

2018 Rate Card

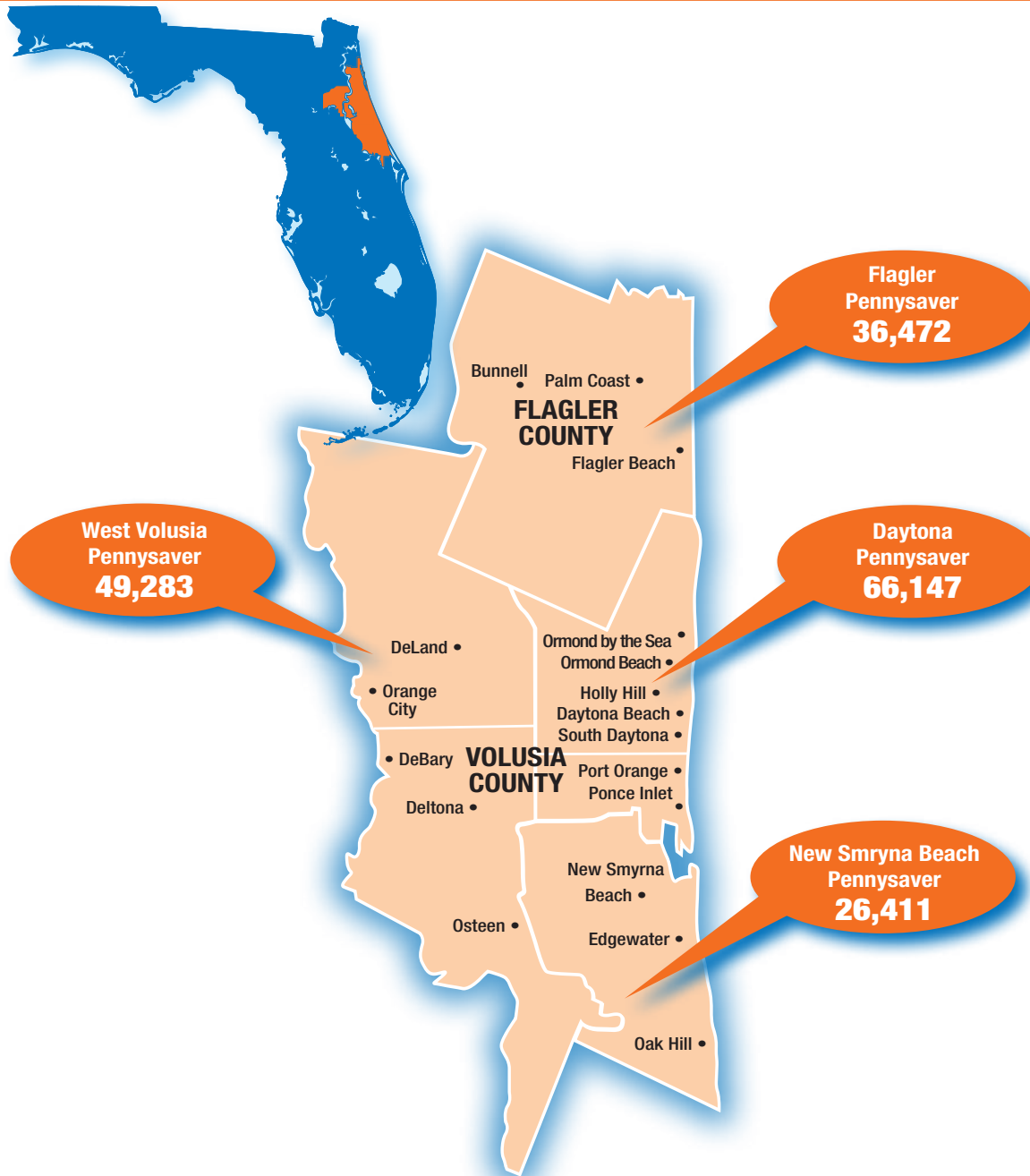


Connecting Buyers & Sellers Every Week
Both in PRINT and ON-LINE

The *Daytona / New Smyrna / West Volusia / Flagler*
PENNYSAVERS
thepennysavers.com



Your Best "Dollar for Dollar" Advertising Value!



