



P.O. Box 1719, Sarasota, Florida 34230



Sarasota Herald-Tribune

1741 Main Street, Sarasota, FL 34236
941-361-4000 Advertising

National Advertising

1741 Main Street, Sarasota, FL 34236
941-361-4203

Herald-Tribune Direct

1741 Main Street, Sarasota, FL 34236
941-361-4000

HeraldTribune.com

1741 Main Street, Sarasota, FL 34236
941-361-4000

SNN News 6

1741 Main Street, Sarasota, FL 34236
941-361-4222 Advertising

Charlotte Herald-Tribune

1617 Tamiami Trail, Port Charlotte, FL 33948
941-627-7524 Advertising

Englewood Herald-Tribune

941-473-5774 Advertising

Manatee Herald-Tribune (Downtown)

905 6th Avenue W., Bradenton, FL 34205
941-742-6130 Advertising

Manatee Herald-Tribune (Mid-county)

2025 Lakewood Ranch Blvd., Bradenton, FL 34211
941-745-7808 Advertising

North Port Herald-Tribune

941-423-1075 Advertising

Venice Herald-Tribune

300 Tamiami Trail S., Venice, FL 34285
941-486-3030 Advertising

To Place Classified Advertising:

941-953-5555
Toll free 866-700-1515
www.heraldtribune.com/classifieds

Reach nearly 400,000 adults each week with Herald-Tribune Media!

:: Herald-Tribune Media Group is the primary source of news and information in Sarasota, Manatee and Charlotte counties.

With more than 800,000 people, Sarasota/Manatee/Charlotte is Florida's fifth largest market, and 1,500 new people pour in each month. Baby boom retirees have begun to arrive, but most growth comes from people with salaries, not nest eggs.

Sarasota/Manatee/Charlotte is the nation's oldest market, but its newcomers are younger – and richer. In the last five years, the market added 10 times as many people under age 35 as over age 65. Household incomes of \$100,000 or more grew six times faster than the national average.

The way to reach this dynamic, lucrative market is with the media of the Herald-Tribune Media Group – the Herald-Tribune, our daily newspaper; SNN News 6, our 24/7 cable news station; HeraldTribune.com, our Internet site; and Herald-Tribune Direct, our direct mail division.

The Herald-Tribune is Florida's eighth largest newspaper. Its six daily editions each focus on a specific community: Sarasota, Manatee, Venice, North Port, Englewood and Charlotte. Its circulation of 107,521 daily and 123,856 Sunday is more than all other newspapers in Sarasota/Manatee/Charlotte combined.

Herald-Tribune media reaches nearly three out of five adults between Tampa Bay and Charlotte Harbor.

In Sarasota and Charlotte counties, more people tune to SNN News 6 for local news than to any local broadcast station.

HeraldTribune.com attracts more than 600,000 unique visitors a month, and generates more than five million page views, making it the market's largest media Internet site.

Backed by a comprehensive household database updated monthly, Herald-Tribune Direct delivers the most reliable targeted mail campaigns in the market.

In print, on air, on the Web or in the mail, the Herald-Tribune Media Group lets you own one of the finest markets in Florida.

Sources: Demographics USA, County Edition, 2006; Scarborough Research 2006; Audit Bureau of Circulations, 2006; Omniture, 2007.



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1 :: PERSONNEL

Publisher

Diane H. McFarlin
941-361-4571

Vice President Sales & Marketing

Robb R. Olsen
941-361-4701

Director of Advertising

Shari Brickley
941-361-4001

Classified Advertising Manager

Frank Leto
941-361-4141

Real Estate Advertising Manager

Anita Martin
941-361-4151

Automotive Advertising Manager

Tracey Heindel
941-361-4142

National Advertising

Holly Ronnick
941-361-4203

Director of Online Operations & Strategy

Conan Gallaty
941-361-4255

Online Sales Manager

James Holmes
941-361-4250

Manatee Senior Bureau Advertising Manager

Mike DeMaio
941-745-7808

Charlotte/Englewood/ North Port/Venice Advertising Manager

Ira Paul
941-486-3035

Marketing/Community Partnerships Manager

Jenifer Tamman
941-361-4550

Research Manager

Stuart Smith
941-361-4549

Direct Marketing Manager

Michael J. Ponce
941-361-4241

SNN News 6 Advertising Manager

Sandra Wall
941-361-4220

Expos Marketing Manager

Bill Garst
941-361-4552

2 :: REPRESENTATIVES

For rates and information regarding National Advertising call (941) 361-4203.

3 :: COMMISSION & TERMS OF PAYMENT

Local ROP and Classified rates are noncommissionable.

