

2024 MEDIA KIT

The NEWS LEADER

Clermont | Groveland | Minneola | Montverde

wellbeing

The NEWS LEADER
www.ClermontNewsLeader.com
Volume 41 No. 46 Wednesday, December 13, 2023 FREE A-D-R Media Publication

Don't be a crime victim this Christmas

By Clermont Police Department Chief Charles Broadway
The holiday season truly is a wonderful time to reflect on the passing year and look forward to the coming year as we celebrate traditions with friends and family, near and far.

Tragically, it is also the time of year when criminals are quick to take advantage of our pre-holiday haste and haste.

Many of us are right in the middle of making final holiday plans like purchasing gifts, planning menus and buying groceries, attending special programs, hosting get-togethers and maybe even some plans to travel.

Please take just a minute to review these basic, but often forgotten safety tips.

Shopping In Person:

- Park in well-lit areas and remain attentive to your surroundings
- Always lock your vehicle and never leave valuables visible
- Find your keys before you reach the parking lot
- Lay your hand over your purse or wallet as you enter the store
- Stay attentive to your surroundings and be aware of strangers approaching you for any reason
- Never leave children alone in the car while you shop
- Teach your children to get in a store, look and ask for help if they get separated
- Teach children to let you know if a stranger is bothering them

Online:

- Use only trusted and reputable websites with legitimate URLs
- Check content to ensure it will not click on links or attachments
- Never provide your personal or financial information in response to unsolicited emails

Holiday Travel and Long Distance

- Be aware of more traffic on the roads
- Watch your speed and look for drowsy drivers
- Take an extra second at intersections and crossroads

CHRISTMAS CRIME | 18

AIR CONDITIONING & PLUMBING
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January 1, 2024
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Volume 41 Issue 2

MENTAL HEALTH MATTERS

Newcomers 2023

Building

EyeCare Specialists Board Certified Ophthalmologists **352-360-2301**

Cataract Surgery
Glaucoma
Diabetic Eye Exam
Medical Marijuana
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Lombard, FL 32644
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Lombard, FL 32644

\$200 OFF
any eye exam
with contact lenses

Most major insurance carriers accepted!
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DR
MEDIA
& INVESTMENTS LLC



The News Leader publishes weekly on Wednesday and is your credible source for local community news, events, and information. The News Leader serves the communities of Clermont, Groveland, Minneola, Mascotte, and Montverde. While the printed publication is free, The Clermont News Leader has a print and digital audience of over 24,000 in South Lake County.

To subscribe call 352-242-9818 or email aabear@clermontnewsleader.com

**To arrange for a meeting with one of our Marketing Executives
call 352-242-9818.**

Send us your news

We want to hear from you. Let us know about upcoming events, achievements, and celebrations.

To contact us

Send your information to Sharon Keeble, editor, at skeeble@clermontnewsleader.com