**Published
Every Wednesday**

*For more information
concerning advertising
contact your local
Pennysaver office today!*

Daytona Pennysaver

454 S. Yonge St.
Ormond Beach, FL 32174
Display Sales
386-677-4262
Fax: 386-672-7453
Classified Sales
386-676-3100

New Smyrna Pennysaver

223-A Canal Street
New Smyrna Beach, FL 32168
386-423-2300
Fax: 386-426-2807

West Volusia Pennysaver

Deland Office
1422 N. Woodland Blvd.
DeLand, FL 32720
386-736-2880
Fax: 386-736-3587

Flagler Pennysaver

4984 Palm Coast Pkwy, NW
Suite 6
Palm Coast, FL 32137
386-276-3001
Fax: 386-283-5667

**Outstanding
Advertising Values!**

Nobody can grow your business from these markets like we can! Put your business on the map and keep it there with the dominant distribution and impressive reach of The Pennysavers.

**Over 178,000
Circulation Available**



Reduced combination rates apply when you advertise in more than one Pennysaver



Daytona

PENNYSAVER

Published Every Wednesday
67,000 Circulation



DAYTONA

Display Advertising Rates Effective February 7, 2018

Rates based on standard ad size units.

FULL RUN	OPEN RATE	13x RATE	52x RATE
Full Page 6x9.5" <i>Includes Digital</i>	\$1,439.95	\$1,279.95	\$1,171.95
2/3 Page 4x9.5" • 5x7.35" <i>Includes Digital</i>	\$967.95	\$860.95	\$788.95
1/2 Page 3x9.5" • 6x4.5" <i>Includes Digital</i>	\$720.95	\$639.95	\$588.95
1/3 Page 2x9.5" • 4x4.5" <i>Includes Digital</i>	\$481.95	\$427.95	\$392.95
1/4 Page 3x4.5" • 2x6.875" 6x2.125" <i>Includes Digital</i>	\$360.95	\$319.95	\$293.95
1/6 Page 2x4.5" • 4x2.375" 1x9.5"	\$223.95	\$196.95	\$178.95
1/8 Page 3x2.375"	\$167.95	\$147.95	\$134.95
1/12 Page 2x2.375" • 1x4.75"	\$111.95	\$98.95	\$89.95
1/15 Page 2x1.9" • 1x3.8"	\$89.95	\$78.95	\$71.95
Display Ads <i>(Under 1/15 page)</i>	\$19.65 <small>PCI</small>	\$17.25 <small>PCI</small>	\$15.75 <small>PCI</small>
Service Directory <i>(Under 1/15 page)</i>	\$19.65 <small>PCI</small>	\$17.25 <small>PCI</small>	\$15.75 <small>PCI</small>

Premium Positions (Includes Full Color)

Front Page Full 6x7.5" <i>Includes Digital</i> \$1,850	Front Page 1/2 6x3.75" or 3x7.5" <i>Includes Digital</i> \$960⁰⁰	Front Banner 2x1.5" \$150
Back Page Full 6x9.5" <i>Includes Digital</i> \$1,495	Back Page 1/2 6x4.75" or 3x9.5" <i>Includes Digital</i> \$825	SPECIAL PLACEMENT Additional 25% <i>Must be Reserved</i>

Color Charges

25%
of ad cost
Max: **\$175**

Alternative Schedules

26x every other week or
1x per month qualifies for
13x Contract Rate.

Non-Profit Rate

To qualify for non-profit rate (52x rate) advertiser must supply proof of non-profit status.

*Contract rates require a signed agreement.

Daytona Pennysaver

454 S. Yonge St.
Ormond Beach, FL 32174

386-677-4262

*Serving the communities of
Daytona Beach, Ormond Beach,
Ormond by the Sea, Holly Hill,
South Daytona, Port Orange
and Ponce Inlet.*

Ad Deadlines

Display Ads Friday, 6:00pm
Premium Positions Friday, Noon
Gang Page Ads Friday, Noon
Service Directory Friday, 5:00pm

Payment

Ad must be paid for at the time of placement preceding ad design. Ad design will begin after payment received. A credit application is required for every advertiser to establish an account with The Pennysavers.

Contract Terms

In the event contract is canceled or its terms violated prior to completion, space used will revert to single time rate or qualifying rate.

Copy Changes / Cancellations

Publisher will not accept any cancellations or alterations by Advertiser after the deadline as set by Publisher. Cancellation of ads after deadline charged 25% of ad cost.

Guaranteed Placement

Under no circumstances is page placement of position guaranteed without the appropriate 25% placement fee. If a requested page placement is unavailable, Publisher may, in its sole discretion place the advertisement elsewhere and its sole liability to Advertiser shall be a credit for any page placement premium paid by Advertiser. Color requests are accepted, but not guaranteed. The placement fee is added to the total cost of the ad.

