

2010-2011

Retail Advertising Rates

SARASOTA | BRADENTON | VENICE



Reach more than 300,000 adults each week with Herald-Tribune Media!



The Herald-Tribune Media Group is the primary source of news and information in one of America's wealthiest metro markets.

With more than 700,000 people, Sarasota/Bradenton/Venice is Florida's fifth largest market. It is the wealthiest of the state's Top 10 markets and the 7th wealthiest major market in the country.* It also is the nation's oldest major metro market, but in the last five years, it has added children faster than retirees.

The way to capture this dynamic, lucrative market is with the Herald-Tribune Media Group. Herald-Tribune media reach nearly three out of five adults between Tampa Bay and Charlotte Harbor.

- The Herald-Tribune, our daily newspaper, has a circulation of 81,434 daily and 100,219 Sunday, more than all other newspapers in the market combined.
- HeraldTribune.com, our Internet site, attracts more than 700,000 unique visitors a month, and generates more than six million page views, making it the market's largest local media Internet site.
- Herald-Tribune Direct, our direct mail division, is backed by the most comprehensive local household database ever created, and delivers the most reliable targeted mail campaigns in the market.

In print, on the Web or in the mail, the Herald-Tribune Media Group lets you own one of the finest markets in Florida.

Sources: Nielsen Market Demographics, 2009; Scarborough Research, 2009; Audit Bureau of Circulations, 2009; Omniture, June 2010.

*Markets of 500,000 people or more.

A PART OF
The New York Times
Company



DAILY EDITIONS

The Herald-Tribune, with four daily editions, has a circulation that reaches more than all other newspapers in the market combined.



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.



MAGAZINES

Style

Style is delivered on the first Sunday of each month to the finest neighborhoods in the market as well as to select retail shops and newsstands.



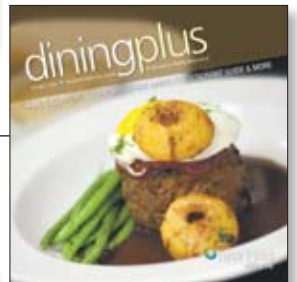
Gulf Coast Welcome

Gulf Coast Welcome is an annual guide to Sarasota, Manatee and Charlotte counties designed for newcomers and visitors.



DiningPlus

Published three times each year, DiningPlus features articles covering restaurant trends and talents that define our area's cuisine.



Golf & Leisure

The area's premier annual golf publication. Golf & Leisure provides listings to help golfers make informed decisions on where to play their next game and articles that explore some of the newest golfing trends.



Hurricane Guide

Published in May, the year-round guide to surviving severe weather on the Gulf Coast.



Physician Guide

Published in October, this annual supplement serves as a year-long reference guide enhanced by an online edition that includes hot links to physicians' Web sites.



Your Sarasota

With three print editions annually and a 24/7, extremely dynamic Web site, Your Sarasota touts area hot spots, attractions and destinations like no other publication.



H-T SELECT

H-T Select is a weekly tabloid delivered to desirable non-subscriber households, allowing advertisers to increase awareness, penetration and reach. It is filled with popular features and items from the daily Herald-Tribune.



DIRECT MAIL

Herald-Tribune Direct is the market's most sophisticated direct mail system that utilizes the most extensive local database ever compiled. Send your message to the whole market or just the parts that matter to you.



PRINT AND DELIVER

Affordable, high-impact free-standing inserts printed and delivered by the Herald-Tribune Media Group. Available for distribution by zip code to match your needs. Full-color, glossy stock inserts are also available. Contact your marketing consultant for pricing information and production specifications.



FRONT-PAGE NOTES

With FRONT-PAGE NOTES, you get a high-impact, low-cost method of reaching customers. Available in a variety of colors and sizes, FRONT-PAGE NOTES will highlight your sales event or professional service. Available seven days a week, ask your marketing consultant for more details and production specifications.



POLY DELIVERY BAGS

Promote your message on the newspaper delivery bag. Available any day, 100,000 minimum. Deadline is eight weeks prior to publication. Contact your marketing consultant for rates.



Print Products

HERALDTRIBUNE.COM

As the largest media Internet site in the market, Herald-Tribune.com attracts one out of four local Internet users – made up of upscale, working families – and thousands more from around the country and the world. Boasting 700,000 unique visitors every month, HeraldTribune.com delivers a powerful audience to its advertisers.

The site encompasses the complete line of Herald-Tribune news and products – all covering the wealthiest of Florida’s Top 10 markets. Affluent, educated and professional, these viewers produce results for your business.

With many opportunities to choose from, HeraldTribune.com offers specialty products as well, including:

REAL ESTATE

HeraldTribune.com/realestate offers comprehensive listings for properties available for sale and rent. Viewers also enjoy detailed news pages dedicated to area real estate transactions and dealmakers.



AUTOS

Viewers can search for used cars or even build a new model on HeraldTribune.com/autos. Dealer searches are also available.



ePRODUCTS

Herald-Tribune eNewsletters are distributed both daily and weekly. Sent to an ever-growing market, these tools provide multiple and focused advertising opportunities for your business. “Morning Headlines” is published daily for more than 13,000 subscribers; “eDeals” is sent to more than 1,650 subscribers every day; and “eTicket” is published every Thursday and is sent to 800-plus subscribers.

MOBILE

Every day, thousands turn to their mobile devices for updates – on news, sports, business statistics... and much more! At m.HeraldTribune.com, your message displays to an attentive and inquisitive audience.



YOURSARASOTA.COM

This 24/7 dynamic Web site is dedicated to everything Sarasota – attractions, beaches, entertainment, golf, night life, recreation, restaurants, shopping... you name it, we’ve got it at YourSarasota.com.

DIGITAL PARTNERS



YAHOO!

Yahoo! tracks everything people do on its more than 50 web sites, then displays your ad to them the minute they look for your product. It's behavioral targeting and it guarantees the right message gets to the right person at the right time.



Monster.com matches employers and candidates. Local employers get access to more than 750,000 resumes in the Tampa DMA and 55 million nationwide – one third of the nation's workforce.



