

PREPRINT RATES

Rates are based on size of insert, cost per thousand and frequency. Preprint dollars will be credited toward ROP bulk contracts as follows: total preprint dollars divided by advertiser's ROP daily or Sunday contract rate equals inches credited toward ROP contract fulfillment. Please note preprint inches will not apply for rebates or contract adjustments.

DAILY RATES

| | 1x | 12x | 24x | 36x | 48x | 72x | 100x |
|------------------------|---------|---------|---------|---------|---------|---------|---------|
| Single Sheet | \$31.50 | \$30.50 | \$29.50 | \$28.50 | \$27.50 | \$26.50 | \$25.50 |
| 4 tab | \$45.50 | \$42.50 | \$40.50 | \$39.50 | \$38.50 | \$37.50 | \$36.50 |
| 6 tab | \$49.50 | \$45.50 | \$43.50 | \$42.50 | \$41.50 | \$40.00 | \$38.00 |
| 4 std., 8 tab | \$52.50 | \$48.50 | \$46.50 | \$45.50 | \$44.50 | \$42.50 | \$39.50 |
| 6 std., 12 tab | \$55.50 | \$50.50 | \$48.50 | \$47.50 | \$46.50 | \$45.50 | \$42.50 |
| 8 std., 16 tab | \$58.50 | \$53.50 | \$52.50 | \$51.50 | \$50.50 | \$48.50 | \$45.50 |
| 10 std., 20 tab | \$61.50 | \$57.50 | \$55.50 | \$53.50 | \$51.50 | \$49.50 | \$46.50 |
| 12 std., 24 tab | \$64.50 | \$61.50 | \$59.50 | \$57.50 | \$52.50 | \$50.50 | \$47.50 |

SUNDAY/HOLIDAY/ BONUS DAY RATES

| | 1x | 12x | 24x | 36x | 48x | 72x | 100x |
|------------------------|---------|---------|---------|---------|---------|---------|---------|
| Single Sheet | \$34.75 | \$33.75 | \$32.75 | \$31.75 | \$30.75 | \$29.75 | \$28.75 |
| 4 tab | \$48.75 | \$45.75 | \$43.75 | \$42.75 | \$41.75 | \$40.75 | \$39.75 |
| 6 tab | \$52.25 | \$48.75 | \$46.75 | \$45.75 | \$44.75 | \$43.25 | \$41.25 |
| 4 std., 8 tab | \$55.75 | \$51.75 | \$49.75 | \$48.75 | \$47.75 | \$45.75 | \$42.75 |
| 6 std., 12 tab | \$58.75 | \$53.75 | \$51.75 | \$50.75 | \$49.75 | \$48.75 | \$45.75 |
| 8 std., 16 tab | \$61.75 | \$56.75 | \$55.75 | \$54.75 | \$53.75 | \$51.75 | \$48.75 |
| 10 std., 20 tab | \$64.75 | \$60.75 | \$58.75 | \$56.75 | \$54.75 | \$52.75 | \$49.75 |
| 12 std., 24 tab | \$67.75 | \$64.75 | \$62.75 | \$60.75 | \$55.75 | \$53.75 | \$50.75 |

2nd insert on same day, 25% discount on lesser of two. For higher page count add \$3.00/M for each additional 4 pages.

10,000 Minimum • Add 10% zoning charge for less than full run • Full run equals all home delivery and single copy • No zoning on Thanksgiving Day.

SUNDAY RATE APPLIES TO FOLLOWING HOLIDAYS AND BONUS DAYS: 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 include: January 9, 23, 30; February 6, 13; August 13, 20, 27; September 10, 17; October 15, 22, 29; November 5, 19; December 24, 26.

PREPRINT GUIDELINES

PACKING REQUIREMENTS

Card, Single Sheet and Envelope Supplements

- Boxes should be fully packed with same quantity and count with amount indicated on each box.

Skidded Preprinted Inserts

- Skidded preprinted inserts must be stacked on solid-base, non-returnable skids or pallets.
- All inserts must be in consistent turns. Turns should be at largest number possible with a minimum of 50 pieces
- All inserts must be stacked in untied bundles.
- Inserts should not be stacked beyond the limit of the skid.
- A sheet of cardboard should be placed between layers.
- Caution should be used to protect folded insert edges from damage.
- Stacks should be no higher than 6 feet.