To be considered a local retailer, advertiser must have permanent retail outlet(s) in the eight-county marketplace of Sarasota, Manatee, Charlotte, DeSoto, Lee, Pasco, Pinellas or Hillsborough counties; and advertised merchandise must be available at those local outlets. Retailers who sell directly to the public and have permanent retail outlet(s) within the state of Florida, but outside the above eight-county area will earn the State rates listed in the prevailing General Rate Card.

National rates are commissionable to recognized advertising agencies. See General Rate Card.

All rates are net cash with order unless credit has been approved by the Publisher. Where credit has been extended, invoices are payable by terms stipulated on the invoice statement. Publisher will invoice advertiser on a monthly or cash basis depending on financial condition and known credit data. Accounts more than 30 days past due shall bear interest at the rate of 1.5% per month (18% per annum).

All rates on this card will be subject to the addition of any local, state or federal tax, if imposed.

Claims for errors in billing must be made within 30 days of invoice; otherwise, such claims will not be considered.

4 :: RATE POLICY

Any advertising rate adjustment will be affected by giving 30 days written notice to contract advertisers. Upon notice, the advertiser has the option to accept the rate adjustment or terminate the contract without penalty.

If an advertiser fails to meet a contracted advertising level, the difference between the earned rate and the contracted rate will be billed at the adjusted amount.

5A :: 2007 - 2008 CLASSIFIED RATES

Open Rate

Display ads are charged the one day Daily or Sunday rates, at 12 lines per classified inch. Frequency discounts may apply. The following rates apply to non-employment classifications:

Consecutive Days	Per Day	10 Col.	6 Col.
1 (Sunday)	\$14.00	\$168	\$206
1-2	10.50	126	168
3-6	7.00		
7-13	5.60		
14-29	4.90		
30	4.20		

Open Employment Rate

Line ad rates are per line per day. Four line minimum. Display ads are charged the one day Daily or Sunday rates, at 12 lines per classified inch. Frequency discounts may apply.

Consecutive Days	Per Line Per Day	Display	
		10 Col.	6 Col.
1 (Sunday)	\$15.00	\$180	\$240
1-2	11.25	135	180
3-6	7.50		
7-13	6.00		
14-29	5.25		
30	4.50		

Monster works with heraldtribune.monster.com
For more information on available advertising packages, contact your marketing consultant.

Annual Full Run Classified Investment Levels

	Classified Sunday		Classified Daily		Rop Sunday	Rop Daily	Employment	Employment	Employment
	per line	per inch	per line	per inch	per inch	per inch	per line	Display 10 col	Display 6 col
Open	\$14.00	\$168.00	\$10.50	\$126.00	\$206.75	\$172.25	\$15.00	\$180.00	\$240.00
\$5,000 - \$14,999	7.50	90.00	6.25	75.00	119.95	99.95	9.50	114.00	152.00
\$15,000 - \$49,999	7.25	87.00	6.00	72.00	113.95	94.95	9.25	111.00	148.00
\$50,000 - \$99,999	7.00	84.00	5.75	69.00	108.05	90.05	9.00	108.00	144.00
\$100,000 - \$199,999	6.75	81.00	5.50	66.00	103.00	85.99	8.75	105.00	140.00
\$200,000 - \$299,999	6.50	78.00	5.25	63.00	99.15	82.25	8.50	102.00	136.00
\$300,000 - \$399,999	5.95	71.40	4.95	59.40	95.25	78.95	7.95	95.40	127.20
\$400,000 - \$499,999	5.65	67.80	4.65	55.80	91.15	74.65	7.65	91.80	122.40
\$500,000 - \$599,999	5.35	64.20	4.35	52.20	86.99	71.99	7.35	88.20	117.60
\$600,000 - \$699,999	5.20	62.40	4.20	50.40	81.25	67.71	7.20	86.40	115.20
\$700,000 - \$799,999	5.05	60.60	4.05	48.60	78.41	64.89	7.05	84.60	112.80

Rates for investments of \$800,000 & above are available upon request.

Special Black & White ROP Display Packages

	3% Discount 1/4 page	Sunday 4% Discount 1/2 page	5% Discount Full Page	6% Discount Doubletruck	3% Discount 1/4 page	Daily 4% Discount 1/2 page	5% Discount Full Page	6% Discount Doubletruck
\$5,000 - \$14,999	\$3,665.07	\$7,254.58	-	-	\$3,053.97	\$6,044.98	-	-
\$15,000 - \$49,999	3,481.74	6,891.70	\$13,639.82	\$29,241.85	2,901.20	5,742.58	\$11,365.52	\$24,366.07
\$50,000 - \$99,999	3,301.47	6,534.86	12,933.59	27,727.79	2,751.48	5,446.22	10,778.99	23,108.63
\$100,000 - \$199,999	3,147.17	6,229.44	12,329.10	26,431.86	2,627.42	5,200.68	10,293.00	22,066.75
\$200,000 - \$299,999	3,029.53	5,996.59	11,868.26	25,443.87	2,513.15	4,974.48	9,845.33	21,107.00
\$300,000 - \$399,999	2,910.36	5,760.72	11,401.43	24,443.06	2,412.32	4,774.90	9,450.32	20,260.15
\$400,000 - \$499,999	2,785.09	5,512.75	10,910.66	23,390.91	2,280.93	4,514.83	8,935.61	19,156.68
\$500,000 - \$599,999	2,657.98	5,261.16	10,412.70	22,323.37	2,199.65	4,353.96	8,617.20	18,474.07
\$600,000 - \$699,999	2,482.59	4,914.00	9,725.63	20,850.38	2,068.88	4,095.10	8,104.89	17,375.74
\$700,000 - \$799,999	2,395.82	4,742.24	9,385.68	20,121.57	1,982.71	3,924.55	7,767.33	16,652.07