NYTIMES.COM

NYTimes.com is a leader in developing innovative, result-driven advertising programs. Take advantage of the opportunity to run online and banner ads in the Tampa DMA on the site. Your message is targeted directly to NYTimes.com readers – who are educated, affluent and influential – in the Tampa Bay and local area.



RESPONSECLIX

ResponseClix makes Search Engine Marketing simple by placing your sponsored link with search results on 20 major search engines. You reach people looking for your product in your area while ResponseClix manages all the details.



DO GOOD

Connecting people to causes they love, HeraldTribune.com/dogood is dedicated to the promotion of local nonprofits and charitable events. Sponsorship opportunities will tie your brand to cause marketing and put your message in front of an eager and inquisitive audience.



PHOTO CONTESTS

Photo contests have been wildly embraced by HeraldTribune.com viewers. The first contest yielded more than 260,000 page views. Sponsorship opportunities vary – the premier level includes a contest homepage ad with hyperlinks to the sponsor's Web site.

Digital Products

RATES FOR NON-MODULAR AD SIZES

Rates listed are non-contract, per column inch.

	Full Run	Sarasota	Venice/South	Manatee
Mon-Wed	108.00	72.36	28.08	17.28
Thurs-Sat	116.64	78.15	30.33	18.66
Sunday	131.76	88.28	34.26	21.08

15% discount for two-zone combo.

MODULAR AD SIZES

The Herald-Tribune has joined the ranks of many national newspapers in converting to modular advertising units.

By employing modular ad sizing, **the Herald-Tribune has replaced designing ads** by columns or inches, with **logical page portions**, such as full, half, quarter, eighth, etc.

Discounts encourage you to take advantage of our new design initiative, and are reflected in pricing shown on pages 9, 10 and 11.

Our aim is to provide **the same standardized sizes and target opportunities found in other media**, such as magazines, the Internet, TV and radio.

CALCULATE YOUR OPTIONS

A. Base rate \$ _____
(from charts on pages 9, 10 and 11)

B. Annual discount _____% - \$ _____
(from chart, top right) (Deduct from Base rate)

Subtotal \$ _____

C. Frequency discount _____% - \$ _____
(from chart, bottom right) (Deduct from Subtotal)

D. Color + \$ _____
(Color is charged at 10% of your base rate, per day. Minimum charge is \$150. Limited availability.)

TOTAL FOR ONE AD \$ _____

DETERMINE YOUR ANNUAL SPENDING LEVEL

Commitment Level	% Discount off Base Rate
\$1,000	10.00%
\$1,200	10.75%
\$1,500	11.50%
\$1,750	12.25%
\$2,100	13.00%
\$2,500	13.75%
\$3,000	14.50%
\$3,600	15.25%
\$4,500	16.00%
\$5,500	16.75%
\$6,500	17.50%
\$7,500	18.25%
\$9,000	19.00%
\$11,000	19.75%
\$13,000	20.50%
\$15,500	21.25%
\$18,500	22.00%
\$22,500	22.75%
\$27,000	23.50%
\$32,000	24.25%
\$39,000	25.00%
\$47,000	25.75%
\$56,000	26.50%
\$67,000	27.25%
\$80,000	28.00%
\$100,000	28.75%
\$115,000	29.50%
\$140,000	30.25%
\$165,000	31.00%
\$200,000	31.75%
\$250,000	32.50%
\$300,000	33.25%
\$350,000	34.00%
\$450,000	34.75%
\$500,000	35.50%

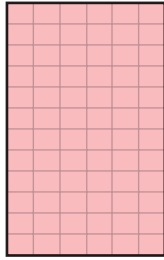
FREQUENCY DISCOUNTS

An advertiser who publishes two or more ads within a 7-day period will receive the following discount off of each ad. To qualify, ads must be scheduled on the same order with no size, copy or zone changes. Frequency discounts do not apply to tabloid rates.

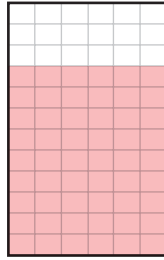
Frequency	% Discount
1x	0%
2x	20%
3x	25%
4x	30%
5x	35%
6x	40%
7x	45%

FULL RUN ROP AD SIZES AND RATES

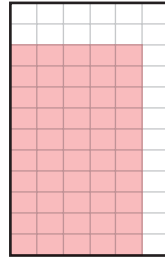
DOMINANCE



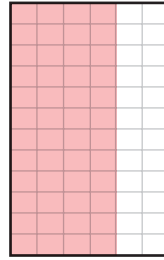
FULL PAGE
6 columns x 21 inches



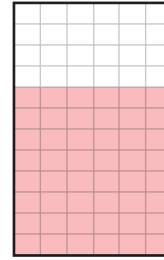
3/4 PAGE
6 columns x 15.75 inches



2/3 PAGE TALL
5 columns x 17.5 inches



2/3 PAGE VERT.
4 columns x 21 inches



2/3 PAGE HORIZ.
6 columns x 14 inches

	FULL PAGE	3/4 PAGE	2/3 PAGE TALL	2/3 PAGE VERT.	2/3 PAGE HORIZ.
Mon-Wed	\$10,866.40	\$8,981.28	\$9,450.00	\$8,173.87	\$8,173.87
Thurs-Sat	\$11,757.31	\$9,699.78	\$10,206.00	\$8,827.78	\$8,827.78
Sunday	\$13,281.41	\$10,957.16	\$11,529.00	\$9,972.12	\$9,972.12

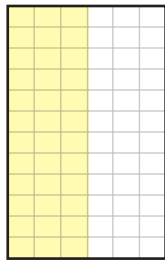
Ad Units > 1/2 page

DOMINANCE ad units are designed for advertisers seeking maximum visibility within the newspaper and on the page. These units are ideal for announcing unique events, reinforcing marketplace status or driving maximum response in a short time. Be sure your ad copy is well organized and easy to follow.

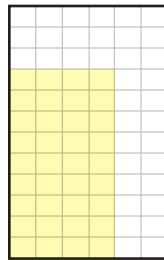
For best results, **DOMINANCE** ad units should run 2 - 3 times in a 7-day period.

