2012 NATIONAL INSERT RATES AND GUIDELINES

Effective December 26, 2011

PREPRINTS

	DAILY			SUNDAY, HOLIDAY & BONUS DAYS		
	1x	12x	24x	1x	12x	24x
Single Sheet	$37.50	$36.50	$35.50	$42.25	$41.25	$40.25
4 tab	$54.50	$50.50	$48.50	$59.25	$55.25	$53.25
6 tab	$58.50	$54.50	$52.00	$63.25	$59.25	$56.75
4 std., 8 tab	$62.50	$58.50	$55.50	$67.25	$63.25	$60.25
6 std., 12 tab	$66.50	$60.50	$57.50	$71.25	$66.25	$62.25
8 std., 16 tab	$69.50	$63.50	$62.50	$74.25	$68.25	$67.25
10 std., 20 tab	$73.50	$68.50	$66.50	$78.25	$73.25	$71.25
12 std., 24 tab	$76.50	$73.50	$70.50	$81.25	$78.25	$75.25

- The Bradenton Herald does not run inserts on Mondays.
- Rates shown are gross; 15% agency discount may vary.
- Rates are based on size of insert and frequency. Second insertion or same day receives 25% discount on lesser of two.
- Preprint dollars divided by ROP daily or Sunday contract rate equals inches credited towards ROP contract fulfillment. These inches do not apply for rebate or contract adjustment.
- For higher page count add $3/on per each additional four pages.
- Preprints are delivered by individual zip code and zip code clusters. Contact 941-748-0411 or up to date zip code distribution and quantity needs.
- Add 10% zoning for less than seasonally adjusted full run quantities.

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 tabloid 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 (.007mm).
Minimum size for all single sheet inserts: 5″ x 7.5″.
Maximum size 11-3/8 x 12.5″.
Any variations to these specifications will be accepted only upon completion of satisfactory advance testing.

HERALD NOTES – FRONT PAGE ADVERTISING

QUANTITY	1 COLOR	2 COLOR	3 COLOR	4 COLOR	PROCESS
25,000	$89	$105	$112	$119	$207
50,000	$61	$71	$74	$78	$153
100,000*	$53	$61	$60	$77	$103
200,000*	$47	$51	$56	$64	$78
300,000*	$44	$47	$51	$58	$69

- Rate are cost per thousand, gross
- Minimum print and distribution is 25,000
- Black counts as a color
- One paper color per pad order. Call your marketing consultant for standard paper and ink.
- Die cuts: car, Christmas tree, circle, diamond, dollar, flower, heart, house, leaf, popcorn box, price tag shamrock, snowman, star, starburst, stop sign, tomato, t-shirt. Die Cuts — add $1 CPM
- Add $2 CPM for back side printing limited to one ink color
- Add $100 flat fee for plate change — different copy on high quantity purchases
- Add $5 CPM for recruitment tab ons
- Add $5 CPM for political tab ons
- Deadline is 16 business days new, 12 business days camera ready

DEADLINE

Reservations must be made ten business days prior to publcation date. Preprints must be deliverd at least seven days prior to publication.

Packing Requirements

Card, Single Sheet and Envelope Supplements

1. Boxes should be fully packed with same quantity and count with amount indicated on each box and marked as noted below.

Skidded Preprinted Inserts

1. Skidded inserts must be stacked on solid-base, non-returnable skids or pallets and should not be stacked beyond the limit of the skid.
2. All inserts must be stacked in untied bundles and stacks should be no higher than 6 feet.
3. All inserts must be in consistent turns. Turns should be at largest number possible with a minimum of 50 pieces.
4. A sheet of cardboard should be placed between layers.
5. Caution should be used to protect folded insert edges from damage.
6. The MINIMUM information needed for all incoming product for **EACH** skid tag is:
   Insert name, insert publish date, insert quantity
   Marked for BRADENTON HERALD in large/bold type
   Skid 1 of 1, 2 of 2, etc.
7. All bills of Lading must be clearly defined, BRADENTON HERALD in large bold type, number of skids and product name indentified. Insert quantities should be for one run only. Multiple insertions for same preprint must be separated and shipped accordingly.

Delivery address: **The Bradenton Herald**
c/o Sarasota Herald-Tribune
1800 University Pkwy
Sarasota, FL 34243

Receiving Hours: **Monday through Friday 8am-4pm**

The following days enjoy increased circulation and readership; therefore, Sunday rates apply.

New Years Day
Martin Luther King Day
President's Day
Memorial Day
Independence Day
Labor Day
Columbus Day
Veteran's Day
Thanksgiving
Christmas

January 4, 11, 25
February 1, 8
August 8, 15, 22
September 5, 12
October 10, 17, 24, 31
November 14, 23, 24
December 24, 26

CONTACTS & ADVERTISING POLICIES

PERSONNEL

Publisher	Robert Turner rturner@bradenton.com 941-748-0411 x7500	**Vice President of Advertising**	Kim Woods kwoods@bradenton.com 941-748-0411 x7099
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102 MANATEE AVE WEST • BRADENTON, FLORIDA 34205 • 941-748-0411 • WWW.BRADENTON.COM

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 the Tampa DMA. Advertisers who have permanent locations within the state of Florida but outside of this the Tampa DMA qualify for the national state rate on our national rate card. National rates are commissionable at 15% 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.
If the advertiser fails to publish the minimum amount of space as specified in 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.