The Shopping Channel

Shopping is an online directory and local consumer portal containing a searchable and categorized database for products featured in Herald-Tribune print display ads. This vertical increases the value of your print investment by messaging new customers and attracting them to your door (included in the cost of your print ad). Your ad will be online for 7 days. Shopping is extensively promoted within all Herald-Tribune Media.



Pick-Up Discounts

An advertiser who repeats a display advertisement up to 6 days in a 7-day period with no size or copy changes will receive the following discounts from the applicable rate:

1 Pickup Ad	25% Discount
2 Pickup Ads	35% Discount
3-6 Pickup Ads	45% Discount

Run 2 ads in a 7 day period, one ad will be full price and one ad will bill at 25% off. Run 3 ads, one ad will bill at full price and 2 ads will bill at 35% off. Run 4-7 ads, one ad will bill at full price and all others will bill at 45% off. Pickup discounts apply to space only. One ad in schedule must bill at full rate. If a Sunday ad is in the schedule it will bill at full price, otherwise the first run date will bill at full price.

To qualify for a frequency discount, all ads must be ordered at the same time. Discount not available in conjunction with any other discounts except the Special Black & White ROP Display Packages seen on page 4. Must be run in same zones.

At Your Service Home & Professional Guide

Based on 3 line ad for 30 days.

Open	\$250.20
6 Month contract	225.00
12 Month contract	198.90

Must run on thirty day consecutive order to receive Home & Professional Service Rate. Less than 30 days, refer to "Open Rates."

National Classified/Recruitment/Commissionable

4 line minimum.

	Daily	Sunday
Display, per inch, 10 Column	\$155.29	\$197.65
Classified in-column, per line	12.94	16.47
Per 6-column inch	200.00	241.18

The classified national rate applies to advertising agencies, Web site advertising and all advertisers outside the state of Florida. These rates are commissionable to recognized advertising agencies. National classified display ads are billed at 12 lines per classified column inch. All non-contract advertising publishing 900 phone numbers (pay per call) will be charged national rates.

Legal Advertising

Legal advertising rates apply to all advertising required by state or local statute. Sarasota County legals run in all editions. Manatee County legals run only in the Manatee Herald-Tribune. Charlotte County legals run in the Charlotte and Englewood Herald-Tribune only. Venice legals run in the Venice and North Port Herald-Tribune.

Daily & Sunday		Per Line	Per Col. Inch
Full Run ROP	6 Column	\$2.30	\$46.00
Full Run Classified	10 Column	2.30	27.60
Manatee County	6 Column	1.17	23.40
Charlotte County	6 Column	0.63	12.60
Venice/North Port	6 Column	1.64	32.80

Nonprofit Rate

Consecutive Days	Sun	1-2	3-6	7-13	14-29	30 days
Per line per day	\$6.30	\$5.25	\$4.50	\$4.20	\$3.68	\$3.60

Nonprofit Display Rate

	Daily	Sunday
Classified	\$52.20	\$64.20
Display	71.99	86.99

To qualify for nonprofit rates, an organization must have approved credit and documentation of 501(c)3 status on file.

Holiday Rates

Sunday rates and added home delivery distribution apply for the following holidays: New Year's Day, Memorial Day, Fourth of July, Labor Day, Thanksgiving Day, and Christmas Day.

Poly Delivery Bags

Promote your message on the newspaper delivery bag. Available any day; however, the image area varies with day of week. 100,000 minimum. Deadline is 8 weeks prior to publication. Call your marketing consultant for a quote.

TAB-ON™ Advertising

Have you ever wanted your ad to run on the front page of the newspaper? With TAB-ON™ you get a high-impact, low-cost method of reaching customers. Available in a variety of colors and sizes, TAB-ON™ will highlight your sales event or professional service. Available seven days a week, minimum application of 25,000. Ask your marketing consultant for more details and production specifications.