Suggested for: Huge Announcements; Big Sales; Direct Response; Grand Openings

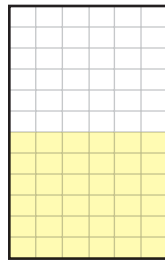
IDENTITY



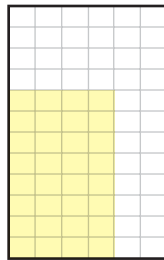
1/2 VERTICAL
3 columns x 21 inches



1/2 TALL
4 columns x 15.75 inches

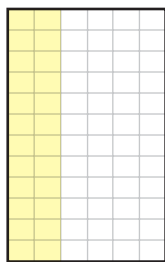


1/2 HORIZONTAL
6 columns x 10.5 inches

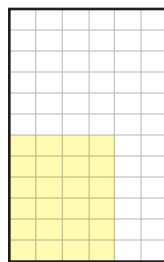


2/5 PAGE
4 columns x 14 inches

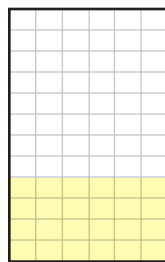
Mon-Wed	\$6,368.54	\$6,368.54	\$6,368.54	\$5,721.41
Thurs-Sat	\$6,878.03	\$6,878.03	\$6,878.03	\$6,179.12
Sunday	\$7,769.62	\$7,769.62	\$7,769.62	\$6,980.12



1/3 VERTICAL
2 columns x 21 inches



1/3 PAGE TALL
4 columns x 10.5 inches



1/3 HORIZONTAL
6 columns x 7 inches

Mon-Wed	\$4,363.63	\$4,363.63	\$4,363.63
Thurs-Sat	\$4,712.72	\$4,712.72	\$4,712.72
Sunday	\$5,323.63	\$5,323.63	\$5,323.63

Ad Units > 1/4 - < 1/2 page

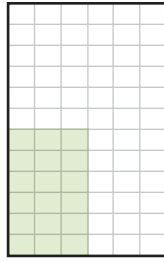
IDENTITY ad units are designed for advertisers seeking balance between page dominance and frequency. These ads offer ample message space at a price that allows a more frequent run schedule.

Ideal for announcing events, branding and defining your market niche, the units encourage sustained customer response over time.

For best results, **IDENTITY** ad units should run 2 - 4 times in a 7-day period.

Suggested for: Seminars; Merchandising; Events

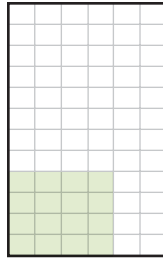
IMPRESSION



1/4 VERTICAL

3 columns x 10.5 inches

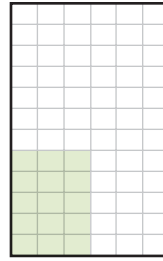
	Full Run
Mon-Wed	\$3,303.34
Thurs-Sat	\$3,567.61
Sunday	\$4,030.08



1/4 HORIZONTAL

4 columns x 7 inches

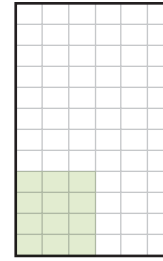
	Full Run
Mon-Wed	\$2,942.35
Thurs-Sat	\$3,177.74
Sunday	\$3,589.67



1/5 PAGE

3 columns x 8.75 inches

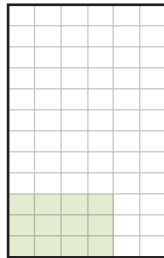
	Full Run
Mon-Wed	\$2,761.29
Thurs-Sat	\$2,982.19
Sunday	\$3,368.77



1/6 VERTICAL

3 columns x 7 inches

	Full Run
Mon-Wed	\$2,215.84
Thurs-Sat	\$2,393.10
Sunday	\$2,703.32



1/6 HORIZONTAL

4 columns x 5.25 inches

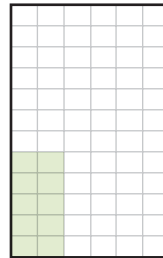
	Full Run
Mon-Wed	\$2,215.84
Thurs-Sat	\$2,393.10
Sunday	\$2,703.32



1/6 BANNER

6 columns x 3.5 inches

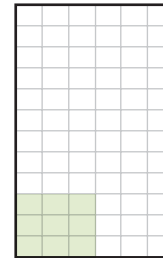
	Full Run
Mon-Wed	\$2,215.84
Thurs-Sat	\$2,393.10
Sunday	\$2,703.32



1/7 PAGE

2 columns x 8.75 inches

	Full Run
Mon-Wed	\$1,848.42
Thurs-Sat	\$1,996.29
Sunday	\$2,255.07



1/8 PAGE

3 columns x 5.25 inches

	Full Run
Mon-Wed	\$1,665.28
Thurs-Sat	\$1,798.50
Sunday	\$2,031.64

Ad Units 1/8 - 1/4 page

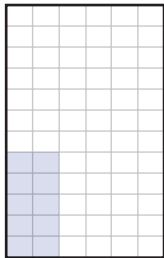
IMPRESSION ad units are designed for advertisers seeking to optimize reach and frequency. These units are ideal for building and maintaining awareness.

These units provide sufficient space for a complete message at low cost for consistent response.

For best results, **IMPRESSION** ad units should run 3 - 5 times in a 7-day period.

