2012 CLASSIFIED / EMPLOYMENT ADVERTISING RATES

Effective December 26, 2011

CLASSIFIED ADVERTISING

NON-CONTRACT LINE RATES

Minimum size advertisement three 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/Power Days
15-31	$4.07	$4.47
10-14	$4.40	$4.83
4-9	$4.60	$5.05
2-3	$5.44	$5.96
1 day	$7.81	$8.55

DAILY CONTRACT RATES

Three-month contract required. 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.

	Consecutive Days	Daily	Sunday/Holiday/Power Days
Option A	15-31	$3.28	$3.92
2 Lines Daily	4-14	$3.50	$4.28
	1-3	$3.61	$4.40
Option C	15-31	$2.51	$2.99
8 Lines Daily	4-14	$2.73	$3.31
	1-3	$2.81	$3.41

CLASSIFIED DISPLAY DAILY CONTRACT RATES

	Consecutive Days	Daily	Sunday/Holiday/Power Days
Option A	15-31	$39.33	$47.06
2 Line Daily	4-14	$42.04	$51.33
	1-3	$43.32	$52.83
Option C	15-31	$30.17	$35.87
8 Line Daily	4-14	$32.79	$39.73
	1-3	$33.76	$40.88

LEGAL NOTICES and FICTITIOUS NAME NOTICES

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 apply for each notarized affidavit furnished. (Reference 1976 Florida Statutes, chapter 50 paragraph 50.041-3). Notarized affidavits will be mailed to the advertiser.

FORECLOSURE NOTICES: Includes Notice of Action and Notice of Sale . . . **$125** for any legal of 40 col. inches or less. Any Notice over 40 col. inches will be billed at the per-column inch rate of $26.08 daily, $31.67 Sunday.

NON-COURT RELATED: PER LINE RATE: $2.17 per line for daily, $2.40 per line Sunday, PER INCH RATE: $26.08 daily, $31.67 Sunday.

PROBATE NOTICES: Includes Notice to Creditors, Notice of Trust/Admin. **$100** flat fee not to exceed 12˝.

FAMILY LAW NOTICES: $154 for Custody and Adoption and **$104** for Dissolution of Marriage, not to exceed 10˝.

FICTITIOUS NAME: LINE RATE: **$26.08** daily, **$31.67** Sunday.

WORSHIP DIRECTORY:
Publishes every Saturday in the Local section.
Per line (3 line minimum) Free Bold. $2.24 per line

NON-PROFIT/CHARITY RATE:

	Daily	Sunday/Holiday/Power Days
Per line, per day	$4.07	$4.47

CLASSIFIED LINE AD EXTRAS
Personalize your classified ads with an in-column logo. $25 initial setup fee plus 5 to 7 lines space charge per insertion.

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 $10 you can bring attention to your real estate listing, car or boat with an in-column photo.

EMPLOYMENT – 6 Column Classified Format

NON-CONTRACT LINE RATES

Minimum size advertisement three 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/Power Days
15-31	$4.74	$ 5.30
10-14	$5.11	$ 5.74
4-9	$5.36	$ 6.00
2-3	$6.33	$ 7.06
1 day	$9.07	$10.13

EMPLOYMENT DAILY IN-COLUMN CONTRACT RATES

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 quote are per line, per consecutive day. Three month contract minimum.

	Consecutive Days	Daily	Sunday/Holiday/Power Days
Option A	15-31	$3.79	$4.65
2 Lines Daily	4-14	$4.09	$5.03
	1-3	$4.16	$5.16
Option C	15-31	$2.91	$3.54
8 Lines Daily	4-14	$3.17	$3.88
	1-3	$3.24	$3.99

EMPLOYMENT DISPLAY DAILY CONTRACT RATES

All rates quoted are per inch, per consecutive day.

	Consecutive Days	Daily	Sunday/Holiday/Power Days
Option A	15-31	$45.53	$55.79
2 Line Daily	4-14	$49.02	$60.28
	1-3	$49.94	$61.96
Option C	15-31	$34.88	$42.49
8 Line Daily	4-14	$38.01	$46.61
	1-3	$38.92	$47.92

NATIONAL RATES – 15 % Agency Commissionable

6 Column Classified Format

	Daily	Sunday/Holiday/Power Days
Per line	$11.99	$13.99
Per column inch	$59.99	$66.99

HOLIDAYS & POWER DAYS

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
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
Classified Inside Sales Manager	Flo Konesko fkonesko@bradenton.com 941-748-0411 x7085	**Display Advertising Manager**	Tim Collum tcollum@bradenton.com 941-748-0411 x7022

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.