Be a part of Manatee County’s most complete and comprehensive Service Repair Directory. Readers look forward to the puzzles, local news pieces, service needs, helpful tidbits and great savings from local advertisers.

Weekly ads featured in the Bradenton Herald and Bradenton.com

Manatee County’s #1 Source for News & Information. Reach 191,046 newspaper readers in Manatee County.

Increase your penetration to 50% in the most desirable zip codes throughout Manatee County. Opt-in, non-subscriber product featuring the latest fashion, beauty, and merchandise trends.

TESTIMONIAL FROM ADVERTISER

“We’ve been advertising with the Herald since 1971 and the directory has helped us to our USA success.”

– The Glasgows, all their staff and employees at USA Fence

DEADLINE: 5 PM EVERY MONDAY (8 days prior to publishing)

DON’T MISS OUT! CALL 941-745-7002
OPEN RATE
(4 ads per week)

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>4 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>$150.00</td>
</tr>
<tr>
<td>Double</td>
<td>$300.00</td>
</tr>
<tr>
<td>Triple</td>
<td>$450.00</td>
</tr>
<tr>
<td>Quadruple</td>
<td>$600.00</td>
</tr>
</tbody>
</table>

CONTRACT RATE
(4 ads per week)

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>8 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>$187.50</td>
</tr>
<tr>
<td>Double</td>
<td>$375.00</td>
</tr>
<tr>
<td>Triple</td>
<td>$562.50</td>
</tr>
<tr>
<td>Quadruple</td>
<td>$750.00</td>
</tr>
</tbody>
</table>

PREPAYMENT REQUIRED
One ad copy change per 4 weeks

SERVICE & REPAIR DIRECTORY ADVERTISING PACKAGES

C- CATEGORY
SAMPLE AD
SINGLE SIZE

C- CATEGORY
SAMPLE AD
DOUBLE SIZE

AD SIZE AND FREQUENCY

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Consecutive Months</th>
<th>Starting Date</th>
</tr>
</thead>
</table>

Advertiser/Business Name:
Address:
City: __________________________ State: __________________________ Zip: __________________________
Phone: __________________________ Fax: __________________________
Email: __________________________

Please check box if ok to renew until further notice.

☐ YES  ☐ NO

Please print name:

Authorized Signature: __________________________

Account #: __________________________
Date:________________________

Sales Rep Name & Number:

Sales Manager: __________________________

Date:________________________

If advertiser fails to publish the minimum amount of space as specified in this agreement, the advertiser agrees to pay an adjustment based on: a) a charge equal to the rate earned, based upon the Publisher’s current rate card or b) a charge equal to the unused space, whichever is less. Contracts which are not fulfilled will not self-renew.

No rebates will be issued.

This agreement applies to Run-of-paper (ROP) advertising. Recruitment and Online advertising will not be credited to fulfillment of this agreement. Please refer to the most recent rate card for specific rates and fulfillment guidelines.

Preprint advertising will be credited toward ROP advertising as follows: total preprint dollars divided by advertiser’s ROP daily or Sunday contract rate equals inches credited toward ROP contract fulfillment.

All rates are net cash with order except where credit has been approved by the Publisher. Accounts with established credit will receive a statement the first week of each month with charges for all advertising that ran in the previous month. Past due accounts may result in restriction on further advertising. Payment is due in full by the 20th of the month following the invoice date.

Should any tax be levied against newspaper advertising, said tax will be added to advertising rates.

The Publisher may require cash payment in advance of advertising at any time it deems the financial condition of the Advertiser is not satisfactory. The publisher may terminate this agreement at any time the Advertiser fails to pay for the advertising when due or otherwise violates this agreement.

All advertising under the terms of this contract must be for the Advertiser’s business exclusively. This contract is not assignable by the Advertiser to other parties.

Errors or omissions by the Publisher will not be considered grounds for cancellation of this contract. The publisher reserves the right to limit advertising due to mechanical or space limitations.

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 this agreement without penalty. A continuance of advertising after the new rates go into effect will constitute acceptance of them under all other terms of this contract. Termination of this contract, by the Advertiser, must be made in writing to the Bradenton Herald.

All other provisions of the current Bradenton Herald, Retail, Classified and National Advertising Rate Cards shall remain in full force and effect, except as specifically amended by this agreement.

The Advertiser and any agent or agency representing the Advertiser each agree to defend, indemnify and hold harmless the Bradenton Herald against any and all loss, liabilities or claims (including, without limitations, reasonable attorney’s fees and other costs associated with such loss, liabilities or claims) asserted or established against the Bradenton Herald as a result of an advertisement published at the request of the Advertiser, agent or agency or failure to publish any such advertisement (unless such failure is caused by the gross neglect of the Bradenton Herald) and against any amounts paid in settlement thereof. The liability of the Advertiser, agent or agency shall be joint and several.

The Bradenton Herald shall not be liable for failure to publish any advertisement, except for the refund of any amount prepaid for the publication of that advertisement. The Bradenton Herald shall not be held liable for errors in any advertisement published unless the errors are clearly marked by the Advertiser on proofs returned to the newspaper within deadline requirements. If the advertisement is not ordered in time to receive proofs or if proofs are not requested and returned to the Advertiser, the Bradenton Herald shall not be liable to any extent for errors. Except for this limited liability the Bradenton Herald disclaims all warranties, implied or expressed, including, without limitation, warranties of merchantability and fitness for purpose. The sole and exclusive remedy, at law or equity, for the newspaper’s liability for errors in any published advertisement, shall be limited to either republishing the advertisement or crediting the cost of that portion of the advertisement occupied by the error to the option of the Publisher. The Advertiser agrees that request for such republication or credit will be made within 30 days of the publications. In no event shall the Bradenton Herald be liable for incidental or consequential damages nor shall it be subject to injunctive relief.

The Bradenton Herald shall not be liable for failure to publish any advertisement, except for the refund of any amount prepaid for the publication of that advertisement. The Bradenton Herald shall not be held liable for errors in any advertisement published unless the errors are clearly marked by the Advertiser on proofs returned to the newspaper within deadline requirements. If the advertisement is not ordered in time to receive proofs or if proofs are not requested and returned to the Advertiser, the Bradenton Herald shall not be liable to any extent for errors. Except for this limited liability the Bradenton Herald disclaims all warranties, implied or expressed, including, without limitation, warranties of merchantability and fitness for purpose. The sole and exclusive remedy, at law or equity, for the newspaper’s liability for errors in any published advertisement, shall be limited to either republishing the advertisement or crediting the cost of that portion of the advertisement occupied by the error to the option of the Publisher. The Advertiser agrees that request for such republication or credit will be made within 30 days of the publications. In no event shall the Bradenton Herald be liable for incidental or consequential damages nor shall it be subject to injunctive relief.

The Advertiser agrees that by placing advertisement in the Bradenton Herald, the advertiser licenses 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 in 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’s publication 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 at its own expense to enforce its copyright interests in the advertisement.

If, because of war, fire, floods, or other acts of God, labor strikes, shortage of material, action of any governmental agency, or other causes, beyond its control, either party to the Contract is unable to perform its agreements under this contract, this party shall be excused from its performance during the continuation of its inability.

The Advertiser is privileged to revise or reject any advertisement which it deems objectionable, either in its subject matter or phraseology, or which it considers opposed to public policy or the policy of the paper. All advertising is subject to the approval of the Publisher. The Publisher reserves the right to insert the word “Advertisement” above any advertisement at the Advertiser’s expense.