



Hernando Today

Publishing Daily Wednesday - Sunday

Hernando Today is Hernando County's award winning newspaper covering all the local news in communities such as Spring Hill, Weeki Wachee, Brooksville and Ridge Manor.

	Daily	Sunday
Circulation	11,464	15,393
Readership	25,106	37,700

*Source: Scarborough 2009, Release 1

Full Color Front Page Banner

Hernando Today Front Page	Wed-Sat	Sun
6 col x 2"	\$230	\$305
Hernando Today B Section		Sun.
6 col x 2"		\$180

Unit Size Ads

	Half Page*	Full Page*
Black and White	\$310	\$580
Full Color	\$418.50	\$783

*Auto and Out and About excluded

Hernando Today

Investment Level	Wed-Sat	Sunday
Open	\$11.35	\$12.35
D		
\$750		
1,950	9.25	10.30
3,750		
7,250		
C		
14,000	8.25	9.25
19,250		
26,750		
37,000		
B		
51,000	7.20	8.25
61,750		
74,750		
90,750		
A		
110,000	6.20	7.20
141,750		
182,750		
235,750		
Frequency Level	Wed-Sat	Sunday
7 weeks	\$8.25	\$9.25
14 weeks	7.20	8.25
21 weeks	6.20	7.20
52 weeks	5.15	6.20

Hernando Today - Multi-Insertion Rates*

Double Play (2x)	Triple Play (3x)	Action Ad (4x)
\$10.20	\$9.10	\$8.50
8.35	7.40	6.95
7.45	6.60	6.20
6.50	5.75	5.40
5.60	4.95	4.65
Double Play (2x)	Triple Play (3x)	Action Ad (4x)
\$7.45	\$6.60	\$6.20
6.50	5.75	5.40
5.60	4.95	4.65
4.65	4.10	3.85

Full Run Pick-Up Rate**

1x
\$127
89
84
82
79
1x
\$84
82
79
77

*Rates are per inch, per ad, within 7 days. Same ad size and copy.

**2 part run products required to receive full run pick-up. Ad must run within 7 days, same size and ad copy.

Rates are effective Jan. 1, 2012. Rates are net and non-commissionable.