Suggested for: Image Branding; Small Business; Health Care

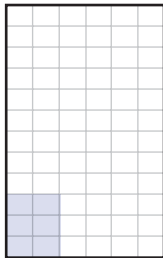
AWARENESS



EIGHT

2 columns x 7 inches

	Full Run
Mon-Wed	\$1,481.76
Thurs-Sat	\$1,600.30
Sunday	\$1,807.75



SIX VERTICAL

2 columns x 5.25 inches

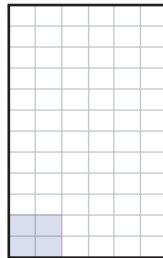
	Full Run
Mon-Wed	\$1,112.45
Thurs-Sat	\$1,201.45
Sunday	\$1,357.19



SIX HORIZONTAL

3 columns x 3.5 inches

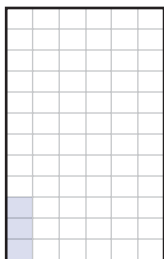
	Full Run
Mon-Wed	\$1,112.45
Thurs-Sat	\$1,201.45
Sunday	\$1,357.19



FOUR

2 columns x 3.5 inches

	Full Run
Mon-Wed	\$741.64
Thurs-Sat	\$800.97
Sunday	\$904.80



THREE

1 column x 5.25 inches

	Full Run
Mon-Wed	\$556.79
Thurs-Sat	\$601.34
Sunday	\$679.29



TWO VERTICAL

1 column x 3.5 inches

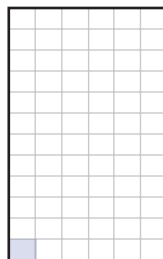
	Full Run
Mon-Wed	\$371.20
Thurs-Sat	\$400.89
Sunday	\$452.86



TWO HORIZONTAL

2 columns x 1.75 inches

	Full Run
Mon-Wed	\$371.20
Thurs-Sat	\$400.89
Sunday	\$452.86



ONE

1 column x 1.75 inches

	Full Run
Mon-Wed	\$185.60
Thurs-Sat	\$200.45
Sunday	\$226.43

Small Ad Units

AWARENESS ad units are designed for advertisers seeking to maximize long-term awareness and reach.

These units are ideal for businesses where top-of-mind awareness is critical in a short decision-making period.

The abbreviated ad content allows limited copy changes and is designed to create a compelling call to action.

For best results, **AWARENESS** ad units should run 4 - 7 times in a 7-day period.

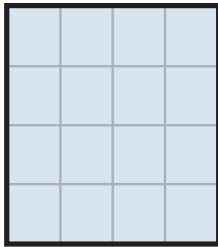
Suggested for: Repair & Service; Restaurants; Notices

TABLOID AD SIZES AND RATES

These units are used for all tabloid newspaper sections.

Includes Business Weekly, Health + Fitness, Food & Wine and Ticket.

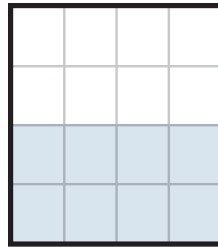
Contract discounts available, contact your Herald-Tribune Media Group marketing consultant.



FULL PAGE

4 columns x 9.762 inches

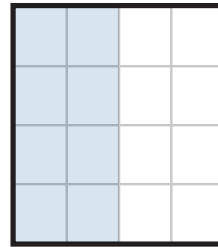
Business Weekly	\$1,500.00
Health & Fitness	\$1,000.00
Food & Wine	\$1,000.00
Ticket	\$1,500.00
at home	\$1,500.00
Saturday Real Estate	\$2,000.00



1/2 PAGE HORIZONTAL

4 columns x 4.812 inches

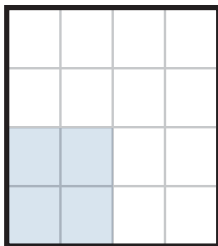
\$800.00
\$600.00
\$600.00
\$800.00
\$800.00
\$1,100.00



1/2 PAGE VERTICAL

2 columns x 9.762 inches

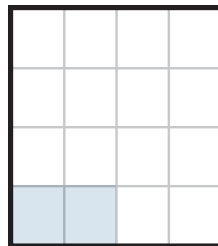
\$800.00
\$600.00
\$600.00
\$800.00
\$800.00
\$1,100.00



1/4 PAGE

2 columns x 4.812 inches

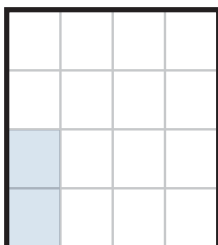
Business Weekly	\$450.00
Health & Fitness	\$350.00
Food & Wine	\$350.00
Ticket	\$450.00
at home	\$450.00
Saturday Real Estate	\$600.00



1/8 PAGE HORIZONTAL

2 columns x 2.312 inches

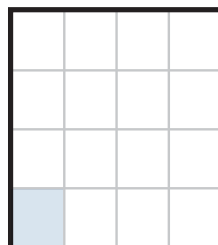
\$250.00
\$200.00
\$200.00
\$250.00
\$250.00
\$310.00



1/8 PAGE VERTICAL

1 columns x 4.812 inches

Business Weekly	\$250.00
Health & Fitness	\$200.00
Food & Wine	\$200.00
Ticket	\$250.00
at home	\$250.00
Saturday Real Estate	\$310.00



1/16 PAGE

1 columns x 2.312 inches

\$130.00
\$125.00
\$125.00
\$130.00
\$130.00
\$160.00

PREPRINTED INSERTS

Full Run Rates – Daily

Cost per thousand

Std Pgs	Tab Pgs	Qtr Pgs	Frequency							
			1	12	24	36	48	72	84	96
2	4	8	\$54	\$49	\$47	\$46	\$44	\$43	\$41	\$38
4	8	16	59	58	57	56 ⁵⁰	56	50	49	48
6	12	24	61	60	59	58 ⁵⁰	58	55	54	50
8	16	32	66	65	64	62 ⁵⁰	62	59	58	57
10	20	40	71	69	68	67 ⁵⁰	67	64	62	61
12	24	48	75	74	73	72	71	68	67	66
14	28	56	77	76	75	74 ⁵⁰	74	71	69	68
16	32	64	81	80	79	78 ⁵⁰	78	75	74	73
18*	36*	72*	83	82	81	80 ⁵⁰	80	77	76	75
Single Sheet			35	34	33	32	31	30	29	28

*Add \$2 per thousand for each additional four tab pages.

Full Run Rates – Sunday

Cost per thousand

Std Pgs	Tab Pgs	Qtr Pgs	Frequency							
			1	12	24	36	48	72	84	96
2	4	8	\$56	\$52	\$49	\$48	\$46	\$45	\$43	\$40
4	8	16	61	60	59	58 ⁵⁰	58	54	52	50
6	12	24	63	62	61	60 ⁵⁰	60	57	56	54
8	16	32	68	67	66	64 ⁵⁰	64	61	60	59
10	20	40	73	71	70	69 ⁵⁰	69	66	64	63
12	24	48	77	76	75	74	73	70	69	68
14	28	56	79	78	77	76 ⁵⁰	76	73	71	70
16	32	64	83	82	81	80 ⁵⁰	80	77	76	75
18*	36*	72*	85	84	83	82 ⁵⁰	82	79	78	77
Single Sheet			37	36	35	34	33	32	31	30

*Add \$2 per thousand for each additional four tab pages.

