

## 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			SUNDAY, HOLIDAY & BONUS DAYS		
	1x	12x	24x	1x	12x	24x
<b>Single Sheet</b>	\$37.50	\$36.50	\$35.50	\$42.25	\$41.25	\$40.25
<b>4 tab</b>	\$54.50	\$50.50	\$48.50	\$59.25	\$55.25	\$53.25
<b>6 tab</b>	\$58.50	\$54.50	\$52.00	\$63.25	\$59.25	\$56.75
<b>4 std., 8 tab</b>	\$62.50	\$58.50	\$55.50	\$67.25	\$63.25	\$60.25
<b>6 std., 12 tab</b>	\$66.50	\$60.50	\$57.50	\$71.25	\$65.25	\$62.25
<b>8 std., 16 tab</b>	\$69.50	\$63.50	\$62.50	\$74.25	\$68.25	\$67.25
<b>10 std., 20 tab</b>	\$73.50	\$68.50	\$66.50	\$78.25	\$73.25	\$71.25
<b>12 std., 24 tab</b>	\$76.50	\$73.50	\$70.50	\$81.25	\$78.25	\$75.25

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, Martin Luther King Day, President's Day, Memorial Day, 4th of July, Labor Day, Columbus Day, Veteran's Day, Thanksgiving and Christmas; January 7, 14, 28; February 4, 11; August 12, 19, 26; September 9, 16; October 14, 21, 28; November 4, 18; December 24, 26.

## 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.

**TABLOID INSERT:** Overall paper size should be no larger than 11-3/8" x 12-1/2". Minimum size should be no smaller than 5" x 7-1/2" (folded size). Four-page tabloids must be quarter-folded.

**STANDARD BROADSHEET INSERT:** Overall size should be no larger than 11-3/8" x 12-1/2" (folded).

**SINGLE SHEET INSERTS:** Minimum 60-pound offset (12mm). Minimum size for all single sheet inserts: 5" x 7-1/2". Maximum size 11-3/8" x 12-1/2".

## 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

1. Skidded preprinted inserts must be stacked on solid-base, non-returnable skids or pallets.
2. All inserts must be in consistent turns, minimum of 50\*.
3. All inserts must be stacked in untied bundles.
4. Inserts should not be stacked beyond the limits of the skid.
5. A sheet of cardboard should be placed between layers.
6. Caution should be used to protect folded insert edges from damage.
7. Stacks should be no higher than 6 feet.

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

Delivery address:

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

Receiving Hours

**Monday through Friday 8am-4pm**

Skids must be clearly marked for insertion into the Bradenton Herald. Insert quantities should be for one run only. Multiple insertions for same pre-print must be separated and shipped accordingly.

## ZONING

Preprints are delivered by individual zip codes and zip clusters. Please contact 941-748-0411, x7042 for up-to-date zip code distribution and quantity needs. Manatee County is a seasonal market.

