

The Advertiser

A Total Market Coverage Newsmonthly
Serving Niceville, Bluewater and Valparaiso

NICEVILLE'S BEST
ADVERTISING VALUE.
ARRIVE IN THE MAILBOX
FOR LESS THAN
1/2-CENT PER ADDRESS!

2007 Display Advertising Rates

| Monthly Rates | per column inch |
|---------------------|-----------------|
| Basic Rate..... | \$12.70 |
| 20 – 39 inches..... | 11.60 |
| 40 – 59 inches..... | 10.45 |
| 60 – 75 inches..... | 9.87 |
| 76 + inches..... | 8.76 |

Frequency Rate
Three (3) consecutive issues,
minimum 18 col. inches per issue..... \$10.50

Three (3) consecutive issues,
minimum 10 col. inches per issue..... \$11.60

Color Charge: \$145 (spot or full color)

Front Cover Display Ad: \$595
10 1/4 x 6 inches, includes color

Mechanical Specifications

Column Measurements

| | | |
|----------|----------------|--------------|
| 1 column | 1 13/16 inches | (11 picas) |
| 2 column | 3 3/4 inches | (22.5 picas) |
| 3 column | 5 3/4 inches | (34.5 picas) |
| 4 column | 7 11/16 inches | (46 picas) |
| 5 column | 9 2/3 inches | (58 picas) |

Page Size (image area)

Full Page: 9 2/3 inches wide x 15.75 inches tall
Front Cover ad: 10 1/4 inches wide x 6" tall

Publication Dates/Deadlines

Publication Date: First Monday of the month
Space Reservations: 10 days prior to publication

**EVERY MAILBOX,
EVERY MONTH!**

**GREATEST CIRCULATION OF ANY
PUBLICATION SERVING THE TWIN CITIES**

15,800 DELIVERIES BY MAIL!

TOTAL CIRCULATION: 18,000

■ The Advertiser is the **ONLY** newspaper that is delivered in **EVERY** mailbox in Greater Bluewater Bay, Niceville and Valparaiso - EVERY address in the 32578 & 32580 Zip Codes.

■ The Advertiser is distributed via **FREE** newsstands throughout the Niceville area.

■ The Advertiser is distributed at every motel in the Niceville-Bluewater area and is the **ONLY** newspaper given to guests as they check-in at Bluewater Bay Resort.

Phone: (850) 678-8000
Fax: (850) 678-8723
Email: ads@niceville.com

- Bluewater • Niceville
- Valparaiso • Eglin AFB