Zone Run Rates – Daily

Cost per thousand

Std Pgs	Tab Pgs	Qtr Pgs	Frequency							
			1	12	24	36	48	72	84	96
2	4	8	\$56	\$51	\$49	\$48	\$46	\$45	\$43	\$40
4	8	16	61	60	59	58 ⁵⁰	58	52	51	50
6	12	24	63	62	61	60 ⁵⁰	60	57	56	52
8	16	32	68	67	66	64 ⁵⁰	64	61	60	59
10	20	40	73	71	70	69 ⁵⁰	69	66	64	63
12	24	48	77	76	75	74	73	70	69	68
14	28	56	79	78	77	76 ⁵⁰	76	73	71	70
16	32	64	83	82	81	80 ⁵⁰	80	77	76	75
18*	36*	72*	85	84	83	82 ⁵⁰	82	79	78	77
Single Sheet			37	36	35	34	33	32	31	30

*Add \$2 per thousand for each additional four tab pages.

Zone Run Rates – Sunday

Cost per thousand

Std Pgs	Tab Pgs	Qtr Pgs	Frequency							
			1	12	24	36	48	72	84	96
2	4	8	\$57	\$53	\$50	\$49	\$47	\$46	\$44	\$41
4	8	16	62	61	60	59 ⁵⁰	59	55	53	51
6	12	24	64	63	62	61 ⁵⁰	61	58	57	55
8	16	32	69	68	67	65 ⁵⁰	65	62	61	60
10	20	40	74	72	71	70 ⁵⁰	70	67	65	64
12	24	48	78	77	76	75	74	71	70	69
14	28	56	80	79	78	77 ⁵⁰	77	74	72	71
16	32	64	84	83	82	81 ⁵⁰	81	78	77	76
18*	36*	72*	86	85	84	83 ⁵⁰	83	80	79	78
Single Sheet			38	37	36	35	34	33	32	31

*Add \$2 per thousand for each additional four tab pages.

PREPRINT REQUIREMENTS & DEADLINES

Quarterfolds are inserts measuring less than 61 sq. inches; tabloids are inserts measuring 61 to 122 sq. inches; standards are inserts measuring more than 122 sq. inches. Outside wraps less than 40 sq. inches are billed an extra \$2 per thousand. Preprint investments apply toward fulfillment of ROP contract.

Minimum quantity per order is 10,000. Preprint distribution available on full run, zone or zip code basis.

Full run quantity required Thanksgiving and Christmas. Sunday rates apply.

Rate quotes are estimates only until actual size and page counts can be verified by the publisher. Preprints are billed to the actual number, rounded to the nearest tenth.

Deadlines: Order must be received and material must be delivered seven business days in advance of publication.

Quantity: Circulation of the Herald-Tribune varies seasonally. Please contact your marketing consultant for quantities needed for specific publication dates.

Preprinted material must be neatly packed on

standard pallets or in cartons in turns of no less than two inches and must be suitable for use in mechanical inserting equipment. Pallet loads must not exceed 2,000 lbs. per pallet. Single sheet preprints must be printed on 70 lb. paper. Four-page tabloids must be printed on paper no lighter than 45 lb. newsprint.

Maximum size accepted is 10.5" x 11" x 64 pages.

Minimum size accepted is 8" x 10" x 1 page.

Minimum thickness accepted is .007"

Ship Sunday Preprints to: SUNDAY HERALD-TRIBUNE

2302 Henderson Way
Plant City, FL 33563
Gate 2 Doors 1-8

Receiving Hours: 8am to 5pm, Monday thru Friday.

Ship Preprints for distribution Monday-Saturday to:

Herald-Tribune Media Group
1800 University Parkway
Sarasota, FL 34243

Bill of lading: The bill of lading must indicate the following information: the total print order, the number of parts per skid, the total number of skids and the version marker (if applicable), the name of the publication and the publication date.

NON-GLOSSY PRINT & DELIVER

The cost per thousand rates reflect layout, copy-writing, typesetting, printing and distribution for both sizes of non-glossy inserts. Total quantity must be printed in a single press run.

8.5" x 11"	10,000- 14,999	15,000- 24,999	25,000- 50,000
1 side / 1 color	\$57	\$53	\$50
1 side / 2 colors	\$60	\$57	\$53
2 sides / 1 color	\$70	\$67	\$63
2 sides / front 2 colors; back 1 color	\$73	\$70	\$67

Image area 7.83" x 10.41". Minimum run 10,000. Color stock, add \$4 per thousand. Two-sided Print & Deliver maximum quantity 25,000.

5.5" x 8.5"	10,000- 14,999	15,000- 24,999	25,000- 100,000
1 side / 1 color	\$48	\$46	\$41
1 side / 2 colors	\$50	\$49	\$46
2 sides / 1 color	\$54	\$52	\$49
2 sides / front 2 colors; back 1 color	\$58	\$56	\$52

Image area 4.93" x 7.875". Minimum run 10,000. Color stock, add \$2 per thousand. Two-sided Print & Deliver maximum quantity 50,000.

Frequency Discount

Consistency is the key to a successful advertising program. Therefore, we offer contracted discounts based on advertising frequency.

6 to 11 insertions	3% Discount
12 to 25 insertions	5% Discount
26 to 51 insertions	8% Discount
52 plus insertions	10% Discount

Deadlines

Orders must be submitted 10 business days prior to publication. During holiday periods, please confirm deadlines with your Herald-Tribune Media Group marketing consultant.

