

NATIONAL ADVERTISING RATES

All National Rates are 15% Agency Commissionable. No Cash Discount. Cash with order unless credit established.

Rate (per column inch)	Daily	Sunday/Holiday/Bonus
Open	\$59.99	\$66.99
Political - National	\$59.44	\$71.15
Political - State	\$43.39	\$51.93
Co-op/Non profit - ROP 6-column	\$42.99	\$50.99
State* - ROP 6-column	\$42.99	\$50.99
State* - Classified 10-column	\$25.99	\$30.99
Classified Line Rate	\$ 7.11	\$ 9.02
Classified Inch Rate	\$64.02	\$77.68
Employment Line Rate	\$ 8.04	\$10.19
Employment Inch Rate	\$72.35	\$87.78

*Businesses within the State of Florida outside of Hillsborough, Pinellas, Manatee, Sarasota & Charlotte Counties

NATIONAL CONTRACT RATES

Rate (per column inch)	Daily	Sunday/Holiday/Bonus
(1N) 509"-762"	\$54.99	\$63.99
(2N) 763"-1654"	\$52.99	\$60.99
(3N) 1655"-3308"	\$48.99	\$57.99
(4N) 3309"-6616"	\$42.99	\$50.99
(5N) 6617"-9925"	\$40.99	\$49.99
(6N) 9926" +	\$39.99	\$48.99

Broadsheet ads deeper than 18" will be billed at the full depth of 21.25".
 Tabloid ads deeper than 10" will be billed at the full depth of 11.5".
 Doubletruck ad will be charged an extra column for gutter space (ie: 13 columns).

DEALER ASSOCIATION RATES

Rate (per column inch)	Daily	Sunday/Holiday/Bonus
ROP - 6 column	\$42.99	\$50.99
Classified - 10 column	\$25.99	\$31.99

FLORIDA TRAVEL & TOURISM RATES *Net - Non Commissionable*

Rate (per column inch)	Daily	Sunday/Holiday/Bonus
Open Rate	\$36.55	\$43.35
6x Rate	\$35.45	\$42.05
13x Rate	\$34.39	\$40.79
26x Rate	\$33.01	\$39.16
39x Rate	\$31.69	\$37.59
52x Rate	\$30.11	\$35.71

*Travel related Businesses (Tour operators, Day Cruises, Hotels/Resorts and Attractions) within the State of Florida outside of Hillsborough, Pinellas, Manatee, Sarasota & Charlotte Counties

HERALD DIRECT

Our Marriage Mail Solution designed to target potential consumers in desirable zip codes in Manatee County. The package is delivered to 26,000 homes every Thursday.

ROP pickup rate from any Bradenton Herald publication within a 7-day period:	\$13.55/column inch
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STOCK ISLAND ADVERTISING

Ad appears in the center of stock island listings in the Business Section. Available Tuesday through Saturday.

Ad Size: 3-13/16" x 4". Rate per day:	\$500
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FRONT PAGE OF SPORTS OR BUSINESS SECTION

6 column x 1.5" banner ad. Rates include full color.

	Daily	Sunday/Holiday/Bonus
13 consecutive weeks	\$530	\$620
26 consecutive weeks	\$500	\$575
52 consecutive weeks	\$475	\$560

HOLIDAY RATES

The following Holidays enjoy increased circulation and readership. Sunday rates apply: New Years, Easter, Martin Luther King Day, President's Day, Memorial Day, 4th of July, Labor Day, Columbus Day, Veteran's Day, Thanksgiving and Christmas.

BONUS DAY RATES

The following weekdays also enjoy increased circulation and readership. Sunday rates apply: January 9, 23, 30; February 6, 13; August 13, 20, 27; September 10, 17; October 15, 22, 29; November 5, 19; December 24, 26.

FREQUENCY PROGRAM

All ads must be ordered at the same time and picked up from an ad billed at full rate. Discounts not available in conjunction with any other discount.

REQUIREMENTS:

- Minimum Ad Size: 10 Column Inches
- May Run Up To 6 Times in a 7-Day Period
- No Size or Copy Changes
- Sunday, Holiday and Bonus days at Full Rate

2nd Ad: 20% discount
3rd Ad: 35% discount
4th, 5th & 6th Ad: 50% discount

COLOR RATES - No Minimum Ad Size Requirement

ROP	Daily	Sunday/Holiday/Bonus
Spot color	\$515	\$545
Full color	\$625	\$665

TABLOID

Spot color	\$290	\$300
Full color	\$315	\$335

Spot Color choices red, blue or yellow. All other spot colors will be charged full color rate. Ads spanning 2 pages (doubletruck) will be billed two color charges.