**The News Leader • 637 8th St. • Clermont, FL 34711
352-242-9818**

Billy Kirk

Publisher

bkirk@clermontnewsleader.com

Sharon Keeble

Editor

skeeble@clermontnewsleader.com

Ashley Abear

Assistant Publisher

aabear@clermontnewsleader.com

Steven Dykes

Circulation Manager

sdykes@clermontnewsleader.com

Deborah Vachon

Marketing Executive

dvachon@clermontnewsleader.com

Patti Boniello

Marketing Executive

pboniello@clermontnewsleader.com

Gina Sapp

Marketing Executive

gsapp@clermontnewsleader.com





THE NEWS LEADER

2020 CENSUS DATA

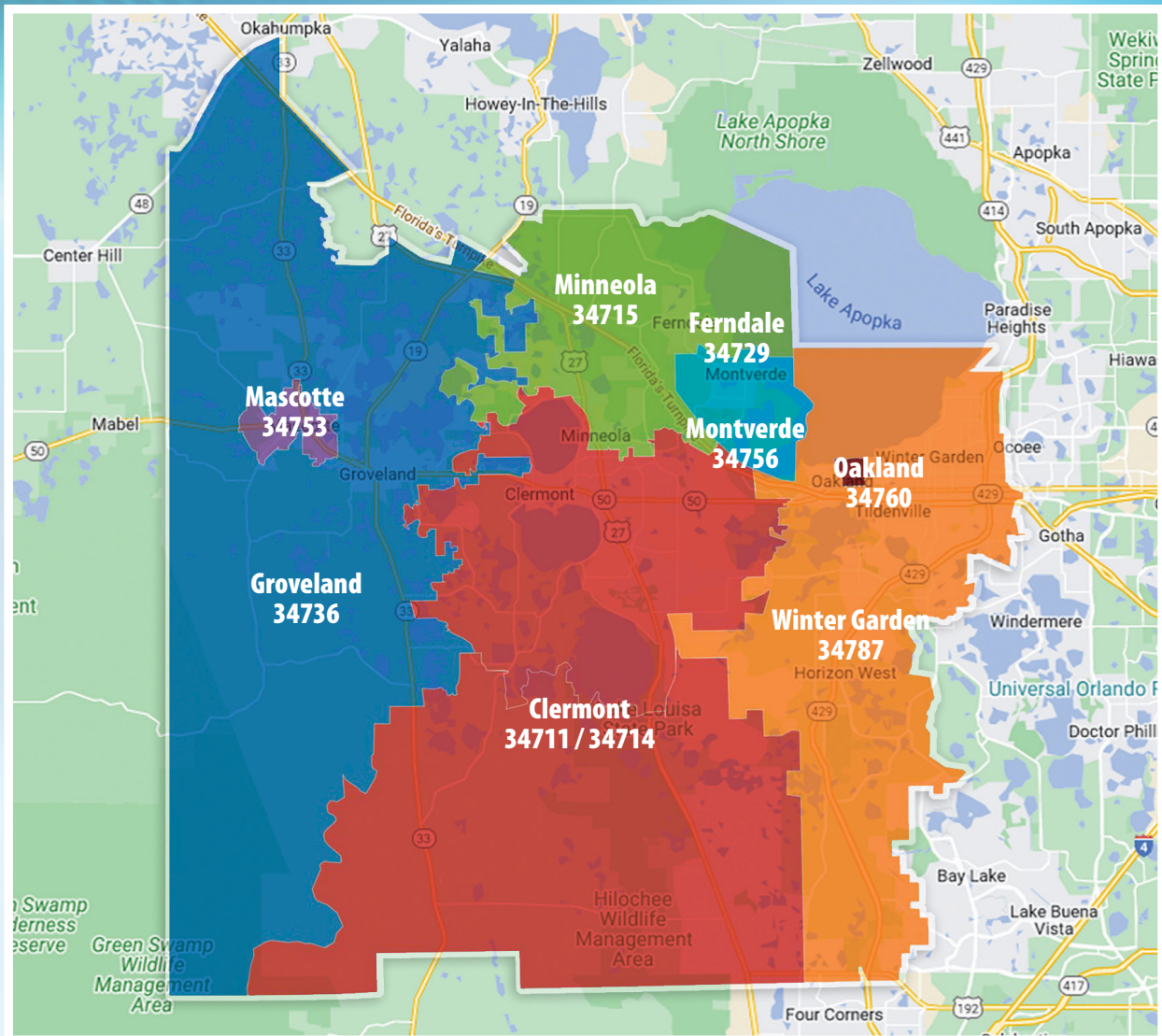
	Clermont	Groveland	Minneola	Mascotte	Total
Population	44,530	20,398	14,878	7,332	87,138
Housing Units	18,612	6,880	4,740	2,091	32,323
Med. Hshld Income	\$71,726	\$65,482	\$72,764	\$56,173	-
Retail Sales	\$1,103,316	\$85,732	\$238,070	\$17,241	\$1,444,359





South Lake County

Clermont News Leader
reaches an audience of over 24,000





Sizes & Specs

The News Leader

ADS	COLUMNS	LINEAR DIMENSIONS
FULL PAGE	6	10.25" x 12"
HALF PAGE HOR.	6	10.25" x 6"
HALF PAGE VERT.	3	5" x 12"
1/4 PAGE HOR.	4	6.75" x 4.5"
1/4 PAGE VERT.	3	5" x 6"
1/8 PAGE HOR.	3	5" x 3"
1/8 PAGE VERT.	2	3.33" x 4.5"
1/12 PAGE HOR.	3	5" x 2"
1/12 PAGE VERT.	2	3.33" x 3"

