



THE OBSERVER NEWS

Delivering **POSITIVE** news **EVERY WEEK** since 1958
65+ YEARS
Serving South Shore

SouthShore · Sun City Center · Riverview
observernews.net

OVER 40,000 PAPERS DELIVERED TO HOMES
AND BUSINESSES WITH OVER 100,000 READERS

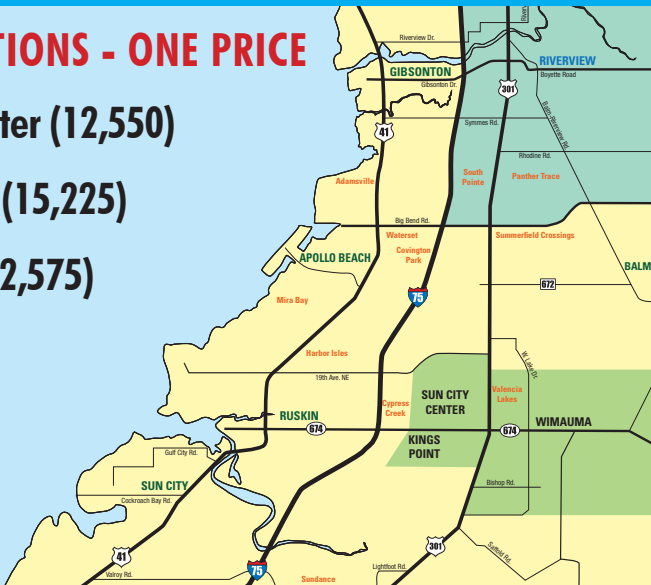
THREE EDITIONS - ONE PRICE

Sun City Center (12,550)

South Shore (15,225)

Riverview (12,575)

- Sun City Center
- Wimauma
- Apollo Beach
- Ruskin
- Gibsonton
- Riverview



Our community roots run deep since 1958

PRIME POSITIONS FULL COLOR ONLY

Mechanicals

Inside Cover (front or back or page 3) **\$1150**

Back Page	\$1,250	10.25"x15.8"
Double Truck.....	\$1,800	(21.25X15.8)
Front Page Banner	\$575	10.25"x2.5"
Front Page Corner	\$175	2"x2.5"

Ask about Frequency Discounts

\$50 one time design fee for less than three months

DEADLINES

Display Ads.....Wednesday, 12 p.m. week prior

Inserts..... 10 business days prior to insertion

YOU PRINT OR WE PRINT INSERTS

(5,000 minimum)

**Ask about in-house printing prices*

MONTHLY SPECIALS

Where Do We Eat? (Once a month)

South Shore Chamber Members (once a month)

SPECIAL EDITIONS

November: Welcome Back

December & January: Christmas & New Year Ornaments

December: Christmas Church Page

February: South Shore Coalition for Mental Health and Aging

March & April: Easter Church Page

**Golf Cart
Guide**
(Every 3 Years)

*"Consistency
breeds familiarity,
familiarity breeds
confidence,
and confidence
breeds sales."
-Unknown-*

Let us help your business grow!

WEEKLY RATES WITH FREQUENCY DISCOUNTS

SIZE	1-2 RUNS	3 MONTHS & NP* Min. 12 weeks	6 MONTHS Min 24 weeks	12 MONTHS *M.V.P. Min 50 weeks
Full Page - B&W	\$850	\$815	\$775	\$700
Full Page -Single Color	\$875	\$840	\$800	\$725
Full Page - Full Color*	\$1,000	\$965	\$925	\$850
Half Page - B&W	\$600	\$565	\$525	\$450
Half Page -Single Color	\$625	\$590	\$550	\$475
Half Page - Full Color*	\$750	\$715	\$675	\$600
Quarter Page - B&W	\$425	\$400	\$365	\$325
Quarter Page -Single Color	\$450	\$425	\$390	\$350
Quarter Page - Full Color*	\$575	\$550	\$515	\$475
Eighth Page - B&W	\$275	\$250	\$215	\$175
Eighth Page -Single Color	\$300	\$275	\$240	\$200
Eighth Page - Full Color	\$425	\$400	\$365	\$325
Business Card Plus - B&W	\$200	\$190	\$180	\$160
Business Card Plus -Single Color	\$225	\$215	\$205	\$185
Business Card Plus - Full Color	\$300	\$290	\$280	\$260
Business Card - B&W	\$90	\$85	\$80	\$70
Business Card -Single Color	\$115	\$110	\$105	\$95
Business Card - Full Color	\$190	\$185	\$180	\$170

***Maximum Value Pack (M.V.P - 1/4 page or larger) up to a \$13,000 value**

- *Have your business stand out by becoming the "Industry Voice" in your community and receive one article per quarter and a one time "Business Spotlight" (up to 500 words)
- *Also, be listed as the industry voice in your community!
- *NP: Non-profit
- **FREE DESIGN SERVICES, DISCOUNTED RATES**

B&W / SINGLE / FULL COLOR

Full Page

10.25" wide x 15.8" high

Half Page

Vertical

6.8" wide x 11.625" high

Horizontal

10.25" wide x 7.75" high

CLASSIFIED

Classified Line Advertising

\$19.00, up to 20 words

40¢ each additional word • Bold lines \$4 each

Classified Display Advertising

(\$44 minimum)

Published **WEEKLY**



Quarter Page

6.8" wide x
5.8" high (H)

5" wide x
7.75" high (V)

*Advertising is
totally unnecessary
unless you hope to
make money.*
-J. Richards-

Eighth Page

3.3" wide x
V: 7.5" high

H: 5" wide x
5" high

Bus Card Plus
5" wide x 3"
high

**Business
Card**
3.3" wide x
2" high

DIRECTORIES

Church Directory & Club Events (Non-profit)

Business Card \$65 (3.3" wide X 2" height)

Mini Business Card \$35 (3.3" wide X 1" height)

Business & Trade Directory

(3 mo. \$42 / 6 mo. \$40 / 12 mo. \$38)

(Less than 3 mo. \$50)