DEADLINES

RETAIL DISPLAY

Publication Day	Space & Copy Deadline
Sunday	Wednesday, 5:00pm
Monday	Thursday, Noon
Tuesday	Thursday, 5:00pm
Wednesday	Friday, 5:00pm
Thursday	Monday, 5:00pm
Friday	Tuesday, 5:00pm
Saturday	Wednesday, 5:00pm

RETAIL FEATURE SECTIONS

Publication Day	Space & Copy Deadline
Sunday, A&E/Travel	Tuesday, 5:00pm
Sunday, TV Plus	Friday, 5:00pm (9 days prior)
Sunday, Business	Wednesday, 3:00pm
Tuesday, Neighbors	Wednesday, 3:00pm
Wednesday, Taste	Friday, 5:00pm
Thursday, Weekend	Monday, 11:00am
Thursday, Herald Direct	Thursday prior, Noon
Saturday, Wellbeing	Monday, Noon

PERSONNEL

Publisher

William H. Fleet
wfleet@bradenton.com
941-748-0411 x7500

Vice President of Advertising

Erin Humphreys
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941-748-0411 x7099

National/Major Accounts Manager

Lisa Emory
lemory@bradenton.com
941-748-0411 x7042

Classified Advertising Manager

Tim Collum
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941-748-0411 x7022

Retail Advertising Manager

Traci Conrad
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941-748-0411 x7009

Niche Products Manager

Lynn Bruneau
lbruneau@bradenton.com
941-748-0411 x7755

ADVERTISING POLICIES

COMMISSIONS, TERMS OF PAYMENT AND RATE POLICIES

Local rates are non-commissionable. To qualify for local retail rate advertiser must have a permanent location within Manatee, Sarasota, Charlotte, DeSoto, Lee, Hillsborough or Pinellas Counties. Advertisers who have permanent locations within the state of Florida but outside of this 7-county area qualify for the national state rate on our national rate card. National rates are commissionable to recognized agencies.

An advertiser may establish credit by completing a credit application in its entirety. The Publisher may require cash payment in advance of advertising at any time it deems the financial condition of the Advertiser is not satisfactory. Accounts with approved or established credit will receive a statement the first week of each month with charges for all advertising run in the previous month. Past due accounts may result in restriction of further advertising. Payment is due in full by the 20th of the month following the invoice date. Prior to credit being established payment may be made with cash in advance, Visa, Master Card, Discover and Amex. If the advertiser utilizes an agency, both advertiser and agency shall be jointly liable for payment and compliance with all terms and conditions of this rate card. Political advertising must be prepaid. No cash discounts.

The Publisher reserves the right upon 30 days written notice to the Advertiser to change the rates as they appear in the current rate card. In this event, the Advertiser may, by written notice prior to the effective date of the revised rates, terminate their agreement without penalty. A continuance of advertising after the new rates go into effect will constitute acceptance of them under all other terms of signed contract.

The Advertiser will earn a rebate on all space published at the end of the contract period if the next volume level is exceeded. Rebates will be based on the difference between the rate billed and the next contract level. Rebates are given for only one rate level difference, regardless of the total amount of advertising published.

If the advertiser fails to publish the minimum amount of space as specified in their contract, the advertiser agrees to pay an adjustment equal to the rate earned.

COPY REGULATIONS: All advertising is subject to the approval or rejection of the Publisher. The Bradenton Herald is privileged to revise, reject or cancel any ad which it deems objectionable, either in its subject matter or phraseology, or which it considers opposed to public policy or the policy of the Bradenton Herald. Such rejection shall not be construed as a breach of an advertising contract. Advance payment for advertising does not constitute a contract to publish until management approval is obtained. We will not knowingly publish false, misleading, obscene or defamatory advertisements. Advertising that simulates editorial must be labeled as PAID ADVERTISEMENT in 10 point type centered at top of the ad.

POSITIONING: All advertising positions are at the option of the Bradenton Herald. We will make every effort to accommodate advertisers' position requests, however, advertising is not accepted for publication subject to position. Ad position is not guaranteed. No adjustment, refund or make-good will be made because of the position in which an advertisement has been published. Exclusivity is not available.

NON-EXCLUSIVE LICENSE CLAUSE: The advertiser agrees that by placing an advertisement in the Bradenton Herald, the advertiser licenses to the Bradenton Herald, on a non-exclusive basis, all copyrights and other ownership rights in the advertisement, including the right to publish, reproduce, display, adapt, transmit or produce derivative works in any medium, including any digitized or electronic medium. Advertiser authorizes the Bradenton Herald to bring suit at the Bradenton Herald's discretion and at the Bradenton Herald's expense for any unauthorized use, reproduction, display, distribution, or performance of the advertisement as it appears in the Bradenton Herald or for its unauthorized alteration. Nothing shall prevent advertiser from placing the same or a similar advertisement in any other media, or from bringing suit on its own behalf and its own expense to enforce its copyright interests in the advertisement.

COPY CORRECTIONS ERROR ALLOWANCE: It is the responsibility of the advertiser to notify the Bradenton Herald immediately if an error occurs. In spite of our best efforts, copy errors occasionally occur in material we typeset for advertisers. Please check your ad on the first day of publication and notify us of the error in time to correct for the next insertion. The Bradenton Herald shall not be liable for failure to publish an ad or for a typographic error or errors in publication except to the extent of the cost of the ad for the first day's insertion. No adjustment will be given unless, in the opinion of this newspaper, an error in the ad materially affects the value of the ad.

PROOF POLICY: No credits or make-goods will be given for any advertising placed on a no-proof basis and advertising placed after space and copy deadline. Copy in such ads cannot be changed.

CANCELLATIONS: All advertisements cancelled after the appropriate deadline will be billed 25% of the total cost of insertion.