



**REAL ESTATE EVERY SATURDAY** Manatee County's premier real estate section published every Saturday. Tabloid size. The freshest listings, agents/ brokers and new communities. Features include: *Ask a Realtor, Mortgage Finder, Home Finder and Open House Directory.*

	OPEN RATE	13 WEEK	26 WEEK	52 WEEK
1/8 Page	\$ 290.00	\$ 167.00	\$ 156.00	\$ 135.00
1/4 Page	\$ 395.00	\$ 297.00	\$ 270.00	\$ 244.00
1/2 Page	\$ 690.00	\$ 591.00	\$ 509.00	\$ 455.00
Full Page	\$1,400.00	\$1,035.00	\$ 963.00	\$ 900.00

**CONSECUTIVE WEEK CONTRACTS EARN A 10% DISCOUNT.**

COLOR RATE: Process \$265; Spot Color \$160  
50% savings on color with 52 week contracts

### COVER STORY

Includes large photo on front cover with reference to full page ad inside

Open Rate:	\$3,000 includes process color
6 weeks:	\$2,750 includes process color
13 weeks:	\$2,500 includes process color

### COVER STRIP AD

Banner ad in bottom position on front cover

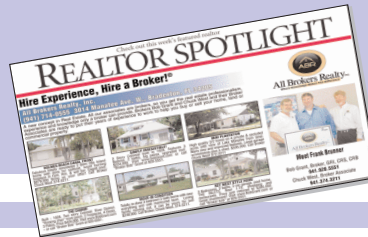
Open Rate:	\$475 includes process color
6 weeks:	\$400 includes process color
13 weeks:	\$320 includes process color



### ASK A REALTOR

Half page vertical ad that answers questions related to current real estate conditions in Manatee County. Six individual listings included. Spot color included in rate.

Open Rate:	\$600
6 weeks:	\$475
13 weeks:	\$390



### REALTOR SPOTLIGHT

Half page horizontal ad featuring multiple listings in local marketing area. Spot color included in rate.

Open Rate:	\$600
6 weeks:	\$475
13 weeks:	\$390

**HOME FINDER** - individual listing includes picture of home/property for sale and description along with agent photo: \$50 each

**OPEN HOUSE DIRECTORY** - A listing of open houses in local marketing area. Listing runs Saturday in Real Estate and Sunday in House and Home. (Rate predicated on purchase of Homefinder or display ad) \$15 each

**HOMEFINDER COMPLETE PACKAGE** - includes Home Finder, Open House Directory plus 7-day classified in-column up to 20 lines: \$94

**"SELL IT TODAY" PACKAGE** - Display ad in Saturday Real Estate and/or Sunday Classified in combination with 7-day in-column classified up to 20 lines plus 7-days on line at bradenton.com. \$59 and \$79 packages available.



**HOUSE & HOME EVERY SUNDAY** Exclusive real estate section, published every Sunday, 6-column broadsheet format, featuring advice and trends on everything for the home, new home communities, real estate listings and transactions.

### SPECIALTY ADVERTISING

6 column x 4" Banner ad on front page - High impact, full color, front page of House & Home! The perfect position to feature exclusive properties, communities and brand your company.

1x : \$1,500 6x: \$1250 13x: \$1,000

### REAL ESTATE ADVERTISING RATES

Annual Bulk Rates - **6-Column Format** - Rates Per Column Inch

Annual Bulk Rates - **10-Column Format** - Rates Per Column Inch

	Daily	Sun
Non Contract Open Rate	\$44.78	\$53.13
Level 5 75" - 224"	\$36.50	\$43.77
Level 10 225" - 449"	\$34.48	\$41.31
Level 15 450" - 899"	\$33.13	\$39.75
Level 20 900" - 1,799"	\$31.94	\$38.22
Level 25 1,800" - 2,699"	\$30.91	\$36.97
Level 30 2,700" - 4,499"	\$30.12	\$36.42
Level 35 4,500" - 8,999"	\$29.50	\$35.64
Level 40 9,000" - 13,499"	\$28.80	\$34.82

	Daily	Sun
Non Contract Open Rate	\$26.87	\$31.88
Level 5 75" - 224"	\$21.90	\$26.26
Level 10 225" - 449"	\$20.69	\$24.78
Level 15 450" - 899"	\$19.88	\$23.85
Level 20 900" - 1,799"	\$19.17	\$22.93
Level 25 1,800" - 2,699"	\$18.54	\$22.18
Level 30 2,700" - 4,499"	\$18.07	\$21.85
Level 35 4,500" - 8,999"	\$17.70	\$21.38
Level 40 9,000" - 13,499"	\$17.28	\$20.89

# We want to hear from you!

## How to submit your Real Estate press release to the Bradenton Herald

Send us your accomplishments, announce upcoming events or introduce new agents to your office. Don't forget to submit a photo! We want to feature you in the Saturday Real Estate section.



### Where to send it:

[RealEstate@Bradenton.com](mailto:RealEstate@Bradenton.com)

For time sensitive news, please submit at least one week prior to publication date.