Agency Rate

All rates listed are Net, non-commissionable rates. Add 15% to the net rate to determine the commissionable gross discountable rate.

Political Rates

Your account representative will be happy to assist you with our political rates.

Connecting Buyers & Sellers Every Week

The **PENNYSAVERS**
Daytona / New Smyrna / West Volusia / Flagler
thepennysavers.com



New Smyrna

PENNYSAVER

Published Every Wednesday
27,000 Circulation



Display Advertising Rates

Effective February 7, 2018

Rates based on standard ad size units.

FULL RUN	OPEN RATE	13x RATE	52x RATE
Full Page 6x9.5" Includes Digital	\$965.95	\$861.95	\$792.95
2/3 Page 4x9.5" • 5x7.35" Includes Digital	\$649.95	\$580.95	\$534.95
1/2 Page 3x9.5" • 6x4.5" Includes Digital	\$482.95	\$431.95	\$396.95
1/3 Page 2x9.5" • 4x4.5" Includes Digital	\$322.95	\$288.95	\$265.95
1/4 Page 3x4.5" • 2x6.875" 6x2.125" Includes Digital	\$240.95	\$215.95	\$198.95
1/6 Page 2x4.5" • 4x2.375" 1x9.5"	\$144.95	\$127.95	\$115.95
1/8 Page 3x2.375"	\$107.95	\$95.95	\$86.95
1/12 Page 2x2.375" • 1x4.75"	\$72.95	\$63.95	\$57.95
1/15 Page 2x1.9" • 1x3.8"	\$57.95	\$50.95	\$46.95
Display Ads (Under 1/15 page)	\$12.70 <small>PCI</small>	\$11.15 <small>PCI</small>	\$10.15 <small>PCI</small>
Service Directory (Under 1/15 page)	\$12.70 <small>PCI</small>	\$11.15 <small>PCI</small>	\$10.15 <small>PCI</small>

Premium Positions (Includes Full Color)

Front Page Full 6x7.5" Includes Digital \$1,000	Front Page 1/2 6x3.75" or 3x7.5" Includes Digital \$590	Front Page 1/4 3x3.75" Includes Digital \$310	Front Banner 2x1.5" \$85
Back Page Full 6x9.5" Includes Digital \$975	Back Page 1/2 6x4.75" or 3x9.5" Includes Digital \$525	SPECIAL PLACEMENT Additional 25% Must be Reserved	

Color Charges

25%
of ad cost

Max: **\$175**

Alternative Schedules

26x every other week or
1x per month qualifies for
13x Contract Rate.

Non-Profit Rate

To qualify for non-profit rate (52x rate) advertiser must supply proof of non-profit status.

*Contract rates require a signed agreement.

New Smyrna Pennysaver

223 Canal St.

New Smyrna Beach, FL 32168

386-423-2300

Serving the communities of
Southeast Volusia County.
New Smyrna Beach, Edgewater,
Oak Hill

Ad Deadlines

Display Ads Thursday, 5:00pm

Premium Positions Thursday, Noon

Gang Page Ads Thursday, Noon

Service Directory Thursday, Noon

Payment

Ad must be paid for at the time of placement preceding ad design. Ad design will begin after payment received. A credit application is required for every advertiser to establish an account with The Pennysavers.

Contract Terms

In the event contract is canceled or its terms violated prior to completion, space used will revert to single time rate or qualifying rate.

Copy Changes / Cancellations

Publisher will not accept any cancellations or alterations by Advertiser after the deadline as set by Publisher. Cancellation of ads after deadline charged 25% of ad cost.

Guaranteed Placement

Under no circumstances is page placement of position guaranteed without the appropriate 25% placement fee. If a requested page placement is unavailable, Publisher may, in its sole discretion place the advertisement elsewhere and its sole liability to Advertiser shall be a credit for any page placement premium paid by Advertiser. Color requests are accepted, but not guaranteed. The placement fee is added to the total cost of the ad.

Agency Rate

All rates listed are Net, non-commissionable rates. Add 15% to the net rate to determine the commissionable gross discountable rate.

Political Rates

Your account representative will be happy to assist you with our political rates.

