

**Peace River Shopper**  
**223 E. Oak St. – Arcadia, FL 34266**  
**Display Ads: 863-990-9813**  
**Free Classified Ads: 863-491-6800**  
**Fax Line: 863-993-0534**  
**E-Mail: prs@dancollins.biz**

**2011 DISPLAY ADVERTISING RATES (PER WEEK)**

<b>Size</b>	<b>Dimensions</b>	<b>Price</b>	<b>Process Color</b>
<b>Back Page</b>	<b>4 col. (7.5 inches) x 9.5 inches</b>	<b>NA</b>	<b>\$250</b>
<b>Full Page</b>	<b>4 col. (7.5 inches) x 9.5 inches</b>	<b>\$170</b>	<b>\$225</b>
<b>1/2 Page</b>	<b>4 col. (7.5 inches) x 4.65 inches or 2 col. (3.65 inches) x 9.5 inches</b>	<b>\$90</b>	<b>\$125</b>
<b>1/3 Page</b>	<b>4 col. (7.5 inches) x 3.5 inches or 2 col. (3.65 inches) x 7.25 inches</b>	<b>\$75</b>	<b>\$110</b>
<b>1/4 Page</b>	<b>2 col. (3.65 inches) x 4.65 inches</b>	<b>\$50</b>	<b>\$65</b>
<b>1/8 Page</b>	<b>2 col. (3.65 inches) x 3 inches</b>	<b>\$40</b>	<b>\$55</b>
<b>Business Card</b>	<b>2 col. (3.65 inches) x 2.25 inches</b>	<b>\$25</b>	<b>\$40</b>
<b>Business Directory</b>	<b>4 week minimum with no changes</b>	<b>\$15</b>	<b>NA</b>

**VIEW THE PEACE RIVER SHOPPER ONLINE AT [www.peacerivershopper.biz](http://www.peacerivershopper.biz)**

**BUSINESS CLASSIFIEDS: \$15 for 25 words or less & 15¢ each word after 25. Add a picture for \$15.**

**FREE CLASSIFIEDS: Limit 15 words per ad, 2 ads per household, runs for 2 weeks (space permitting). Deadline Friday 8 AM. Add a picture for \$15.**

The Peace River Shopper publishes on Tuesdays with display advertising deadline for proofs being the Thursday prior at noon & final deadline of the Thursday prior by 5 PM with no proofs. Real Estate deadline is Wednesday at 5 PM.

The Peace River Shopper is a free weekly publication with a current circulation of 10,000 distributed in over 200 locations with over 2,500 online readers. Fax ads to 863-993-0534 or they can be emailed to [prs@dancollins.biz](mailto:prs@dancollins.biz)

For any questions regarding paid display advertising, please call Angela at 863-990-9813. Visa & Master Card accepted for your convenience.