For questions please call, 941-748-0411, x4867

## Helpful Tips for Writing a Press Release:

- Write clearly and get to the point early.
- Keep it short - one page, whenever possible.
- Do not use all caps.
- Include a contact name with telephone number and e-mail address.
- Include the release date or For Immediate Release at the top of Page 1 under the contact information.
- Use two to three-line headlines that sum up the story. It's the most important part of your press release. Why? Because editors frequently read the opening headline and make a quick determination as to whether your press release will be printed.
- Be sure to include the Who, What, When, Where, Why & How! The most important information and any quotes that are pertinent to the story should be the lead. Facts and information of lesser importance should follow the lead.
- The Closing Paragraph: Repeat the critical information, including the name of the contact person, his/her phone number and/or email address.
- If it's more than one page, write the word "more" at the bottom of the first page. Also, use END at the end of the last page whether it's a one or multiple page press release.
- Don't forget to include your industry's trade publications, the broadcast and print press, and your hometown media in your press release distribution.
- If you send photos, include a caption on a separate piece of paper. Attach it to the back of the photo with transparent tape.
- After you send your release to the Bradenton Herald, follow up with a phone call or a note. Sometimes, the editor may not have received your release and your call or note can get the ball rolling.
- When using email, follow the same guidelines. Let us know how to contact you and be sure to send a high resolution photo. If in doubt about photo resolution, a larger digital photo is better. Photos from websites are generally poor quality and should avoid being used.

## Things to Consider

- **Who is your audience?**
- **What is your story?**
- **A press release is not an advertisement, but a means to deliver a new story about you to the reader.**
- **What do you want to accomplish with your press release?**
- **Be concise.**
- **Be well-written. Check your grammar and spelling.**
- **Be factual.**
- **Be honest and stick to the facts!**

We look forward to hearing from you!

**BRADENTON  
HERALD**  
Manatee County's Newspaper since 1922

**EMPLOYMENT**

**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	\$3.39	\$3.79
10-14	\$3.65	\$4.10
4-9	\$3.83	\$4.28
2-3	\$4.52	\$5.04
1 day	\$6.48	\$7.24

**EMPLOYMENT DAILY IN-COLUMN CONTRACT RATES**

12 month contract required. Daily Classified contracts require 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.

Option	Consecutive Days	Daily	Sunday/Holiday/Bonus
<b>Option A</b> 3 Lines Daily	15-31	\$2.53	\$3.10
	4-14	\$2.72	\$3.35
	1-3	\$2.77	\$3.44
<b>Option B</b> 6 Lines Daily	15-31	\$2.45	\$3.04
	4-14	\$2.64	\$3.23
	1-3	\$2.70	\$3.33
<b>Option C</b> 12 Lines Daily	15-31	\$2.16	\$2.36
	4-14	\$2.11	\$2.59
	1-3	\$1.94	\$2.66

**EMPLOYMENT DISPLAY DAILY CONTRACT RATES**

All rates quoted are per inch, per consecutive day.

Option	Consecutive Days	Daily	Sunday/Holiday/Bonus
<b>Option A</b> 3 Line Daily	15-31	\$30.36	\$37.19
	4-14	\$32.68	\$40.19
	1-3	\$33.29	\$41.31
<b>Option B</b> 6 Line Daily	15-31	\$29.38	\$36.44
	4-14	\$31.70	\$38.81
	1-3	\$32.44	\$39.94
<b>Option C</b> 12 Line Daily	15-31	\$23.26	\$28.33
	4-14	\$25.34	\$31.08
	1-3	\$25.95	\$31.95

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

**EMPLOYMENT BULK DISPLAY RATES**

The Advertiser agrees to use a minimum of Classified Display and/or Retail (ROP) inches specified by contract agreement during a 12 month period. Advertisers contracting for annual Retail Display bulk lineage will be charged the corresponding rates below for Classified Display ads. Classified contract advertisers placing Retail (ROP) inches will be charged the corresponding retail rates as specified in the Bradenton Herald Retail Rate Card. 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 open rate	\$40.68	\$47.38
Level 5 75" - 224"	\$32.15	\$37.06
Level 10 225" - 449"	\$30.63	\$35.35
Level 15 450" - 899"	\$29.76	\$34.31
Level 20 900" - 1799"	\$28.93	\$33.19
Level 25 1800" - 2699"	\$28.24	\$32.43
Level 30 2700" - 4499"	\$27.81	\$31.60
Level 35 4500" - 8999"	\$27.50	\$31.11

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".

**NON PROFIT RATE** - 501(3)(C) statement required to qualify

	Daily	Sunday/Holiday/Bonus
Per Column Inch	\$28.24	\$34.06

**NATIONAL RATES** - 15% Agency Commissionable

	Daily	Sunday/Holiday/Bonus
Per Line	\$8.29	\$9.57
Per Column Inch	\$50.85	\$63.25

**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.

**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.

**FREQUENCY PROGRAM**

To qualify for a 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. 100% of lineage will be applied toward annual bulk contract commitment.

**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**

\*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	\$370	\$385
Full color	\$525	\$545

TAB	Daily	Sunday/Holiday/Bonus
Select color	\$180	\$185
Full color	\$265	\$275

careerbuilder Employment Weekly Rates

Modular tabloid section. 10,000 copies printed per week. Free distribution throughout Manatee and Sarasota County.

Full Page	\$650	13 week contract*: 10% discount
Half Page	\$355	26 week contract*: 20% discount
Quarter Page	\$195	52 week contract*: 30% discount
Eighth Page	\$145	*must be consecutive week contract
Back Page	\$850	Back page includes full color

**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.

## 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
<b>Option A</b>	15-31	\$2.10	\$2.56
<b>3 Lines Daily</b>	4-14	\$2.34	\$2.85
	1-3	\$2.41	\$2.93
<b>Option B</b>	15-31	\$2.10	\$2.56
<b>6 Lines Daily</b>	4-14	\$2.27	\$2.75
	1-3	\$2.34	\$2.83
<b>Option C</b>	15-31	\$1.68	\$1.99
<b>12 Lines Daily</b>	4-14	\$1.82	\$2.21
	1-3	\$1.88	\$2.27

### CLASSIFIED DISPLAY DAILY CONTRACT RATES

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

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
----------	--------

## 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	\$ 350

## 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.