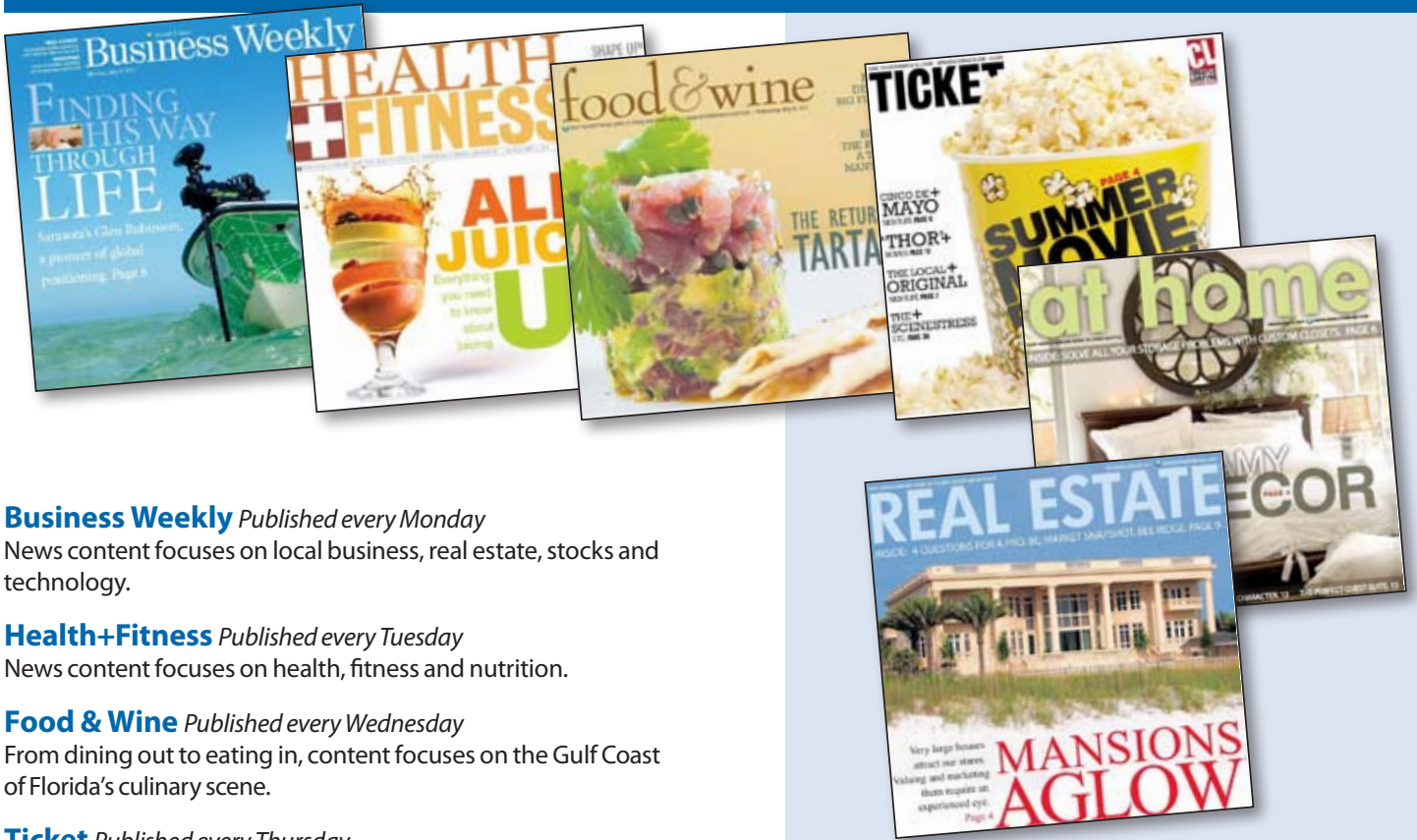


# Weekly Tabloids



**Business Weekly** Published every Monday  
News content focuses on local business, real estate, stocks and technology.

**Health+Fitness** Published every Tuesday  
News content focuses on health, fitness and nutrition.

**Food & Wine** Published every Wednesday  
From dining out to eating in, content focuses on the Gulf Coast of Florida's culinary scene.

**Ticket** Published every Thursday  
Content focuses on entertainment, movies and dining.

**at home** Published every Friday  
at home delivers informative features about home design and decorating trends to the most discriminating customers in our area.

**REAL ESTATE** Published every Saturday  
Real Estate is a must for ANYONE involved with today's local real estate market.

## REAL ESTATE AND AUTOMOTIVE ADVERTISING

|        | Full Page  | 1/2 Page   | 1/4 Page | 1/8 Page | 1/16 Page |
|--------|------------|------------|----------|----------|-----------|
| OPEN   | \$2,000.00 | \$1,100.00 | \$600.00 | \$310.00 | \$160.00  |
| 13x    | \$1,600.00 | \$880.00   | \$480.00 | \$250.00 | \$130.00  |
| 26x    | \$1,400.00 | \$770.00   | \$420.00 | \$220.00 | \$120.00  |
| 48X    | \$1,200.00 | \$650.00   | \$340.00 | \$180.00 | \$95.00   |
| COLOR* | \$75.00    | \$75.00    | \$75.00  | \$75.00  | \$75.00   |

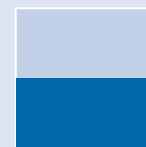
\*BONUS FREE COLOR ON FULL PAGE ADS WITH A 26X OR 48X CONTRACT

To advertise, contact your  
Herald-Tribune marketing consultant or call  
Paula Salgado at (941) 361-4151  
or Carol Jerrehian at (941) 361-4044.

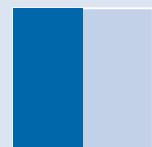
## Ad Sizes:



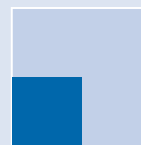
FULL PAGE  
10" x 9.762"



1/2 PAGE (HORIZ)  
10" x 4.812"



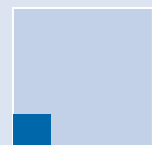
1/2 PAGE (VERT)  
4.931" x 9.762"



1/4 PAGE  
4.931" x 4.812"



1/8 PAGE (HORIZ)  
4.931" x 2.312"



1/16 PAGE  
2.396" x 2.212"



**Herald-Tribune**  
media group

get more out of your advertising