

# Spring CAR CARE Pages

**APRIL 2021**



*Spring is the perfect opportunity for businesses  
and service providers to capture the right  
audience to call attention to  
specific maintenance needs.*

*The Spring Car Care Pages is your vehicle...  
distributed to more than 27,700 homes  
direct-to-mailbox,  
and at a rate that can't be beat!*

*Call us today, the time is right!*

**Color Charges:**

Full color (4 color process) Spot color is charged as full color

4 to 11.5 total inches.....\$25 per issue

12 to 23.5 total inches....\$37.50 per issue

24 to 47.5 total inches....\$50 per issue

48 to 72 total inches.....\$75 per issue

72.5 to 96 total inches....\$100 per issue

**Advertising deadline:  
Wednesday, April 14**

**Published:**

**Super Shopper April 21**

**Lakeland Times & River News April 23**

**\$7.75 / \$5.25 / \$5.25**

**additional charge for color**

**(Must use the above named dates to  
qualify for special rates, no other offers  
apply to this promo)**

The **LAKELAND  
TIMES**

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