5B :: 2007 - 2008 PREPRINT RATES

Preprint Insert

Std Pages	Tab Pages	Qtr Pages	Cost per thousand Frequency	
			1x	12x
2	4	8	\$82	\$71
4	8	16	\$106	\$94
6	12	24	\$121	\$106
8	16	32	\$153	\$130

Single Sheet 8.5" X 11" \$63

Over 8 standard pages, please ask your marketing consultant for a quote.

Preprint Requirements and Deadlines

Quarterfolds are inserts measuring less than 61 sq. inches; tabloids are inserts measuring 61 to 122 sq. inches; standards are inserts measuring more than 122 sq. inches. Outside wraps less than 40 square inches are billed an extra \$2 per thousand. Preprint investments apply toward fulfillment of ROP contract.

Minimum quantity per order is 10,000. Preprint distribution available on full run, zone or zip code basis.

Rate quotes are estimates only until actual size and page counts can be verified by the publisher. Preprints are billed to the actual number, rounded to the nearest tenth.

Deadlines: Order must be received and material must be delivered seven business days in advance of publication.

Quantity: Circulation of the Herald-Tribune varies seasonally. Please contact your marketing consultant for quantities needed for specific publication dates.

Preprinted material must be neatly packed on standard pallets or in cartons in turns of no less than two inches and must be suitable for use in mechanical inserting equipment. Pallet loads must not exceed 2,000 lbs. per pallet. Single sheet preprints must be printed on 70 lb. paper. Four-page tabloids must be printed on paper no lighter than 45 lb. newsprint.

Maximum size accepted is 10.5" x 11.75" x 64 pages. Minimum size accepted is 8" x 10" x 1 page. Minimum thickness accepted is .007".

Ship Preprints to: Herald-Tribune
1800 University Pkwy, Sarasota, FL 34243
941-358-4011

Shipments are accepted at our loading dock 8 a.m. to 4 p.m. Monday through Friday. Closed Saturdays, Sundays and holidays.

Bill of Lading: The bill of lading must indicate the following information: the total print order, the number of parts per skid, the total number of skids + the version marker (if applicable), the name of the publication and the publication date.

6 :: COLOR RATES

Full Run Color Rates

Monday, Tuesday, Wednesday, Thursday:

	1/Black	2/Black	3/Black
Up to 1 page			
Standard	\$719	\$921	\$1,117
Tabloid	448	570	785

Double Truck or Companion Pages

	1/Black	2/Black	3/Black
Standard	\$1,083	\$1,374	\$1,677
Tabloid	678	899	1,259

Full Run Color Rates

Friday, Saturday, Sunday:

	1/Black	2/Black	3/Black
Up to 1 page			
Standard	\$790	\$1,012	\$1,228
Tabloid	493	626	863

Double Truck or Companion Pages

	1/Black	2/Black	3/Black
Standard	\$1,191	\$1,511	\$1,844
Tabloid	745	989	1,384

Due to high demand for color, availability is limited and subject to press capacity. For additional combinations of zones, add together corresponding zone rates.

All standard colors and blends shown in the Newspaper Association of America (NAA), Ad-Litho Guide, Ad Pro, Ad/Flex ROP Newspaper Color Ink Book, Vol. 8, are available. Other colors subject to additional charges. No minimum size for color ads. See "Mechanical Measurements" for color printing specifications.

7 :: SPECIAL SERVICES

Sales tax will apply on all special service charges, if imposed.

Blind Box Rental Charge

30 day time period - Mailed	\$50
30 day time period - Pickup	\$35

The following copy must appear in the ad:

Reply to Box XXX, P.O. Box 1719, Sarasota, FL 34230

In-Column Logo

Charge for digitizing logo	\$100
Charge for space used thereafter (minimum 5 lines)	

Electronic Tearsheets

Advertisers may request that an electronic tearsheet of each display advertisement be emailed without charge as part of the monthly billing. Tearsheets are not provided for classified in-column advertising.

Mechanical Make Ready

No charge for typesetting and/or composition in our newspapers.

8 :: SPECIAL DAYS / PAGES / FEATURES

Sunday	Click, Comics, Real Estate, Perspectives, Arts/Travel/Books, Parade Magazine
Monday	Business Weekly
Tuesday	Health+Fitness
Wednesday	H-T Sarasota South, Food & Wine
Thursday	H-T East Manatee, H-T North Manatee, H-T Lakewood Ranch, Ticket
Saturday	Home & Real Estate

9 :: ROP DEPTH REQUIREMENTS

Any ROP ad which exceeds 18 inches in depth will be built and billed for the entire column depth of 21 inches.

The gutter on a double-truck is billed as a full column. Double-truck advertisements must be at least nine columns wide and contain at least 135 column inches of total space. Classified minimum, 15 columns wide or contain 220 column inches total space.

The gutter in the center spread of a tabloid section is charged as one full tabloid column.