NEW SMYRNA

Connecting Buyers & Sellers Every Week

The **PENNYSAVERS**
Daytona / New Smyrna / West Volusia / Flagler
thepennysavers.com



West Volusia

PENNYSAVER

Published Every Wednesday
53,000 Circulation



Display Advertising Rates

Effective February 7, 2018

Rates based on standard ad size units.

FULL RUN	OPEN RATE	13x RATE	52x RATE
Full Page 6x9.5" Includes Digital	\$1,175.95	\$1,046.95	\$960.95
2/3 Page 4x9.5" • 5x7.35" Includes Digital	\$791.95	\$704.95	\$647.95
1/2 Page 3x9.5" • 6x4.5" Includes Digital	\$588.95	\$523.95	\$480.95
1/3 Page 2x9.5" • 4x4.5" Includes Digital	\$393.95	\$350.95	\$321.95
1/4 Page 3x4.5" • 2x6.875" 6x2.125" Includes Digital	\$294.95	\$261.95	\$240.95
1/6 Page 2x4.5" • 4x2.375" 1x9.5"	\$179.95	\$157.95	\$143.95
1/8 Page 3x2.375"	\$134.95	\$118.95	\$107.95
1/12 Page 2x2.375" • 1x4.75"	\$89.95	\$78.95	\$71.95
1/15 Page 2x1.9" • 1x3.8"	\$71.95	\$63.95	\$57.95
Display Ads (Under 1/15 page)	\$15.75 <small>PCI</small>	\$13.90 <small>PCI</small>	\$12.65 <small>PCI</small>
Service Directory (Under 1/15 page)	\$15.75 <small>PCI</small>	\$13.90 <small>PCI</small>	\$12.65 <small>PCI</small>

Premium Positions (Includes Full Color)

Front Page Full 6x7.5" Includes Digital \$1,500	Front Page 1/2 6x3.75" or 3x7.5" Includes Digital \$890	Front Page 1/4 3x3.75" Includes Digital \$550	Front Banner 2x1.5" \$125
Back Page Full 6x9.5" Includes Digital \$1,295	Back Page 1/2 6x4.75" or 3x9.5" Includes Digital \$765	SPECIAL PLACEMENT Additional 25% Must be Reserved	

Color Charges

25%
of ad cost

Max: **\$175**

Alternative Schedules

26x every other week or
1x per month qualifies for
13x Contract Rate.

Non-Profit Rate

To qualify for non-profit rate (52x rate) advertiser must supply proof of non-profit status.

*Contract rates require a signed agreement.

West Volusia Pennysaver

DeLand Office

1422 N. Woodland Blvd.

DeLand, FL 32720

386-736-2880

Serving the communities of DeLand,
Deltona, DeBary, Orange City

Ad Deadlines

Display Ads Thursday, 5:00pm

Premium Positions Thursday, Noon

Gang Page Ads Thursday, Noon

Service Directory Thursday, Noon

Payment

Ad must be paid for at the time of placement preceding ad design. Ad design will begin after payment received. A credit application is required for every advertiser to establish an account with The Pennysavers.

Contract Terms

In the event contract is canceled or its terms violated prior to completion, space used will revert to single time rate or qualifying rate.

Copy Changes / Cancellations

Publisher will not accept any cancellations or alterations by Advertiser after the deadline as set by Publisher. Cancellation of ads after deadline charged 25% of ad cost.

Guaranteed Placement

Under no circumstances is page placement of position guaranteed without the appropriate 25% placement fee. If a requested page placement is unavailable, Publisher may, in its sole discretion place the advertisement elsewhere and its sole liability to Advertiser shall be a credit for any page placement premium paid by Advertiser. Color requests are accepted, but not guaranteed. The placement fee is added to the total cost of the ad.

Agency Rate

All rates listed are Net, non-commissionable rates. Add 15% to the net rate to determine the commissionable gross discountable rate.

Political Rates

Your account representative will be happy to assist you with our political rates.

WEST VOLUSIA

Connecting Buyers & Sellers Every Week

The **PENNYSAVERS**
Daytona / New Smyrna / West Volusia / Flagler
thepennysavers.com



Display Advertising Rates

Effective February 7, 2018

Rates based on standard ad size units.