Magazines

ADS	COLUMNS	LINEAR DIMENSIONS
FULL PAGE W/BLEED	4	8.75" x 11.25"
FULL PAGE W/OUT BLEED	4	7.5" x 9.875"
HALF PAGE HOR.	4	7.5" x 4.8"
HALF PAGE VERT.	2	3.66" x 9.875"
1/4 PAGE VERT.	2	3.66" x 4.8"
1/8 PAGE HOR.	2	3.66" x 2.25"

Ad Rates

	OPEN	7X	13X	26X	52X
FULL PAGE	\$1,096	\$1,044	\$991	892	\$802
HALF PAGE	\$628	\$562	\$509	\$456	\$413
1/4 PAGE	\$366	\$316	\$287	\$262	\$239
1/8 PAGE	\$257	\$233	\$212	\$193	\$175
1/12 PAGE	\$133	\$126	\$119	\$114	\$104





Get noticed on the front page!

The NEWS LEADER



www.ClermontNewsLeader.com

Volume 41 No. 44

Wednesday, November 22, 2023

FREE

A D-R Media Publication

Construction begins on affordable housing project



6 Different Amazing Options!

When Find, Feed & Restore broke ground on their Hannah Grace housing project. The group celebrated another significant milestone November 15th with a groundbreaking ceremony for their new Hannah Grace housing project. The project provides a permanent housing solution for working families who are in need and this project will provide 12 units in the Ascot area. The project's incomes have increased by 8%, while their housing costs have decreased by 10%.

— GROUND BREAKING | 11

Skybox
4.25" x 2"
\$225

Front Page Story
5" x 6"
\$425

Small Banner
3.33" x 2"
\$265

Large Banner
6.83" x 2"
\$370

Leaderboard 7" x 1"
\$220

Small Leaderboard 3.33" x 1"
\$125

Front Page Story	5" X 6"	\$425
Large Banner	6.83" X 2"	\$370
Small Banner	3.33" X 2"	\$265
Leaderboard	6.83' X 1"	\$220
Small Leaderboard	3.33" x 1"	\$125
Skybox	4.25" x 2"	\$225





Insert Rates for The News Leader

PRINT AND DELIVER INSERTS

One of the Best Values!

Inserts printed and delivered to homes for as low as 7 cents per insert

Cost Per M 1-8 Pages

1x \$40

Oversize inserts, call for quote.

White Paper (8" X 10.5")

Minimum Order: 5,000 • **Deadline:** 2 Weeks prior to insertion

#60 Glossy Process Color Sheet (8.5" x 11")

Rates are per thousand

Quantity	2 Side, Full Color
5k - 24k	\$92 CPW
25k - 39k	\$90 CPW
40k - 79k	\$85 CPW
80k - 119k	\$75 CPW
120k+	\$65 CPW

Ship insertions ship to: 23170 Harborview Road, Port Charlotte, FL 33980.

Preprint sizes & parameters outlined: Preprinted inserts are accepted any day except Saturday & Sunday. Please see our distribution options below.

Preprinted inserts are charged on a cost per thousand (CPM) basis, standard newsprint stock determined by tabloid page count, frequency and distribution option with a minimum of 5,000.

Envelopes, catalogs and special designs need prior approval and are subject to a 30% premium.

Single sheet pre-prints must be printed on 60 lb. paper or heavier, suitable for mechanical insertion. Maximum size accepted is 11" x 13.75" x 64 pages. Minimum size accepted is 4.125" x 5" x 1 page.





wellbeing



Advisory Board Members: \$300 per edition for 12-month period. Each board member receives one quarter page ad per edition annually. Board members and their biographies are listed on page 2. Board members have the ability to submit articles and health tips each month to further their exposure.

Advisory Board memberships are available.

**CALL YOUR MARKETING EXECUTIVE TODAY AT
352-242-9818**

Non-Advisory Board Member Rates:

	12X	6X	3X	1X
HALF PAGE	\$288	\$300	\$325	\$350
QUARTER PAGE	\$144	\$150	\$163	\$175
EIGHTH PAGE	\$72	\$75	\$82	\$88



**DEADLINE:
FRI. 5PM**

INFO

ADD ONS

Bold Border \$2
Graphic/Logo \$5
Reverse Background \$5

BOX ADS

INFO

**BOX ADS
ARE B&W**

Perfect for a community event, announcements, services, want to buy, etc. Excludes help wanted, garage sales, items for sale.
Add color for \$2/week.