Ink Colors

 Black	 Red	 Process Blue
 Purple	 Magenta	 Process Green
 Teal	 Burgundy	 Dark Green
 Reflex Blue	 Night Sky Blue	

Paper Colors

Blue, Ivory, Goldenrod, Pink, Green, White, Grey, Yellow

GLOSSY PRINT & DELIVER

Rates	Distribution	Cost per thousand
Two-sided 8.5" x 11"	30,000-49,999	\$68
<i>(One-sided same price)</i>	50,000-99,999	\$62
	100,000+	\$58
Two-Sided 10" x 11.5"	30,000-49,999	\$70
Jumbo Single Sheet	50,000-99,999	\$64
	100,000+	\$60
11" x 17"	30,000-49,999	\$99
4 Page Folded	50,000-99,999	\$84
	100,000+	\$78
24" x 20"	30,000-49,999	\$130
4 Page Folded	50,000-99,999	\$120
	100,000+	\$105

Rates include full-color on both sides. Space reservation and copy is due 15 business days before insertion date. Orders must be 30,000 minimum.

FRONT-PAGE NOTES

Standard Paper

	Cost per thousand
Manatee	\$65
Venice/South	\$63
Sarasota	\$59
Venice & Manatee	\$57
Sarasota & Manatee	\$56
Sarasota & Venice	\$54
Full Run	\$52

Restaurant Specials

	Cost per thousand
Health + Fitness (Tuesday)	\$44
Food & Wine (Wednesday)	\$44
Ticket (Thursday)	\$44

Full run only. Single-sided. Prices include 3 spot colors. Add \$7 per thousand for process color. Deadline 15 business days prior to insertion date for space and copy.

POLY DELIVERY BAGS

	30,000- 49,999	50,000+
Daily (7" x 21" - 1 mil, white)		
1 color, 1 side	\$53	\$48
1 color, 2 side	\$61	\$53
2 color, 1 side	\$56	\$50
2 color, 2 side	\$68	\$56
Sundays/Holidays (10" x 22" - 1 mil, white)		
1 color, 1 side	\$65	\$59
1 color, 2 side	\$74	\$64
2 color, 1 side	\$68	\$61
2 color, 2 side	\$81	\$69

Additional color available, consult your Herald-Tribune Media Group marketing consultant. Please call for a quote.

DIGITAL ADVERTISING

AD SIZES

HeraldTribune.com advertisers enjoy access to 700,000 unique visitors every month. With a full inventory of standard sizes and exciting rich media opportunities to choose from, select the right package for your advertising message. For rates, contact your Herald-Tribune Media Group marketing consultant.



LEADERBOARD
728 pixels x 90 pixels

MEDIUM RECTANGLE
300 pixels x 250 pixels

HERALDTRIBUNE.COM
MONTHLY TRAFFIC AND VISITORS

700,000 unique visitors
6,000,000 page views
9.0 page views per unique visitor

HALF PAGE
300 pixels x 600 pixels

SKYSCRAPER
160 pixels x 600 pixels

RICH MEDIA ADS



COMICS

Cost per thousand

	1x	12x	26x
Gatefold	\$35	\$33	\$31
Flysheet	\$37	\$35	\$32
Spadea	\$39	\$37	\$34

Deadline 15 business days prior to insertion date for space and copy.

SPECIAL RATES

Position Pages

Section requests will be accepted on an availability basis only and cannot be guaranteed. All zoned advertising will appear in the local section. Position requests for specific pages or page locations will be accepted on a premium basis only (see below). Consecutive multi-week agreements supercede single insertion reservations.

Page	Limitations	Above Contract Rate
1A	4 x 2"	50%
2A	3 x 10.5" Only	10%
3A	6 x 10.5" or 3 x 10.5"	10%
OP-ED	3 x 10" Only	10%
Weather	6 x 10.5" Only (Color 50% off)	25%

Nonprofit Rate

Government agencies, chambers of commerce and other nonprofit organizations may enjoy additional discounts in select products. Documentation of 501(c)3 status required.

Political Rate

Local candidates for office and political organizations will be granted 25% off modular space rates. For state and national political rates, see National & State Rate Card.

Holiday Rates

Sunday rates and added home delivery distribution apply for the following holidays: New Year's Day, Memorial Day, Fourth of July, Labor Day, Thanksgiving Day and Christmas Day.

COMMISSION & TERMS OF PAYMENT

Local ROP and Classified rates are noncommissionable.

To be considered a local retailer, advertiser must have permanent retail outlet(s) in the eight-county marketplace of Sarasota, Manatee, Charlotte, DeSoto, Lee, Pasco, Pinellas or Hillsborough counties; and advertised merchandise must be available at those local outlets. Retailers who sell directly to the public and have permanent retail outlet(s) within the state of Florida, but outside the above eight-county area will earn the State rates listed in the prevailing General Rate Card.

All rates are net cash with order unless credit has been approved by the Publisher. Where credit has been extended, invoices are payable by terms stipulated on the invoice statement. Publisher will invoice advertiser on a monthly or cash basis depending on financial condition and known credit data. Accounts more than 30 days past due shall bear interest at the rate of 1.5% per month (18% per annum).

All rates on this card will be subject to the addition of any local, state or federal tax, if imposed.

Claims for errors in billing must be made within 30 days of invoice; otherwise, such claims will not be considered.

COLOR RATES

Due to high demand for color, availability is limited and subject to press capacity. Minimum charge is \$150. Color is charged at 10% of base rate, per day.

All standard colors and blends shown in the Newspaper Association of America (NAA), Ad-Litho Guide, Ad Pro, Ad/Flex ROP Newspaper Color Ink Book, Vol. 8, are available. Other colors subject to additional charges. No minimum size for color ads. See “Specifications” on page 18 for color printing guidelines.

COMICS

Comic Spadea Wrap, Comic Gatefold, Comic Press-fed Inserts

Rates based on cost per thousand. Circulation is full run only. Camera-Ready material required 30 days prior to publication date. Contact your marketing consultant for pricing information.

SPECIAL SERVICES

Sales tax will apply on all special service charges, if imposed.

Electronic Tearsheets

Electronic tearsheets are available for each display advertisement. Electronic tearsheets are not provided for classified in-column advertising.