10 :: CONTRACT & COPY REGULATIONS

General

The forwarding of an order or advertising copy by the advertiser or its agent to the Publisher for publication shall be considered an unqualified acceptance of all the rates, terms and conditions under which the advertising is at the time being sold by the Publisher. The Publisher shall have the right to correctly classify, edit or reject any advertisement.

Annual contracts are effective for 12 months from the first day of the month in which they are signed. Annual contracts will be automatically renewed at the original level. If a higher level is achieved during the contract period, renewal will be as per the current rate card at the highest contract level last earned.

Any advertiser who by reason of reaching a higher investment level than called for by the contract and who qualifies for a lower rate under the schedule in effect shall be entitled to the earned rate, not to exceed one rate level more than agreed upon in the contract. Publisher may, at its discretion, apply any earned refund to any outstanding balance of advertiser. Any advertiser failing to meet the level contracted for, herewith for the period specified, will pay the Herald-Tribune the difference between the rate granted and the rate that should have applied during the term of the agreement.

The advertiser and advertising agency are jointly and severally responsible for the content of all advertisements published at the request of it or its agent, and shall indemnify, defend and hold harmless the Publisher from any claim or lawsuit arising out of the advertisements.

The Publisher accepts no liability for its failure, for any cause, to insert an advertisement. The Publisher accepts no liability for an error in an advertisement for which it may be responsible, except for the cost of the space occupied by the error. In order to qualify for allowances, claims for errors must be made within thirty days from the date of invoice. Credit for errors is allowed only for the first insertion.

Advertising placed on a no proof basis, including advertising submitted after deadline, is published at the advertiser's risk. Copy in such ads cannot be changed. No allowances or make-goods will be given for ads submitted on a no proof basis.

Every effort will be made to afford an advertising position desired, however, under no circumstances is position guaranteed and advertising must be paid for regardless of position.

Advertising which simulates editorial or news material must be labeled prominently as ADVERTISEMENT in 10 point type over every two columns and may not be set in Herald-Tribune news text typefaces.

11 :: CLOSING TIMES / DEADLINES

Display Advertising*

Advertisement Appears	Space Deadline	Copy Due Show Proof	Copy Due No Proof & Electronic
Double Truck	24 hrs in advance of regular deadlines		
Process Color	24 hrs in advance of regular deadlines		
Monday	Fri 10 am	Thur noon	Fri noon
Tuesday	Fri noon	Thur noon	Fri noon
Wednesday	Mon noon	Fri noon	Mon noon
Thursday	Mon 4 pm	Mon noon	Tue noon
Ticket	Mon 4 pm	Mon noon	Tue noon
Friday	Tue 4 pm	Tue noon	Wed noon
Saturday	Thur 10 am	Wed noon	Thur noon
Sat. Home & Real Estate	Mon 5 pm	Mon noon	Tue noon
Sunday	Thur noon	Wed noon	Thur noon
Sun. Real Estate	Wed 4 pm	Tue noon	Wed noon
Arts/Travel/Books	Tue 4 pm	Tue noon	Wed noon
Business Weekly	Thur noon	Thur noon	Thur noon
Click	Fri noon	Wed noon	Thur noon
	9 days prior	11 days prior	10 days prior

Classified In-Column Line Ads*

Advertisement Appears	Line Ads	Deadline	Legal Ads
Monday		Sat noon	Fri noon
Tuesday		Mon 1:30 pm	Fri 4 pm
Wednesday		Tue 1:30 pm	Mon 4 pm
Thursday		Wed 1:30 pm	Tue 4 pm
Friday		Thur 1:30 pm	Wed 4 pm
Saturday Home & Real Estate		Thur 1:30 pm	
Saturday		Fri 1:30 pm	Thur 4 pm
Sunday Real Estate "Open House Guide"		Wed 2 pm	
Sunday Real Estate		Thur 2 pm	
Sunday		Fri 4 pm	Thur 4 pm

All faxed or prepared copy for Sunday Real Estate must be received by 5 p.m. on Wednesday. All faxed or prepared copy for Sunday must be received by 5 p.m. on Thursday.

Faxed copy should be sent to your marketing consultant or to 941-361-4199. Please include advertisers complete name, authorized purchasers name, address and business telephone number. All advertising real estate photos submitted must include address for graphic filing.

Other Deadlines*

Press Fed Inserts	Camera ready 30 days prior to publication
Comic Spadea	Camera ready 30 days prior to publication

*Holiday Deadlines will be advanced by one or more days.

12 :: MECHANICAL MEASUREMENTS

Columns	Classified	ROP	Tabloid
1	1.056"	1.819"	1.819"
2	2.222"	3.778"	3.778"
3	3.403"	5.736"	5.736"
4	4.583"	7.694"	7.694"
5	5.736"	9.653"	9.653"
6	6.931"	11.625"	
7	8.097"		
8	9.278"		
9	10.444"		
10	11.618"		
Double Truck	24"	24"	20.75"
Full Page Depth	20.75"	20.75"	11.25"

There is a 4 line minimum for in-column classified ads. Any display ad which exceeds 18 inches in depth will be built and billed for the entire column depth of 21 inches.