\$18/week
1 column x 1"

BUSINESS SERVICE BOX AD 4 WEEK SPECIAL

\$60 for 4 consecutive weeks
1 column x 1"

\$90 for 4 consecutive weeks
1 column x 1.5"

\$120 for 4 consecutive weeks
1 column x 2"

\$15 ea. additional inch

1 column is 1.68" wide

WORSHIP DIRECTORY

INFO

**COLOR
PER EDITION**

3.33" x 1.25"

\$15/week

3.33" x 2.5"

\$25/week

*10x commitment required. Invite the community to your church!
Full color ad. Creative service included.*

NEED A LARGER AD FOR AN EVENT AT YOUR CHURCH?

Full Page

\$690

Half page

\$350

Quarter page

\$233

Eighth page

\$120

Twelfth page

\$78

Special rates offered for Christmas & Easter!

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http://www.kenilworthnewsleader.com

December 13, 2023

SOUTH LAKE COUNTY

WORSHIP SERVICES

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CLERMONT

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"Challenging spiritual growth through the power of the Holy Spirit"

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Sundays 9:00 AM
9:30 & 11:00 AM

Acceptance, Sanctuary, and Healing

Worship Services
Sundays 9:00 AM
9:30 & 11:00 AM

Activities for All Ages
Community Outreach
Bible Studies

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SUNDAYS
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ALL WEEK LONG

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9:30 & 11:00 AM

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9:30 & 11:00 AM

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Obituary announcements

Emmitt Lee Carter

January 23, 1941 - December 8, 2023

Emmitt Lee Carter, 82, of Cleveland Heights, Ohio, died on Monday, December 8, 2023, at 8:25 AM. He was born and lived in Hudson, Ohio.

He was born in the United States Army and was a member of the United States Army. He was a member of the United States Army and was a member of the United States Army.

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To place your ad in our Church Directory call

352.242.9818.

PUZZLE SOLUTIONS

**Classified Deadline
Friday by 5pm
Email the
Classified Department at:
aabear@clermontnewsleader.com**





SOUTH LAKE COUNTY

BUSINESS DIRECTORY

DOUBLE SIZE AD

3.33" X 3.25"

The News Leader
\$76/week

8 Week Commitment Required

CARD SIZE AD

3.33" X 1.5"

The News Leader
\$38/week

8 Week Commitment Required

Full Color & Ad Design Included

THE NEWS LEADER

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Clermont, South Clermont, Groveland, Mascotte, Minneola, Montverde

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352-242-9818





Local community newspapers serving
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MidFloridaNewspapers.com

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Put your ad at the top of the page. With this high-profile position, your ad will appear throughout the Mid-Florida Newspapers website (ROS - Run of Site). Click through directly to your website.