FULL RUN	OPEN RATE	13x RATE	52x RATE
Full Page 6x9.5" Includes Digital	\$838.95	\$749.95	\$690.95
2/3 Page 4x9.5" • 5x7.35" Includes Digital	\$565.95	\$505.95	\$465.95
1/2 Page 3x9.5" • 6x4.5" Includes Digital	\$419.95	\$375.95	\$345.95
1/3 Page 2x9.5" • 4x4.5" Includes Digital	\$281.95	\$251.95	\$231.95
1/4 Page 3x4.5" • 2x6.875" 6x2.125" Includes Digital	\$209.95	\$187.95	\$172.95
1/6 Page 2x4.5" • 4x2.375" 1x9.5"	\$123.95	\$108.95	\$98.95
1/8 Page 3x2.375"	\$92.95	\$81.95	\$73.95
1/12 Page 2x2.375" • 1x4.75"	\$61.95	\$54.95	\$49.95
1/15 Page 2x1.9" • 1x3.8"	\$49.95	\$43.95	\$39.95
Display Ads (Under 1/15 page)	\$10.80 <small>PCI</small>	\$9.55 <small>PCI</small>	\$8.65 <small>PCI</small>
Service Directory (Under 1/15 page)	\$10.80 <small>PCI</small>	\$9.55 <small>PCI</small>	\$8.65 <small>PCI</small>

Premium Positions (Includes Full Color)

Front Page Full 6x7.5" Includes Digital \$925	Front Page 1/2 6x3.75" or 3x7.5" Includes Digital \$545	Front Page 1/4 3x3.75" Includes Digital \$285	Front Banner 2x1.5" \$85
Back Page Full 6x9.5" Includes Digital \$850	Back Page 1/2 6x4.75" or 3x9.5" Includes Digital \$485	SPECIAL PLACEMENT Additional 25% Must be Reserved	

Color Charges

25%
of ad cost

Max: **\$175**

Alternative Schedules

26x every other week or
1x per month qualifies for
13x Contract Rate.

Non-Profit Rate

To qualify for non-profit rate (52x rate) advertiser must supply proof of non-profit status.

*Contract rates require a signed agreement.

Flagler Pennysaver

4984 Palm Coast Pkwy NW,
Suite 6
Palm Coast, FL 32137
386-276-3001

Serving the communities of
Flagler County, Palm Coast,
Flagler Beach and Bunnell.

Ad Deadlines

Display Ads Friday, 6:00pm
Premium Positions Friday, Noon
Gang Page Ads Friday, Noon
Service Directory Friday, 5:00pm

Payment

Ad must be paid for at the time of placement preceding ad design. Ad design will begin after payment received. A credit application is required for every advertiser to establish an account with The Pennysavers.

Contract Terms

In the event contract is canceled or its terms violated prior to completion, space used will revert to single time rate or qualifying rate.

Copy Changes / Cancellations

Publisher will not accept any cancellations or alterations by Advertiser after the deadline as set by Publisher. Cancellation of ads after deadline charged 25% of ad cost.

Guaranteed Placement

Under no circumstances is page placement of position guaranteed without the appropriate 25% placement fee. If a requested page placement is unavailable, Publisher may, in its sole discretion place the advertisement elsewhere and its sole liability to Advertiser shall be a credit for any page placement premium paid by Advertiser. Color requests are accepted, but not guaranteed. The placement fee is added to the total cost of the ad.

Agency Rate

All rates listed are Net, non-commissionable rates. Add 15% to the net rate to determine the commissionable gross discountable rate.

Political Rates

Your account representative will be happy to assist you with our political rates.

FLAGLER

By placing, or requesting placement of, any advertisement in The Pennysaver, or any other product published by Volusia Pennysaver or its affiliates (the "Publisher") you, together with any advertising agency employed by you, if any (collectively referred to herein as the "Advertiser"), agree with Publisher to the following terms and conditions:

1. The parties agree that subject matter, form, size, wording, illustrations, typography and arrangement of each advertisement is subject to Publisher's approval. Publisher reserves the right, in its sole discretion, to exclude or remove from any advertisement any text, illustration or other material, provided however, that such right shall not place an obligation on Publisher to monitor or exert editorial control over any advertisement or content.

2. By submitting an order to Publisher for publication of an advertisement, Advertiser agrees to all advertising rates and conditions of Publisher, as set forth in this Rate Card and as may be modified by a separate advertising agreement set forth in writing by and between Advertiser and Publisher (the "Advertising Agreement") in effect at the time such advertisement is published.

3. Political advertisements must bear identifications and disclaimers required by law, which shall be the responsibility of the Advertiser. Political Rate is open rate.

4. Publisher will not accept any cancellations or alterations by Advertiser after the deadline as set by Publisher. Advertiser agrees that deadlines may be changed by Publisher, from time to time, in its discretion.

