

# special delivery

**To:** Special Section Advertisers  
**From:** Your Advertising Representative ■ **Subject:** Nautically Speaking

AD DEADLINE \_\_\_\_\_

PUBLICATION DATE \_\_\_\_\_

## Reach your customers in the Daily News at affordable prices

Nautically Speaking continues to attract a growing audience among the readership in the Naples Daily News and Bonita Daily News.

Informative and entertaining stories on boating, fishing, diving and other leisure-oriented marine industries are the draw. Press releases of 300 words will be accepted from participating advertisers in this special advertising section.

Special pricing makes this section one of the most affordable ways to reach the prime Naples Daily News and Bonita Daily News readership of 133,000\*.

There are no art or production charges on top of space rates.

See your classified section sales rep today or call 263-4720 for more information.

### CONTRACT RATE

|                     | <b>B&amp;W</b> | <b>Color</b> |
|---------------------|----------------|--------------|
| Full Page.....      | \$525.....     | \$630        |
| Half Page.....      | \$368.....     | \$473        |
| 3 col. x 5.5".....  | \$263.....     | \$368        |
| 2 col. x 5.5".....  | \$210.....     | \$315        |
| 3 col. x 11.5"..... | \$420.....     | \$525        |
| 2 col. x 11.5"..... | \$315.....     | \$420        |

### OPEN RATE

|                    | <b>B&amp;W</b> | <b>Color</b> |
|--------------------|----------------|--------------|
| Full Page.....     | \$625.....     | \$750        |
| Half Page.....     | \$430.....     | \$560        |
| 3 col. x 5.5"..... | \$315.....     | \$440        |
| 2 col. x 5.5"..... | \$250.....     | \$375        |

Naples Daily News • [naplesnews.com](http://naplesnews.com) | Bonita Daily News • [bonitanews.com](http://bonitanews.com)

Classified Advertising • 263-4700

Call \_\_\_\_\_ at \_\_\_\_\_ - \_\_\_\_\_.