Delivery address: **The Bradenton Herald**
102 Manatee Avenue West
Bradenton, Florida 34205
(941) 748-0411, x 3500

Delivery questions

TABLOID INSERT: Overall paper size should be no larger than 11-3/8" x 12.5". Minimum size should be no smaller than 5" x 7.5" (folded size). Four-page tabloids must be quarter-folded.

FULL PAGE OR STANDARD INSERT: Overall size should be no larger than 11-3/8" x 12.5" (folded).

SINGLE SHEET INSERTS: Minimum 60-pound stock (12mm). Minimum size for all single sheet inserts: 5" x 7.5". Maximum size 11-3/8" x 12.5".

VARIATIONS: Any variations to these specifications will be accepted only upon completion of satisfactory advance testing.

DEADLINES

Preprint reservations are required 10 business days prior to publication date. Preprints must be delivered at least 7 business days prior to publication on disposable skids. Preprints will be accepted Monday through Friday 8:00 a.m.-5:00 p.m.

SINGLE SHEET WE-PRINT AND DELIVER

Single Sheet we-prints are printed and inserted into The Bradenton Herald for as low as \$.04 each. Deadline is 16 business days prior to publication date. Base price is printed on white 60# offset in standard ink colors (black, red or blue). Add \$35.00 for special ink. Add \$5.00/M for 60# colored stock: canary, goldenrod, blue or green. Special order paper requires a special quote.

| | Quantity | Daily | Sunday/Holiday/Bonus Days |
|-------------------|----------|---------|---------------------------|
| 1 SIDE / | 10,000 | \$51.00 | \$51.50 |
| 1 COLOR | 15,000 | \$48.00 | \$48.50 |
| | 20,000 | \$46.75 | \$47.25 |
| | 40,000 | \$42.50 | \$43.00 |
| | 50,000 | \$41.00 | \$41.50 |
| 1 SIDE / | 10,000 | \$52.00 | \$52.50 |
| 2 COLORS | 15,000 | \$49.00 | \$49.50 |
| | 20,000 | \$47.75 | \$48.25 |
| | 40,000 | \$43.50 | \$44.00 |
| | 50,000 | \$42.00 | \$42.50 |
| 2 SIDES / | 10,000 | \$53.00 | \$53.50 |
| 1 COLOR | 15,000 | \$50.00 | \$50.50 |
| | 20,000 | \$48.75 | \$49.25 |
| | 40,000 | \$44.50 | \$45.00 |
| | 50,000 | \$43.00 | \$43.50 |
| 1 SIDE / | 10,000 | \$54.00 | \$54.50 |
| 1 COLOR | 15,000 | \$51.00 | \$51.50 |
| 2nd SIDE / | 20,000 | \$49.75 | \$50.25 |
| 2 COLORS | 40,000 | \$45.50 | \$46.00 |
| | 50,000 | \$44.00 | \$44.50 |
| 2 SIDES / | 10,000 | \$55.00 | \$55.50 |
| 2 COLORS | 15,000 | \$52.00 | \$52.50 |
| | 20,000 | \$50.75 | \$51.25 |
| | 40,000 | \$46.50 | \$47.00 |
| | 50,000 | \$45.00 | \$45.50 |

The Bradenton Herald offers a multitude of advertising opportunities, including preprint options listed below. Call your Marketing Consultant for information on creating the advertising plan that best meets your needs.

SINGLE SHEET ENAMEL WEPRINTS

5-1/2" x 11" finished size non-bleed printed full color, 2 sides. **Available on 80lb coated #3 only.** Cost per thousand includes insertion into the Bradenton Herald.

| | | | |
|---------------|-----------|---------------|-----------|
| 30M - 49,999* | \$51.00/M | 50M - 99,999* | \$43.00/M |
|---------------|-----------|---------------|-----------|

8-1/2" x 11" finished size non-bleed; 8-3/8" x 10-7/8" with bleed printed full color, 2 sides. Cost per thousand includes insertion into the Bradenton Herald.

| | 70lb coated #3 | 80lb coated #3 |
|---------------|----------------|----------------|
| 30M - 49,999* | \$ 71.00/M | \$ 73.00/M |
| 50M - 99,999* | \$ 55.00/M | \$ 57.00/M |
| 100M - 499M* | \$ 48.00/M | \$ 51.00/M |

JUMBO HOT SHEETS

10" x 11.5" finished size non-bleed or **9.5" x 11"** bleed, printed full color both sides, on choice of 70lb coated enamel #3 or 7pt. hi-bulk (non gloss).
Note: if inserting a reply card, post office regulations requires 7pt hi-bulk.

| | |
|---------------|------------|
| 30M - 49,999* | \$ 76.00/M |
| 50M - 99,999* | \$ 61.00/M |

*Add 10% if not inserting all weprints on same day.