2 Medium Rectangle
300 x 250 pixels

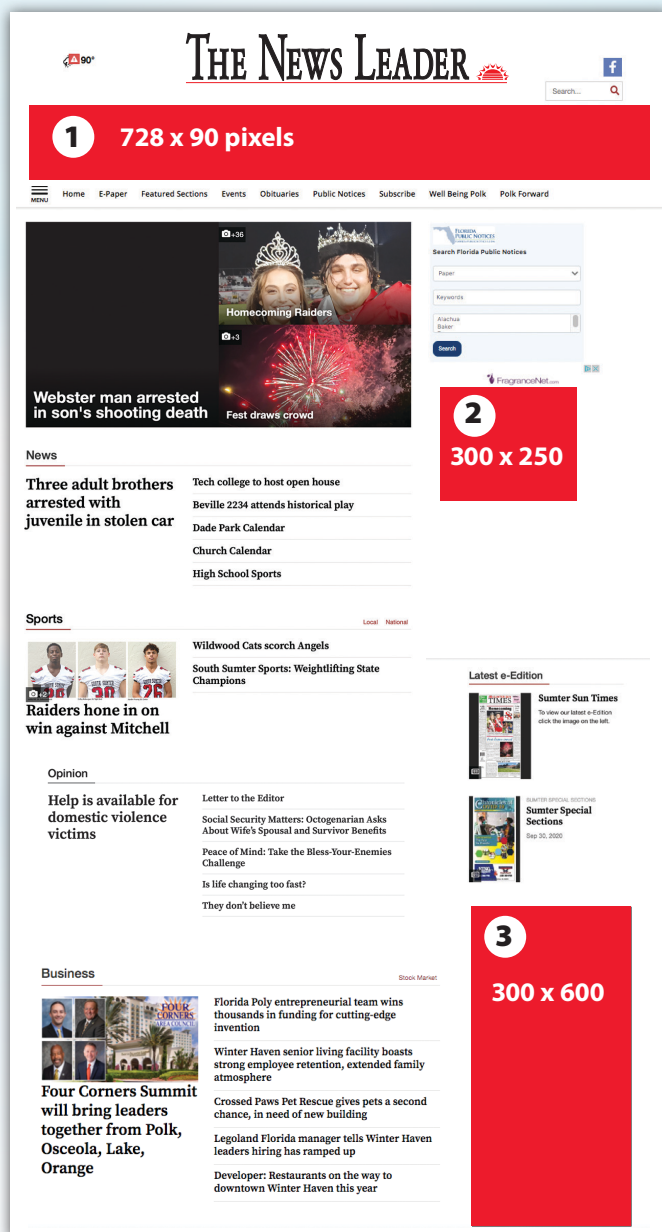
\$275 / month

Be a standout. Surround your ad with the content readers come to on Mid-Florida Newspapers.com. Your advertising message will be noticed throughout the Mid-Florida Newspapers.com website (ROS). Expand the reach of your message to a new desirable audience in this visible spot. Medium rectangles also are available on article landing pages. Click-through directly to your website.

3 Large Rectangle
300 x 600 pixels

\$675 / month

Get noticed. Surround your ad with the content readers come to on Mid-Florida Newspapers.com. Your advertising message will be noticed throughout the Mid-Florida Newspapers.com website (ROS). Expand the reach of your message to a new desirable audience on this visible spot. Medium rectangles also are available on article landing pages. Click-through directly to your website.



728 x 90 Email Blast Leaderboard • \$200 per week

This high-profile position will appear on our weekly email blast. Its interactive design allows for click through directly to your website.





Today's consumers are always on the go and constantly connected with their digital devices.

As Millennial and Gen Y consumers interface predominantly online, the smartphone has become an indispensable tool integrated into all aspects of their daily lives and interactions. (Olson, 2015)

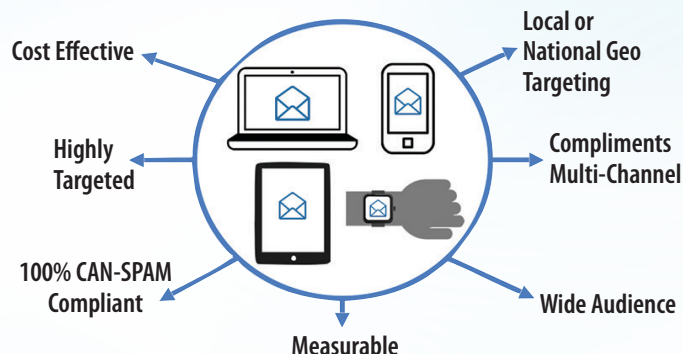
80.8% of users report reading email on mobile devices. (HubSpot)

Reach a minimum targeted audience of 30,000 for as low as \$600!

Call your Clermont News Leader Account Executive today
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Target Your Best Prospects with Email

Why Email Marketing?



Email is on the rise: 5.5 billion accounts By 2019 (Radicati Group)

61% of consumers like to receive promotional emails weekly. (MarketingSherpa)

72% of U.S. online adults send or receive personal emails via smartphone at least weekly ("Email is Not Dead")

72% of U.S. adults say email is their #1 preferred way to receive communications from companies. (MarketingSherpa)

Email is one of the TOP 3 MEDIA INFLUENCES for Holiday Shoppers. (Prosper Insights & Analytics)

THE NEWS LEADER