The gutter on a double-truck is billed as a full column. ROP double-truck advertisements must be at least nine columns wide and 15 inches deep. Classified minimum 15 columns inches wide, 15 inches deep.

The gutter in the center spread of a tabloid section is charged as one full tabloid column.

Real Estate Buyer's Guide

Size	Width	Depth
Full Page Bleed	8.75"	11.25"
Full Page	7.5"	9.84"
1/2 Page Horizontal	7.5"	4.84"
1/4 Page Square	3.65"	4.84"

Electronic Prepress

- Advertisements are accepted in digital Macintosh format.
- Ads must be submitted by ad deadline.
- Call your marketing consultant about electronic ad submission.
- For specific TAB-ON™ requirements, see your marketing consultant.

Equipment

Submit your digital ads on one of the following media:

3.5" Floppy Disk CD ROM
Zip Drive: 100M, 3.5" or 250M

Complete Ad Submission

- Complete ads are accepted in Adobe Acrobat PDF file format.
- All fonts must be embedded in the PDF.
- Process color ads must be CMYK. Photos and graphics must be converted to CMYK prior to embedding in the PDF. EMBEDDED RGB PHOTOS AND GRAPHICS ARE NOT ACCEPTABLE.
- Complete ads must be submitted with a composite proof.

Element Ad Submission

- Include the document from the page layout program and all linked photos and graphics.
- Collect screen AND printer font files. Logos and imported EPS art may contain fonts that might not be collected from within the page layout program.
- All page layout programs and artwork must be supported by our current software applications which are periodically updated.
InDesign CS - ver. 3.0 Adobe Illustrator CS - ver. 11.0
Adobe Photoshop CS - ver. 8.0 Acrobat - ver. 6.0
- Do not supply elements in compression programs like "Stuffit".
- Supply only elements for a specific publication date on media.
- Element ads must be submitted with a composite proof.
- Art requiring separation/scanning must be original prints, slides or transparencies. DO NOT SUBMIT PRESCREENED ART.
- All spot and/or PMS colors must be converted and saved for process CMYK output. (Note: "Process Separation" box must be checked on all custom colors).

Original Photo/Artwork Resolutions

- Resolution specifications are for art used at actual size (100%) in page layout program. Scaling art in layout programs affects output resolution. Example: 300 dpi image enlarged 400% within layout program actually has output resolution of 72 dpi.
- Do not select "Resample Image" when changing resolution under "Image Size" in Photoshop. Resampling does NOT increase the quality of the image.
- Non-glossy products are 180 dpi at 90 line output screen.
- Glossy products are 300 dpi at 133 line output screen.
- Line art resolution must be 1,000 dpi.
- Photos must be saved as EPS or TIFF, in GRAYSCALE or CMYK.

Photo Toning Specifications – Non-Glossy Products

- Allow for a 30% dot gain in the mid-tone regions.
- Maximum color saturation is 240%
- Printing Inks Setup in Photoshop must be set at "SWOP (Newsprint)". Found under "File: Preferences: Printing Inks Setup".

Photo Toning Specifications – Glossy Products

- Allow for a 20% dot gain in the midtone regions.
- Maximum color saturation is 280%
- Printing Inks Setup in Photoshop must be set at "SWOP (Coated)". Found under "File: Preferences: Printing Inks Setup".

13 :: COMICS

Comic Spadea Wrap, Comic Gatefold, Comic Press-fed Inserts

Rates based on cost per thousand. Circulation is full run only. Camera-Ready material required 30 days prior to publication date. Contact your marketing consultant for pricing information.

14 :: SPECIAL PRODUCTS

Real Estate Buyer's Guides

Published monthly and delivered to more than 100,000 homes and racks. 8.25" x 10.75" glossy booklet format. Available online at www.HeraldTribune.com.

Combination Rate - Both North & South Editions

	Open	6x	12x
Full Page	\$1,400	\$1,280	\$1,090
1/2 Page Horizontal	800	670	550
1/4 Page Square	400	320	260

North Edition - Sarasota, Manatee & East Manatee

	Open	6x	12x
Full Page	\$795	\$695	\$595
1/2 Page Horizontal	455	385	325
1/4 Page Square	255	215	185
Front Cover	895	—	—
Back Cover	895	795	695
Double-truck	1,485	1,285	1,085

South Edition -

Charlotte, North Port, Englewood, Venice & Punta Gorda

	Open	6x	12x
Full Page	\$795	\$695	\$595
1/2 Page Horizontal	455	385	325
1/4 Page Square	255	215	185
Front Cover	895	—	—
Back Cover	895	795	695
Double-truck	1,485	1,285	1,085

Inside front cover, page 3, opposite of contents, and inside back cover pages are considered premium positions and are charged an additional 15%. All rates include process color and your ad on www.HeraldTribune.com. Contact your marketing consultant for publication dates and deadlines, as well as premium position rates and availability.