To sign up, please email the Account Name, Account Number, Contact Name, Contact Phone Number and Contact Email Address to etears@heraldtribune.com. We will email you a confirmation, your password and easy to follow instructions.

SPECIAL DAYS/PAGES / FEATURES

Sunday	Comics, Real Estate, Arts, Parade Magazine
Monday	Business Weekly
Tuesday	Health+Fitness
Wednesday	Food & Wine
Thursday	Ticket
Saturday	Home & Garden

CONTRACT & COPY REGULATIONS

The forwarding of an order or advertising copy by the advertiser or its agent to the Publisher for publication shall be considered an unqualified acceptance of all the rates, terms and conditions under which the advertising is at the time being sold by the Publisher. The Publisher shall have the right to correctly classify, edit or reject any advertisement.

Annual contracts are effective for 12 months from the first day of the month in which they are signed.

Any advertiser failing to meet the level contracted for, herewith for the period specified, will be billed the difference between the rate granted and the rate that should have applied during the term of the agreement.

Any advertising rate adjustment will be affected by giving 30 days written notice to contract advertisers. Upon notice, the advertiser has the option to accept the rate adjustment or terminate the contract without penalty.

The advertiser and advertising agency are jointly and severally responsible for the content of all advertisements published at the request of it or its agent, and shall indemnify, defend and hold harmless the Publisher from any claim or lawsuit arising out of the advertisements.

The Publisher accepts no liability for its failure, for any cause, to insert an advertisement. The Publisher accepts no liability for an error in an advertisement for which it may be responsible, except for the cost of the space occupied by the error. In order to qualify for allowances, claims for errors must be made within thirty days from the date of invoice. Credit for errors is allowed only for the first insertion.

Advertising placed on a no proof basis, including advertising submitted after deadline, is published at the advertiser’s risk. Copy in such ads cannot be changed. No allowances or make-goods will be given for ads submitted on a no proof basis.

Every effort will be made to afford an advertising position desired, however, under no circumstances is position guaranteed and advertising must be paid for regardless of position.

Advertising which simulates editorial or news material must be labeled prominently as ADVERTISEMENT in 10 point type over every two columns and may not be set in Herald-Tribune news text typefaces.

CLOSING TIMES / DEADLINES

Retail Display Advertising*

Advertisement Appears	Space Deadline	Copy Due Show Proof	Copy Due No Proof & Electronic
Monday	Friday 10 am	Thursday noon	Friday noon
Business Weekly	Thursday noon	Thursday noon	Thursday noon
Tuesday	Friday noon	Thursday noon	Friday noon
Health+Fitness	Friday noon	Thursday noon	Friday noon
Wednesday	Monday noon	Friday noon	Monday noon
Food & Wine	Monday noon	Friday noon	Monday noon
Thursday	Monday 4 pm	Monday noon	Tuesday noon
Ticket	Monday 4 pm	Monday noon	Tuesday noon
Friday	Tuesday 4 pm	Tuesday noon	Wednesday noon
Saturday	Thursday 10 am	Wednesday noon	Thursday noon
Home & Garden	Monday 5 pm	Monday noon	Tuesday noon
Sunday	Thursday noon	Wednesday noon	Thursday noon
Real Estate	Wednesday 4 pm	Tuesday noon	Wednesday noon
Double Truck	24 hrs in advance of regular deadlines		
Process Color	24 hrs in advance of regular deadlines		

Other Deadlines*

Press Fed Inserts	Camera ready 30 days prior to publication
Comic Spadea	Camera ready 30 days prior to publication

*Holiday Deadlines will be advanced by one or more days.

MECHANICAL MEASUREMENTS

These are the column widths for all standard newspaper sections. Includes Main News, Local, Sports and more.

Column Widths	ROP
1	1.542"
2	3.233"
3	4.924"
4	6.617"
5	8.308"
6	10"
Double Truck	20.75"
Full Page Depth	20.75"

These are the column widths for all tabloid newspaper sections. Includes Business Weekly, Ticket, Health + Fitness, Food & Wine.

Column Widths	TABLOID
1	2.396"
2	4.931"
3	NA
4	10"
Double Truck	21"
Full Page Depth	9.762"

SPECIFICATIONS

Electronic Prepress

- Advertisements are accepted in digital Macintosh format.
- Ads must be submitted by ad deadline.
- Call your marketing consultant about electronic ad submission.

Equipment

Submit your digital ads on one of the following media:

3.5" Floppy Disk

CD ROM

USB Flash Drive

Zip Drive: 100M, 3.5" or 250M

Complete Ad Submission

- Complete ads are accepted in Adobe Acrobat PDF file format.
- All fonts must be embedded in the PDF.
- Process color ads must be CMYK. Photos and graphics must be converted to CMYK prior to embedding in the PDF. Embedded RGB photos and graphics are not acceptable.
- Complete ads must be submitted with a composite proof.

Element Ad Submission

- Include the document from the page layout program and all linked photos and graphics.
- Collect screen and printer font files. Logos and imported EPS art may contain fonts that might not be collected from within the page layout program.
- All page layout programs and artwork must be supported by our current software applications which are periodically updated.
InDesign CS3 - ver. 5.0.4
Adobe Illustrator CS3 - ver. 13.0.2
Adobe Photoshop CS3 - ver. 10.0.1
Acrobat - ver. 8.1.3
- Do not supply elements in compression programs like Stuffit.
- Supply only elements for a specific publication date on media.
- Element ads must be submitted with a composite proof.
- Art requiring separation/scanning must be original prints, slides or transparencies. Do not submit prescreened art.
- All spot and/or PMS colors must be converted and saved for process CMYK output. (Note: "Process Separation" box must be checked on all custom colors).

Original Photo/Artwork Resolutions

- Resolution specifications are for art used at actual size (100%) in page layout program. Scaling art in layout programs affects output resolution. Example: 300 dpi image enlarged 400% within layout program actually has output resolution of 72 dpi.
- Do not select "Resample Image" when changing resolution under "Image Size" in Photoshop. Resampling does NOT increase the quality of the image.
- Non-glossy products are 180 dpi at 90 line output screen.
- Glossy products are 300 dpi at 133 line output screen.
- Line art resolution must be 1,000 dpi.
- Photos must be saved as EPS or TIFF, in GRAYSCALE or CMYK.