5. Under no circumstances is page placement or position guaranteed. If a requested page placement is unavailable, Publisher may, in its sole discretion, place the advertisement elsewhere and its sole liability to Advertiser shall be a credit for any page placement premium paid by Advertiser. Color requests are accepted, but not guaranteed. Page position fee must be paid.

6. Publisher makes no warranties regarding advertising purchased hereunder, and Publisher expressly disclaims all warranties, expressed or implied, including, without limitation, warranties of merchantability and fitness for a particular purpose.

7. Advertiser agrees to indemnify and hold Publisher (together with Publisher's employees, agents, representatives and affiliates) harmless from any loss, damage or expense, including reasonable attorneys' fees and costs, incurred by Publisher (or Publisher's employees, agents, representatives and affiliates) as a result of any advertisement placed by Advertiser hereunder. The parties agree that Advertiser's obligation to indemnify Publisher includes, but is not limited to, losses incurred by Publisher as a result of claims that an advertisement is, or is alleged to be, defamatory, an infringement of third-party copyright, trademark or tradename rights, or an invasion of privacy or misappropriation, regardless of whether or not such claims are ultimately found to be without merit.

8. Advertiser agrees that Publisher's entire liability to Advertiser, if any, and any claim(s) for damages relating to any advertisement, whether based in contract, in tort, or otherwise, shall be limited to the amount of the charges paid by Advertiser for the advertisement or advertisements which are the basis of the claim(s). In no event will Publisher be liable for any lost profits or any consequential, exemplary, incidental, indirect or special damages, arising from, or in any way related to, Advertiser's rights hereunder, even if Publisher has been advised of the possibility of such damages.

9. The Publisher will not be liable by reason of any error for which it may be responsible, beyond liability for the cost to Advertiser of the actual space occupied by that portion of the advertisement in which the error occurred. Under no circumstances shall Publisher have any liability to Advertiser for more than one (1) insertion of each advertisement containing an error or omission. All claims of error must be made within five (5) days of publication of the advertisement in question. The parties agree that Publisher will have no liability to Advertiser for claims of error not timely made.

10. Advertiser agrees that Publisher shall have no liability to Advertiser for failure to print, publish or distribute any Pennysaver issue or other product in which an advertisement is scheduled to appear.

11. Any tax levied against advertising will be added to advertising charges due and payable from Advertiser to Publisher.

12. If any provision herein shall be declared invalid or unenforceable, the invalidity or unenforceability of such provision shall not affect the remaining terms herein.

13. Advertiser agrees to pay Publisher for all costs and expenses Publisher may incur in enforcing any term or condition contained herein, or in collecting advertising fees that are due and payable hereunder, including without limitation Publisher's reasonable attorneys' fees and court costs, whether incurred pre-trial, at trial or on appeal.

14. In the event of any litigation arising out of or relating to the terms and conditions contained herein, in the Advertising Agreement(s) or in any Credit Agreement between Publisher and Advertiser, the parties hereby consent to the exclusive jurisdiction of the courts of the State of Florida, County of Volusia.

15. All terms herein, and in any Advertising Agreement(s) and/or Credit Agreement between Advertiser and Publisher shall be governed and construed in accordance with the laws of the State of Florida without regard to its conflicts of laws principles.

16. Advertiser agrees that Publisher may, in its sole discretion suspend or revoke any credit extended to Advertiser pursuant to a Credit Agreement. In the event of any such suspension or revocation, all usual and customary payment terms contained herein shall apply. Prepaid discounts are available only if advertisements are paid for in full at the time of placement. If advertisements are not prepaid, payment is due immediately upon receipt of invoice, and in the event that any balance remains outstanding for thirty (30) days from the date of invoice, such amount shall be interest at a rate of 1.5% per month, or the highest rate allowable by law, whichever is less.

17. Failure by Publisher to insist upon compliance by Advertiser with any terms and conditions contained in this Rate Card, and Advertising Agreement(s) or the Credit Agreement shall not be construed as a waiver of any of Publisher's rights hereunder or thereunder. Any such waiver shall not be construed to waive succeeding breaches by Advertiser of such agreements.

18. Publisher will not knowingly accept advertising which discriminates, or intends to discriminate, based on race, color, religion, handicap, familial status or national origin; nor advertisements which are fraudulent or untruthful. Only Webster's Dictionary abbreviations are accepted; abbreviations of proper names are not accepted.