

# 2010 Pelican Publications Rate Card

## Column Inch Rates

	Pelican Press (Zone 1)	Pelican Marketplace (Zone 2)	Combo Pelican Press (Zone 1) AND Pelican Marketplace (Zone 2)
<b>Open Rate</b>	\$20.00 /col. in.	\$17.00 / col. in	\$27.00 / col. in.
<b>Min. 6 Insertions</b>	\$18.00 /col. in.	\$15.00 / col. in	\$24.30 / col. in.
<b>Min. 13 Insertions</b>	\$17.00 /col. in.	\$14.00 / col. in	\$22.95 / col. in.
<b>Min. 26 Insertions</b>	\$16.00 /col. in.	\$13.00 / col. in	\$21.60 / col. in.
<b>Min. 52 Insertions</b>	\$15.00 /col. in.	\$12.00 / col. in	\$20.25 / col. in.
<b>Non-profit</b>	\$13.00 /col. in.	\$11.00 / col. in	\$17.55 / col. in.
<b>Group Rate (6x) Includes Homes &amp; Gardens</b>	\$12.00 /col. in.	\$9.00 / col. in	\$16.20 / col. in.

## Special Rates (B&W) - 1 paper / 1 zone ONLY

	1x	13x	26x
<b>Qtr Page</b>	\$399.00 ea	\$319.00 ea	\$299.00 ea
<b>Half Page</b>	\$769.00 ea	\$615.00 ea	\$538.00 ea
<b>Full Page</b>	\$1,539.00 ea	\$1,231.00 ea	\$1,077.00 ea
<b>Ad into additional paper / zone</b>	65% discount		

## Full Color Rate

<b>Up to and Including Quarter Page</b>	add \$75
<b>Up to and Including Half Page</b>	add \$125
<b>Up to Full Page</b>	add \$200

## Front Page Advertising (includes full color)

<b>Pelican Press - 10 col. inch ad</b>	\$399.00 ea
<b>Pelican Marketplace - 18 col. inch ad</b>	\$499.00 ea
<b>Pelican Press or Marketplace - 4 col. inch ad (Masthead)</b>	\$149.00 ea 1 paper OR \$99 ea 2 papers

## Shop Local

<b>Website listing</b>	FREE
<b>Listing + website link</b>	\$65.00/year

**CLASSIFIED AND REAL ESTATE RATES**

Call for our current Classified, Business Directory and Real Estate rates.

**INSERTS**

Cost Per Thousand ..... \$40.00  
 Minimum quantity of 10,000, deadline 2 weeks prior to distribution, max. dimensions 8.5" x 11" folded.

**ASK ABOUT OUR WEBSITE, PRINT & DELIVER PROGRAM AND GRAPHIC SERVICES**

**Over 70,000 readers each week!**

Above Rates effective January 1 - December 31, 2010

## SERVING SARASOTA COUNTY AND HER ISLANDS