## MANATEE COUNTY AREA

### POPULATION

<b>2007</b>	<b>317,306</b>
<b>2012 Projected</b>	<b>354,361</b>

### GROWTH

<b>2000-2007</b>	<b>20%</b>
<b>1990-2000</b>	<b>25%</b>

### 2007 Median Age

**43**

### Average Household Income

**\$62,104**

### Average Household Net Worth

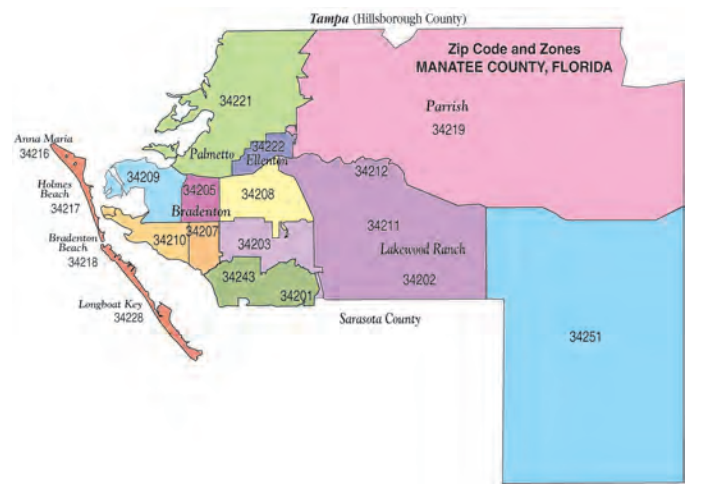
**\$328,699**

### Aggregate Household

### Effective Buying Income

**\$6.1 BILLION**

SOURCE: CLARITAS 2007



**PERSONNEL**

**Publisher**

Robert Turner  
rturner@bradenton.com  
941-748-0411 x7500

**Vice President of Advertising**

Erin Humphreys  
ehumphreys@bradenton.com  
941-748-0411 x7099

**National/Major Accounts Manager**

John Talley  
jtalley@bradenton.com  
941-748-0411 x7042

**ADVERTISING POLICIES, COMMISSIONS  
AND TERMS OF PAYMENT**

National rates are 15% commissionable to recognized agencies. Advertisers who have a permanent location within the state of Florida outside of Hillsborough, Pinellas, Manatee, Sarasota & Charlotte counties qualify for the state rate.

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 their 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.

**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.

**ENAMEL WEPRINT AND HERALD NOTE RATES**

**SINGLE SHEET ENAMEL WE-PRINTS**

8-3/8" x 10-7/8" Bleed or 8-1/2" x 11" non-bleed finished size/printed full color, 2 sides, and inserted into the Bradenton Herald.

	70# coated #3	80# coated #3 or 7 pt hi-bulk†
30M - 49,999*	\$85.00/M	\$88.00/M
50M - 99,999*	\$65.00/M	\$68.00/M
100M - 499M*	\$56.00/M	\$61.00/M

\*add 10% if not inserting all on same day.

†Add 10% for 9 pt hi-bulk

**JUMBO HOT SHEETS**

10" X 11.5" finished size, printed full color both sides, bleed or non bleed on choice of 70# coated enamel #3 or 7ply hi-bulk (non gloss) Price includes insertion into the Bradenton Herald.

30M - 49M*	\$91.00/M	50M-99M*	\$73.00/M
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\*add 10% if not inserting all on same day.

**4 PAGE ENAMEL WE-PRINTS**

11" x 17" folded and trimmed to 8-3/8" x 10-7/8" finished size. Full color all pages, bleed or non bleed, and inserted into the Bradenton Herald.

	60# coated #3	70# coated #3
30M - 49,999*	\$106.00/M	\$111.00/M
50M - 99,999*	\$98.00/M	\$103.00/M
100M - 499M*	\$82.00/M	\$88.00/M

\*add 10% if not inserting all on same day

**HERALD NOTES - FRONT PAGE ADVERTISING**

NOTES are highly visible, easy to remove, colorful advertisements on the front page of the Bradenton Herald. One note advertiser per paper per day, guaranteeing exclusivity. Size is 3 inches x 3 inches. Cost per thousand.

Quantity	1 color	2 color	3 color	4 color	Process
25,000	\$89.00	\$105.00	\$112.00	\$119.00	\$207.00
50,000*	\$61.00	\$71.00	\$74.00	\$78.00	\$153.00
100,000*	\$53.00	\$61.00	\$60.00	\$77.00	\$103.00
200,000*	\$47.00	\$51.00	\$56.00	\$64.00	\$78.00
300,000*	\$44.00	\$47.00	\$51.00	\$58.00	\$69.00

(Plate change charges would apply if not all same copy.)

Minimum print & distribution 25,000. Add \$5.00/M for recruitment and Political advertising. One paper color per pad and order. Call your Marketing Consultant for standard paper colors and ink.

**MAGNETIC NOTES AVAILABLE.** Call 941-745-7042 for pricing.