Photo Toning Specifications

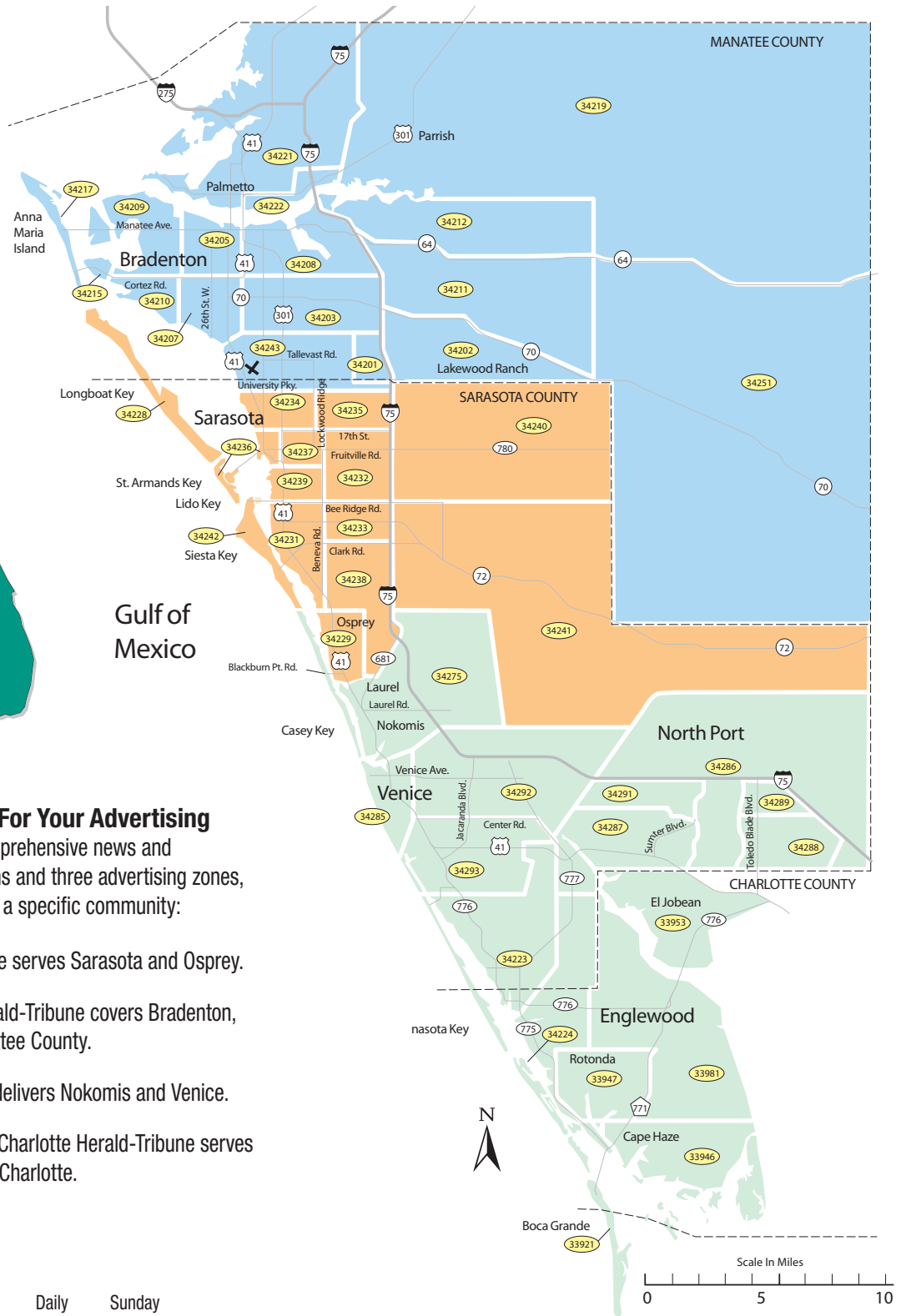
– Non-Glossy Products

- Allow for a 30% dot gain in the mid-tone regions.
- Maximum color saturation is 240%
- Printing Inks Setup in Photoshop must be set at "SWOP (Newsprint)." Found under "File: Preferences: Printing Inks Setup."

Photo Toning Specifications

– Glossy Products

- Allow for a 20% dot gain in the midtone regions.
- Maximum color saturation is 280%
- Printing Inks Setup in Photoshop must be set at "SWOP (Coated)." Found under "File: Preferences: Printing Inks Setup."



The Right Environment For Your Advertising

The Herald-Tribune offers comprehensive news and advertising in four daily editions and three advertising zones, each focused on local news in a specific community:

- The Sarasota Herald-Tribune serves Sarasota and Osprey.
- The Sarasota/Manatee Herald-Tribune covers Bradenton, Lakewood Ranch and Manatee County.
- The Venice Herald-Tribune delivers Nokomis and Venice.
- The North Port/Englewood/Charlotte Herald-Tribune serves North Port, Englewood and Charlotte.

	Daily	Sunday
Total Circulation	81,434	100,219
Manatee Zone	16,249	19,753
Sarasota Zone	36,850	45,746
Venice/South Zone	25,985	31,114

Source: Audit Bureau of Circulations for 52 weeks ending 12/27/09.
Herald-Tribune total circulation also includes copies in surrounding areas.

How to Contact Us for Advertising:

Sarasota

1741 Main Street, Sarasota, FL 34236
941-361-4000

Manatee

2025 Lakewood Ranch Blvd., Bradenton, FL 34211
941-745-7808

Venice

300 Tamiami Trail S., Venice, FL 34285
941-486-3030

National Advertising

1741 Main Street, Sarasota, FL 34236
941-361-4203

Herald-Tribune Direct Mail

1741 Main Street, Sarasota, FL 34236
941-361-4000

HeraldTribune.com

1741 Main Street, Sarasota, FL 34236
941-361-4000

To Place Classified Advertising:

941-953-5555
Toll free 866-700-1515
heraldtribune.com/classifieds

For more information, visit
HeraldTribuneMediaSource.com



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