

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 RATES

	1x	12x	24x	36x	48x	72x	100x
Single Sheet	\$31.50	\$30.50	\$29.50	\$28.50	\$27.50	\$26.50	\$25.50
4 tab	\$45.50	\$42.50	\$40.50	\$39.50	\$38.50	\$37.50	\$36.50
6 tab	\$49.50	\$45.50	\$43.50	\$42.50	\$41.50	\$40.00	\$38.00
4 std., 8 tab	\$52.50	\$48.50	\$46.50	\$45.50	\$44.50	\$42.50	\$39.50
6 std., 12 tab	\$55.50	\$50.50	\$48.50	\$47.50	\$46.50	\$45.50	\$42.50
8 std., 16 tab	\$58.50	\$53.50	\$52.50	\$51.50	\$50.50	\$48.50	\$45.50
10 std., 20 tab	\$61.50	\$57.50	\$55.50	\$53.50	\$51.50	\$49.50	\$46.50
12 std., 24 tab	\$64.50	\$61.50	\$59.50	\$57.50	\$52.50	\$50.50	\$47.50

SUNDAY/HOLIDAY/ BONUS DAY RATES

	1x	12x	24x	36x	48x	72x	100x
Single Sheet	\$34.75	\$33.75	\$32.75	\$31.75	\$30.75	\$29.75	\$28.75
4 tab	\$48.75	\$45.75	\$43.75	\$42.75	\$41.75	\$40.75	\$39.75
6 tab	\$52.25	\$48.75	\$46.75	\$45.75	\$44.75	\$43.25	\$41.25
4 std., 8 tab	\$55.75	\$51.75	\$49.75	\$48.75	\$47.75	\$45.75	\$42.75
6 std., 12 tab	\$58.75	\$53.75	\$51.75	\$50.75	\$49.75	\$48.75	\$45.75
8 std., 16 tab	\$61.75	\$56.75	\$55.75	\$54.75	\$53.75	\$51.75	\$48.75
10 std., 20 tab	\$64.75	\$60.75	\$58.75	\$56.75	\$54.75	\$52.75	\$49.75
12 std., 24 tab	\$67.75	\$64.75	\$62.75	\$60.75	\$55.75	\$53.75	\$50.75

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; Bonus days include: January 7, 14, 28; February 4, 11; August 12, 19, 26; September 9, 16; October 14, 21, 28; November 4, 18; December 24, 26.

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 and marked as noted below.

Skidded Preprinted Inserts

- Skidded inserts must be stacked on solid-base, non-returnable skids or pallets, marked as noted below, and should not be stacked beyond the limit of the skid.
- All inserts must be stacked in untied bundles and stacks should be no higher than 6 feet.
- All inserts must be in consistent turns. Turns should be at largest number possible with a minimum of 50 pieces.
- A sheet of cardboard should be placed between layers.
- Caution should be used to protect folded insert edges from damage.
- 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.
- All Bills of Lading must be clearly defined (BRADENTON HERALD in large bold type, Number of skids, Product Name)
Delivery address:

The Bradenton Herald
c/o Sarasota Herald-Tribune
1800 University Pkwy
Sarasota, FL 34243
Monday through Friday 8am-4pm

Receiving Hours

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).

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 (12mm). Minimum size for all single sheet inserts: 5" x 7.5". Maximum size 11-3/8" x 12.5".

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

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.

SINGLE SHEET WE-PRINT AND DELIVER

Base price includes...

- 8-1/2 X 11 non bleed
- White 60# offset
- Printed one side/one color ink (Black, Standard red, or blue)
- Insertion into the Bradenton Herald Tuesday through Saturday
- Minimum Order for print and insert: 10,000
- 10% zone charge applies if inserting less than ordered and/or less than full run over multiple days (full run equals entire home delivery and single copy distribution)

Quantity CPM

10M	\$51.00
15M	\$48.00
20M	\$46.75
40M	\$42.50
50M	\$41.00
75M	\$35.00
100M	\$28.00

Add \$2.00/M

For each print option listed below

• Colored 60lb offset*
• Back printing one color
• 2nd color on side 1
• 2nd color on side 2
• Special PMS color
• Sunday Distribution

*Canary, goldenrod, blue or green

FREQUENCY DISCOUNTS

based on annual commitment of printing and inserting a minimum of six single print & insert orders.

6x: 10% discount • 13x: 15% discount • 14x or more: 20% discount

DEADLINE

New copy: 16 business days; Camera Ready: 10 business days

SINGLE SHEET COATED ENAMEL WEPRINTS

Base price includes...

- Printed process color front and back (same rate for single side printing)
- 70lb coated enamel #3
- Insertion into the Bradenton Herald Tuesday through Sunday
- Minimum print and insert: 10M
- 10% zone charge applies if inserting less than ordered and/or less than full run over multiple days (full run equals entire home delivery and single copy distribution)

	Standard Size 8.5" x 11.5" no bleed 8-3/8" x 10-7/8" bleed	Jumbo Size Hot Sheet 10" x 11.5" no bleed 9.5" x 10-7/8" bleed
10M	\$90.00/M	\$99.00/M
15M	\$85.00/M	\$95.00/M
20M	\$80.00/M	\$90.00/M
30M	\$75.00/M	\$71.00/M
50M	\$55.00/M	\$61.00/M
75M	\$50.00/M	\$57.00/M
100M	\$45.00/M	\$53.00/M

PRINT OPTIONS

• ADD \$2.00/M for 80lb coated enamel #3 (not available for jumbo size hot sheet)

FREQUENCY DISCOUNTS

based on annual commitment of printing and inserting a minimum of six single print & insert orders.

6x: 10% discount • 13x: 15% discount • 14x or more: 20% discount

DEADLINE

New copy: 16 business days; Camera Ready: 10 business days

COLOR COMICS, SPADEAS, FLYSHEETS & GATEFOLDS

Deadline is 6 weeks prior to publication date for space reservation, copy and cancellation. The advertiser assumes actual cost of producing the ad in addition to the cost of the space.

PRODUCT	BASE RATE
Spadea	\$43.50 cpm*
Flysheet	\$43.50 cpm*
Gatefold	\$31.50 cpm

*cpm= cost per thousand



FREQUENCY DISCOUNTS

based on annual commitment as follows:

6x: 10% discount 13x: 20% discount
26x: 30% discount 52x: 40% discount

Camera Ready Production Material Shipped To:
Vertis, Inc., 3271 Hamilton Blvd. S.E. Atlanta, Georgia 30354

PREPRINT ZONE MAP

POPULATION

2007	317,306
2012 Projected	354,361

GROWTH

2000-2007	20 %
1990-2000	25 %

2007 Median Age

43

Average HH Income

\$62,104

Average HH Net Worth

\$328,699

Aggregate HH

Effective Buying Income

\$6.1 Billion



SOURCE: CLARITAS 2008

THE BRADENTON HERALD DELIVERS MANATEE COUNTY BEST!