14 :: SPECIAL PRODUCTS

Business Weekly

Published every Monday.
News content focuses on local business, real estate, stocks and technology.*

Health+Fitness

Published every Tuesday.
News content focuses on health, fitness and nutrition.*

Food & Wine

Published every Wednesday.
From dining out to eating in, content focuses on the Gulf Coast of Florida's culinary scene.*

Ticket

Published every Thursday.
Content focuses on entertainment, movies and dining.*

Click

Published every Sunday.
Content focuses on television and movies.*

*ROP rates apply. See "Mechanical Measurements" for five-column tabloid dimensions.



H-T Sarasota South

This standard section, focusing on community news, publishes every Wednesday in the south Sarasota area.**

H-T East Manatee, H-T North Manatee & H-T Lakewood Ranch

These standard sections, focusing on community news, publish every Thursday in eastern Manatee County, northern Manatee County and Lakewood Ranch.**

**Call your marketing consultant for rates and deadlines.



15 :: MAGAZINES

Gulf Coast Welcome

Gulf Coast Welcome is an annual guide to Sarasota, Manatee and Charlotte counties designed for newcomers and visitors. This glossy publication highlights culture, beaches, arts, shopping, recreation and things to do that attract visitors and residents to the area. Targeted distribution includes online, direct mail and locations throughout the community.



Style

Style is delivered to more than 40,000 homes in the finest neighborhoods in Sarasota, Manatee and Charlotte counties, as well as select retail shops and newsstands, reaching more than 80,000 readers. Style publishes on the first Sunday of each month. Style is also available online and is distributed at Herald-Tribune Media Group events throughout the year.



Style Home

Style Home focuses on home fashions, decorating trends, design and space planning, kitchens and baths, gardening and more. Published six times per year, Style Home is delivered to affluent neighborhoods and select retailers throughout Sarasota County, reaching more than 80,000 readers. Every issue is also available online.



Gulf Coast Healthy Living

A publication about fitness, nutrition and related activities for healthy bodies and minds, Gulf Coast Healthy Living gives readers the chance to learn about healthcare in our area and beyond. Publishing four times per year, each issue reaches an average of 230,000 readers in Sarasota, Manatee and Charlotte counties. Gulf Coast Healthy Living is also available online and is distributed at Herald-Tribune Media Group events throughout the year.



Style, Style Home and Gulf Coast Healthy Living

Investment counts toward retail contract fulfillment. For more information, contact your marketing consultant. Deadline is approximately four weeks prior to publication.

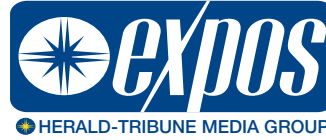
16 :: CUSTOM MEDIA & EXPOS

Custom Media

Custom Media is an individualized product with targeted high-quality content designed exclusively to showcase your organization's message. It is a marketing strategy that engages your present and future customers. Our Custom Media team is trained and experienced to do that for you! Call 941-361-4547 for more information.

Expos

Meet hundreds of potential customers face-to-face! Expos are a great way to showcase and sell your product or service and to develop sales leads. Expo themes vary throughout the year. Get updates at HeraldTribune.com/expos or call 941-361-4552.



September 2007

Style
Healthy Living
Weddings in Style
Prime Times
Real Estate Buyer's Guide
Driven (weekly)

October 2007

Style
Style Season
Style Home
Dining Plus
Physician Guide
Sun Coast WineFestival
Fall Career Expo
Pet Expo
Prime Times
Real Estate Buyer's Guide
Driven (weekly)

November 2007

Style
Venice Readers' Choice
Fall Home Expo
Prime Times
Real Estate Buyer's Guide
Season's Best Shopping
While You Were Away
Driven (weekly)

December 2007

Style
Style Home
Healthy Living
Welcome
Prime Times
Real Estate Buyer's Guide
Driven (weekly)

January 2008

Style
Marine Expo
Prime Times
Real Estate Buyer's Guide
Driven (weekly)

February 2008

Style
Style Home
Dining Plus
Parade of Homes
Spring Bridal Expo
Prime Times
Real Estate Buyer's Guide
Driven (weekly)

March 2008

Style
Healthy Living
Air Show
Prime Times
Real Estate Buyer's Guide
Driven (weekly)

April 2008

Style
Style Home
Golf & Leisure
Film Festival
Career Expo
Spring Home Expo
Prime Times
Real Estate Buyer's Guide
Driven (weekly)

May 2008

Style
Hurricane Guide
Graduation
Prime Times
Real Estate Buyer's Guide
Driven (weekly)

