Banner panel 2.354x5.375 • banner 9.916x2	\$695	\$438	\$386	\$328	\$290
1/12 4.875x3.2	\$314	\$194	\$152	\$130	\$114
1/8 4.875x5	\$399	\$240	\$200	\$170	\$150
1/6 (v)4.875x6.8 or (h)9.916x3.2	\$532	\$302	\$243	\$207	\$182
1/4 (v)4.875x10.39 or (h)9.916x5	\$688	\$417	\$360	\$307	\$270
1/3 (v)4.875x13.98 or (h)9.916x6.8	\$841	\$575	\$453	\$385	\$340
1/2 (v)4.875x21.158 or (h)9.916x10.39	\$1200	\$842	\$705	\$599	\$529
2/3 9.916x13.98	\$1440	\$1156	\$957	\$814	\$718
Full Page 9.916x21.158	\$2050	\$1524	\$1263	\$1,073	\$948

*color included in all charges

TheLAKER / Lutz NEWS
Community News Publications

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