

## Retail and Classified Display Advertising Rates

	Display	Classified Display
Open Rate	14.82	9.90
National	17.44	11.63

### Bulk Rate Contracts

Annual Inches	Display Rate	Classified Rate
100	11.90	7.94
300	11.41	7.60
500	11.34	7.57
1000	11.10	7.41
2000	10.73	7.16
3000	10.59	7.07
4000	10.38	6.93
5000	10.14	6.77
6000	9.88	6.60
8000	9.42	6.28
10,000	8.70	5.81
12,000 or more	8.23	5.64

### Monthly Inches CONTRACT MINIMUM 6 MONTHS

35	11.28	7.52
65	10.96	7.30
100	10.44	6.97
150	10.19	6.79
200	9.93	6.63
250	9.69	6.47
325	9.50	6.33
400	9.33	6.22
525	9.01	6.00
600	8.79	5.87
650	8.53	5.69

### Other Rates

**Political** \_\_\_\_\_ 12.30 per col. inch  
Political ads must meet all state and federal regulations and be approved before publication. All ads require prepayment.

**Non-Profit** \_\_\_\_\_ 9.06 per col. inch  
This rate applies to churches and charitable organizations.

#### Legal Advertising

Okaloosa County \_\_\_\_\_ 7.75 per col. inch

Walton County \_\_\_\_\_ 3.96 per col. inch

For official legal notices. We will provide proof of publication and notarized affidavits.

**Fictitious Name** \_\_\_\_\_ 40.00

### Special Publication

#### THE REAL ESTATE TAB

Published every other Wednesday of every month; inserted in the regular paper and distributed free in racks. Ads are sold in modular sizes and require ad pickup into the regular paper. Ask your account executive for a rate card and more information.

**Group/Combination Rates:** If an ad runs in two consecutive issues with no copy change, a **25% Pickup Discount** rate will be given on the second insertion.

### Frequency Rate Contracts

(Minimum Inches Billed Each Week)

4+ Weekly Inches	Display Rate	Classified Display Rate
4 Week	12.60	8.44
13 Week	11.42	7.65
26 Week	11.15	7.47
39 Week	10.85	7.27
52 Week	10.56	7.08

**13-Week Business Profile \$70.00**

### Color Rates

	OPEN	6X	12X	24X	48X
1 Color	220	200	180	160	140
2 Color	330	300	270	240	210
Full Color	450	400	350	325	275

**Double Truck rated at contracted rate times 1.5**

### Preprint Insertion Rates

Reservations 10 days prior to publication. Preprints must be received no later than 7 days before publication. Minimums may apply.

#### Cost Per Thousand

Size	1-5X	6-12X	13-24X	25+X
Single Sheet	50.00	48.50	45.50	43.50
4-8 TAB	55.00	50.50	49.50	47.50
12-20 TAB	58.00	53.50	52.50	50.50
24-64 TAB	60.00	55.50	54.50	52.50
66 and up	Negotiated			

### The Log Online

#### ONLINE ADVERTISING

When you advertise in The Log, your print ad will also appear online at [www.emeraldcoast.com](http://www.emeraldcoast.com) and [www.thedestinlog.com](http://www.thedestinlog.com). Your ads will automatically be posted; and online users can simply scroll through a list of current Log advertisers, select a company, and view the ad online.

#### ADVERTISER BENEFITS • INTERACTIVE ADS

Your print ads will become interactive and searchable. Online ads will deliver an expanded audience to you, the advertiser, and will extend the life and reach of your ad. The Log is very excited to continue this feature, as we seek to expand our product portfolio to better meet the needs of readers and advertisers.

## Freedom Communications Covers the Emerald Coast

The Destin Log • The Walton Sun • The News Herald • Northwest Florida Daily News  
EmeraldCoast.com • The Port St. Joe Star • The Times - Apalachicola & Carrabelle