4-PAGE ENAMEL WEPRINTS

11" x 17" folded and trimmed to 8 1/2" x 11" finished size. Printed full color all pages, bleed or non bleed.

| | | 60lb coated #3 | 70lb coated #3 |
|---------------|------------|----------------|----------------|
| 30M - 49,999* | \$ 86.00/M | \$ 86.00/M | \$ 93.00/M |
| 50M - 99,999* | \$ 77.00/M | \$ 77.00/M | \$ 84.00/M |
| 100M - 499M* | \$ 68.00/M | \$ 68.00/M | \$ 75.00/M |

COLOR COMICS, SPADEAS, FLYSHEETS & GATEFOLDS

Deadline is 6 weeks before publication date for space reservation, copy and cancellation. The advertiser assumes actual cost of producing the ad in addition to the cost of the space.

| PRODUCT | OPEN RATE |
|----------|---------------|
| Spadea | \$ 43.50 cpm* |
| Flysheet | \$ 43.50 cpm* |
| Gatefold | \$ 31.50 cpm* |

*cpm= cost per thousand

Frequency discounts based on annual COMMITMENT as follows:

6x: 10% discount 13x: 20% discount
26x: 30% discount 52x: 40% discount

Camera Ready Production Material Shipped To: Vertis, Inc.
3271 Hamilton Blvd. S.E. Atlanta, Georgia 30354

PREPRINT ZONE MAP

POPULATION

2006 306,512
2010 Projected 332,183

GROWTH

2000-2006 16.1%
1990-2000 25%

2006 Median Age

43

Average Household Income

\$60,925

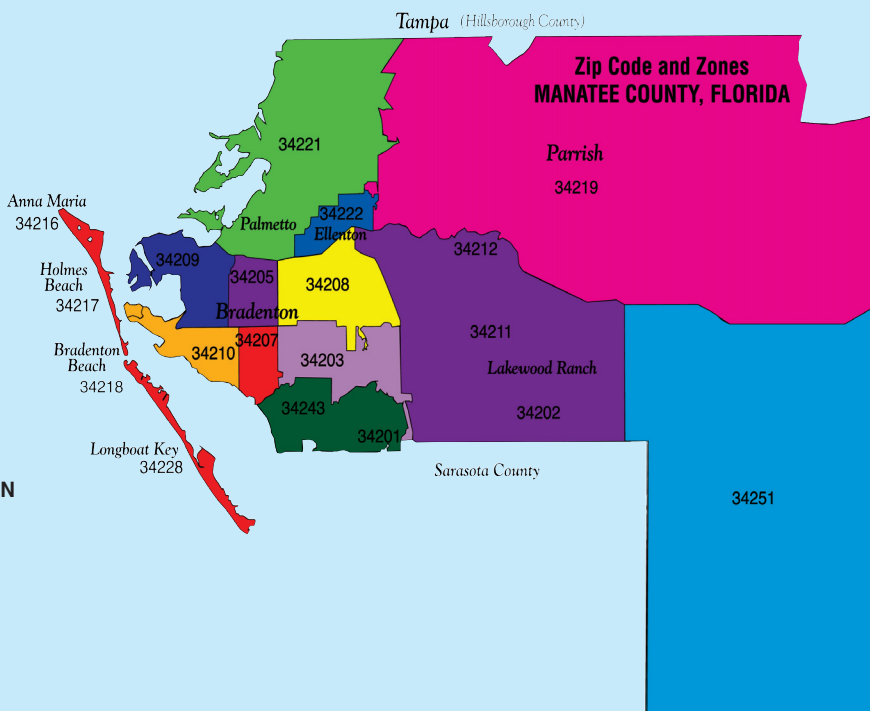
Average Household Net Worth

\$263,100

Aggregate Household

Effective Buying Income \$6.7 BILLION

SOURCE: CLARITAS 2006



THE BRADENTON HERALD DELIVERS MANATEE COUNTY BEST!