

ADVERTISING RATES

Effective March 1, 2023



Serving The Peace River Valley

P.O. Box 338
115 South 7th Avenue
Wauchula, Florida 33873

theheraldadvocate.com

(863) 773-3255
Fax (863) 773-0657

**Hardee County's
#1 Advertising Medium**

Locally Owned and Operated

GENERAL INFORMATION

Circulation 3,200
(Sworn Post Office Statement)
Day of Publication Thursday
Page Size (6 cols.) 10-1/2"x20-3/4"
Column Width 1.7"
Printing Method Offset
Deadline Noon Tuesday

Subscription Rates

In County 6 mo. - \$26, 1 - yr. - \$49, 2 yr. - \$ 95
Out-of-County 6 mo. - \$29, 1 - yr. - \$55, 2 yr. - \$109
Out-of-State ... 6 mo. - \$34, 1 - yr. - \$59, 2 yr. - \$120

Primary Coverage Hardee County
(Population 27,500)

*The Florida Advocate, founded in 1901,
and Hardee County Herald merged in 1955.*

Publishers
James R. Kelly
Michael R. Kelly

Advertising Policy
*We reserve the right to refuse any ad and the right to make
copy changes.*

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~DISPLAY~

Open Rate \$5.45
101 - 200 inches monthly \$5.35
201 - or more inches monthly \$5.25

~CLASSIFIED~

Minimum Per Ad (10 words) \$7.00
Extra Per Word30¢
Blind (keyed) Extra Per Week \$6.00
Display Rate (col. inch) \$5.45
Billing Rate (Extra Per Week) \$3.00

~LEGAL~

First Week \$5.25
Succeeding Weeks \$5.25
(Plus \$3.00 column inch for composition legal type,
\$2.00 bold 10 point type.)

~COLOR~

Half page or under \$50
More than half page \$100

~POLITICAL~

Per Column Inch \$5.45
Must Be Paid In Advance

~ADVERTISING AGENCY~

Per Column Inch \$6.15
Classified Minimum Per Ad (10 words) \$7.00
Extra Per Word30¢
(Usual Agency Discount)

~CHARITY RATE~

Church, Civic, Club and School Rate \$5.25

~CHURCH DIRECTORY~

Per Week \$10.00

~INSERTS~

Standard Pages	Tabloid Pages	Each
2	4	5-1/4¢
4	8	5-1/2¢
6	12	5-3/4¢
8	16	6¢
10	20	6-1/4¢
12	24	6-1/2¢

Deadline for Delivery - Friday 12 Noon

Catch A Captive Audience!