2012 MAIN NEWS SPADIA WRAP RATES AND GUIDELINES

Effective December 26, 2011

A main news spadia wrap offers a unique opportunity to wrap a full color broadsheet around the Bradenton Herald enabling advertisers to construct a more visually appealing brand message.

BENEFITS:

- **Make your advertisement the lead feature of the newspaper.**
- **Be the first thing readers see via this prominent ad space.**
- **Position yourself at front, center and above the fold.**
- **Secure unparalleled exposure and visibility.**

Availabe for only $170/m

Front	Back
4.889" x 20.75"	9.889" x 20.75"
3 Columns	6 Columns

GENERAL REQUIREMENTS

- Subject to advertiser and creative approval
- Limited availability
- Not applicable to political or advocacy groups
- Space deadline is three weeks prior to publication
- Final copy due ten days prior to insertion and subject to approval
- Three columns on front and four columns on back
- Full color outside of spadea, black and white inside

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
National/Major Accounts Manager	John Talley jtalley@bradenton.com 941-748-0411 x7042	**Display Advertising Manager**	Traci A. Conrad tconrad@bradenton.com 941-748-0411 x7755
Advertising Operations Manager	Elizabeth Paskvan epaskvan@bradenton.com 941-748-0411 x3314	**Display Advertising Manager**	Tim Collum tcollum@bradenton.com 941-748-0411 x7022

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 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.