

CLASSIFIED ADVERTISING

NON-CONTRACT LINE RATES

Minimum size advertisement four lines. All rates quoted are per line per consecutive days. Skip day (irregular) ads will be billed at the one day rate.

Consecutive Days	Daily	Sunday/Holiday/Bonus
15-31	\$2.91	\$3.19
10-14	\$3.14	\$3.45
4-9	\$3.28	\$3.61
2-3	\$3.89	\$4.25
1 day	\$5.58	\$6.10

DAILY CONTRACT RATES

12 month contract. Requires publication of line ads everyday. Line ads and display ads may be combined to fulfill daily classified advertising contract requirement. All rates quoted are per line, per consecutive day. 3 month classified contracts are available for options A, B and C at a 15% premium. A signed contract is required.

	Consecutive Days	Daily	Sunday/Holiday/Bonus
Option A	15-31	\$2.10	\$2.56
3 Lines Daily	4-14	\$2.34	\$2.85
	1-3	\$2.41	\$2.93
Option B	15-31	\$2.10	\$2.56
6 Lines Daily	4-14	\$2.27	\$2.75
	1-3	\$2.34	\$2.83
Option C	15-31	\$1.68	\$1.99
12 Lines Daily	4-14	\$1.82	\$2.21
	1-3	\$1.88	\$2.27

CLASSIFIED DISPLAY DAILY CONTRACT RATES

	Consecutive Days	Daily	Sunday/Holiday/Bonus
Option A	15-31	\$25.30	\$30.62
3 Line Daily	4-14	\$26.32	\$32.02
	1-3	\$27.10	\$32.95
Option B	15-31	\$24.07	\$29.37
6 Line Daily	4-14	\$26.17	\$31.77
	1-3	\$26.94	\$32.69
Option C	15-31	\$19.54	\$23.86
12 Line Daily	4-14	\$21.22	\$25.80
	1-3	\$21.85	\$26.55

Display ads published outside of the classified section will be charged an additional 66.67%.

BULK ANNUAL DISPLAY RATES

Contract Level is based on total classified and retail lineage commitment. Preprint conversion may be applied only to achieve agreed upon contract level and is not applicable for rebate. Classified contract advertisers placing Retail (ROP) inches will be billed at 1.667 of classified rate to adjust for column width difference.

Rates are per inch per day	Daily	Sunday/Holiday/Bonus
Non-Contract <i>open rate</i>	\$34.82	\$42.33
Level 5 75" - 224"	\$26.74	\$32.49
Level 10 225" - 449"	\$25.25	\$30.40
Level 15 450" - 899"	\$24.52	\$29.49
Level 20 900" - 1799"	\$23.28	\$28.25
Level 25 1800" - 2699"	\$22.06	\$27.33
Level 30 2700" - 4499"	\$21.50	\$26.62
Level 35 4500" - 8999"	\$21.15	\$26.22

Non-profit/charity rate policy: Rate Level 25; 501(C)(3) statement required. Broadsheet ads deeper than 18" will be billed at the full depth of 21.25"

CLASSIFIED LINE AD EXTRAS

Logos: Personalize your classified ads with an in-column logo. Minimum 7-line charge on your monthly account. \$51.00 initial setup fee. Logo changes \$25. Additional logos \$25.50.

Graphics: Increase awareness and make your ads "jump" off the page with attention grabbing special symbols, graphics, borders or highlighting.

Photo ads: For low as \$5.10 per day, you can add show off your real estate listing, car or boat with an in-column photo.

LEGAL NOTICES

Legal (Classified) Section	Daily	Sunday/Holiday/Bonus
Per column inch	\$16.64	\$16.96
Per line	\$1.39	\$1.44

Front or Local Section

	Daily	Sunday/Holiday/Bonus
Per column inch	\$26.08	\$31.67
Fictitious Name Notice	\$26.08	\$26.60

LEGAL NOTICE DEADLINES: Two business days prior to publication.

Legal and Public Notice advertising must be typed and mailed, faxed or placed in person. An insertion order, stating dates the notice is to be published must be provided. Because of the need for absolute accuracy, telephone orders are not accepted.

In accordance with Florida State Law, a charge of \$2.00 will be made for each notarized affidavit furnished. (Reference 1976 Florida Statutes, chapter 50 paragraph 50.041-3). Notarized affidavits will be mailed to the advertiser.

DIRECTORY ADVERTISING

Business Service Directory: A banner section within the pages of classified specifically designed for advertisers with a service-oriented business! Rates are for 30-consecutive days, per line per day.

	Daily	Sunday/Holiday/Bonus
Annual Contracts* - 52X	\$1.90	\$1.89 (3 line min.)
Annual Contracts* - 13X	\$1.97	\$1.97 (3 line min.)
Non-Contract-(30 days consecutive)	\$2.22	\$2.23 (4 line min.)

*Copy changes every 30 days

Worship Directory:

Publishes every Saturday in our Living Faith Edition.

per line	\$1.68
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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 DAYS

The following weekdays 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.

COLOR RATES

*Studies show color ads are read up to 60% more often than the same ad in black and white. Readers also find color ads more interesting and are more likely to read the entire ad. No minimum ad size requirement.

ROP	Daily	Sunday/Holiday/Bonus
Select color	\$375	\$390
Full color	\$530	\$550

TAB

Select color	\$185	\$190
Full color	\$270	\$280

PERSONNEL**Publisher**

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

Vice President of Advertising

Erin Humphreys
ehumphreys@bradenton.com
941-748-0411 x7099

Classified Advertising Manager

Tim Collum
tcollum@bradenton.com
941-748-0411 x7022

Retail Advertising Manager

Traci Conrad
tconrad@bradenton.com
941-748-0411 x7009

National Major Accounts Manager

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

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 classified rates 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 state rate on our National rate card. National rates are commissionable to recognized agencies. For more information on national advertising contact our National Advertising Manager.

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.