



The Florida Keys Only Daily Newspaper, Est. 1876

keysnews.com 305-292-7777

Daily Broadsheet, Keyswide

In Season Paid Circulation

Sunday 12,487

Weekday 11,270

Average Annual Circulation

Sunday 9,454

Weekday 8,894



Audit Bureau of Circulations
Member

March 31, 2009 ABC Annual Audit

Effective January 1, 2012

All pricing, excluding legal rates, includes same day placement on keysnews.com classifieds. These rates are placement fees.

No credit for early cancellations.



• Newspapers • Magazines • Internet

Classified Line Advertising Rates 2012

Private Party Rates (1-5 Lines)

| Insertions | Cost | Additional Line |
|------------------------|----------|-----------------|
| One Day | \$15.50 | \$3.50 |
| Three Consecutive Days | \$37.50 | \$3.50 |
| Seven Consecutive Days | \$83.00 | \$3.50 |
| 14 Consecutive Days | \$152.00 | \$3.50 |
| 28 Consecutive Days | \$247.00 | \$3.50 |
| Add Photo to ad | \$5.00 | NA |

Business Rates (1-5 Lines)

| Insertions | Cost | Additional Line |
|------------------------|----------|-----------------|
| One Day | \$22.00 | \$2.50 |
| Three Consecutive Days | \$55.00 | \$3.00 |
| Seven Consecutive Days | \$88.00 | \$3.00 |
| 14 Consecutive Days | \$165.00 | \$4.00 |
| 28 Consecutive Days | \$260.00 | \$5.00 |

Employment Rates (1-5 Lines)

| Insertions | Cost | Additional Line |
|------------------------|----------|-----------------|
| One Day | \$23.00 | \$3.00 |
| Three Consecutive Days | \$56.00 | \$3.50 |
| Seven Consecutive Days | \$102.00 | \$4.00 |
| 14 Consecutive Days | \$190.00 | \$4.50 |
| 28 Consecutive Days | \$339.00 | \$5.00 |

Guaranteed Seller Rates (1-3 Lines) one month maximum

| Insertions | Cost | Additional Line |
|------------------------|---------|-----------------|
| Items up to \$499.00 | \$25.00 | \$3.00 |
| Items up to \$4,999.00 | \$40.00 | \$5.00 |

Yard Sale Map (1-5 Lines) Service Directory (monthly)

| Period | Cost | Add'l Line | Type | Cost |
|----------|---------|------------|------------------|----------|
| Two Days | \$34.00 | \$3.00 | 4 - Lines | \$79.00 |
| | | | 1x1 Box | \$169.00 |
| | | | 1x1.5 Box w/Logo | \$200.00 |

Personals (1-5 Lines)

| Period | Cost | Add'l Line |
|---------|---------|------------|
| 30 Days | \$60.00 | \$3.00 |

Legal Rate

| Cost |
|-------------|
| \$14.55 pci |

Key West Citizen

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Florida Keys Free Press

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