June 2008

Style
Style Home
Healthy Living
Prime Times
Real Estate Buyer's Guide
Driven (weekly)

July 2008

Style
Dining Plus
Summer Home Expo
Prime Times
Real Estate Buyer's Guide
Driven (weekly)

August 2008

Style
Style Home
Sarasota Readers' Choice
Prime Times
Real Estate Buyer's Guide
Driven (weekly)

September 2008

Style
Healthy Living
Weddings in Style
Prime Times
Real Estate Buyer's Guide
Driven (weekly)

October 2008

Style
Style Season
Style Home
Dining Plus
Physician Guide
Sun Coast WineFestival
Career Expo
Pet Expo
Prime Times
Real Estate Buyer's Guide
Driven (weekly)

November 2008

Style
Venice Readers' Choice
Fall Home Expo
Prime Times
Real Estate Buyer's Guide
Season's Best Shopping
Driven (weekly)

December 2008

Style
Style Home
Healthy Living
Welcome
Prime Times
Real Estate Buyer's Guide
Driven (weekly)

Schedule subject to change. For additional information on publication dates, space deadlines and upcoming opportunities, contact your Herald-Tribune Media Group marketing consultant.

17 :: OTHER MEDIA

HeraldTribune.com is the #1 Local Site for Reach, Response and Results

Reach more than 600,000 unique consumers each month through HeraldTribune.com. By connecting with more than twice as many consumers each month than any other local site, HeraldTribune.com is the largest Internet site in the market. HeraldTribune.com reaches active, upscale consumers who are affluent, well-educated professionals, families, and younger newcomers.

Response and attentive customer service is what you get from advertising on HeraldTribune.com. We will consult with your business about what's important to you, and then agree on all marketing expectations before deploying your campaign. Once we launch your advertising program, we can deliver weekly or monthly reports that show how well your creative message performs. Plus, by leveraging other Herald-Tribune media, you can cost-effectively lift the performance of your other Herald-Tribune media and SNN News 6 advertising investments.

Results are what you can expect from HeraldTribune.com, when coupled with a meaningful advertising message and overall program strategy. With every day being critical to grow your business and stay competitive, don't wait to visit HeraldTribune.com to learn new ways to assertively and cost-effectively reach an affluent, educated and exciting audience.

More than 5.1 million page views each month, seen by over 600,000 unique visitors*

*Source: Omniture, 12-month average ending June 2007



 **HeraldTribune.com**

It's as easy as 1, 2, 3! ✓

1

Choose your ad size(s)

Ad Sizes

Leaderboard (728 x 90 pixels)
This ad size not available on the Home Page



Example Ad Layout

Large Unit (336 x 280 pixels)

Wide Skyscraper (160 x 600 pixels)

2

Choose your section

- Home Page
- News
- Arts & Entertainment
- Community
- Business
- Sports
- Opinion
- ENTIRE SITE (ROS)
(including Home Page)

Impression

An ad viewed once.
1,000 impressions = 1,000 views

3

Choose your schedule

All ads are \$10 per 1,000 impressions

Recommended

- 500,000 impressions/month - larger corporation
- 200,000 impressions/month - growing company
- 100,000 impressions per month - small business

Special Instructions:

Run _____,000 impressions per month for

- 3 months
- 6 months
- 12 months

17 :: OTHER MEDIA

Let Herald-Tribune Direct Mail Marketing Help Your Business Grow

Here's a cost-effective way to target potential customers, retain current customers, and increase customer loyalty. Complement your display and print ads, online, and television messages with direct mail. Whatever your strategy, you can develop the right campaign for your business with our complete direct mail marketing services.

Targeting and List Development

The key to successful direct mail campaigns is reaching the right prospect. An accurate, up-to-date list is a top priority. Our data is updated monthly. Whether you want to target by geography, demographics, or lifestyle selections, we can develop the list to reach your top prospects.

Creative Services

A compelling message, packaged in an attention-getting way, is critical to getting a response. Our seasoned creative team will design attractive, results-oriented direct mailings to help you achieve your business objectives.

Printing

Whether you need a postcard, a self-mailer, or an envelope package, we can fulfill all of your full-color direct mail printing needs.

Mailing Services

We offer complete mailing and lettershop services – with an emphasis on getting the best possible postage rate available. Our services include: CASS, PAVE, NCOA and merge/purge capabilities.

Reach Non-Subscribers

You can reach non-subscribers of the Herald-Tribune in Sarasota, Manatee and Charlotte counties – without duplication.



Build an Effective Solo Direct Mail Campaign It's as easy as 1, 2, 3 ...

1. Choose a format that communicates your message most effectively: Jumbo Postcard or Folded Self-Mailer.
2. Identify the ideal geographic market and demographic selections (ZIP code, home value, age range, household income, non-subscriber, etc.)
3. Select your mailing quantity and budget.

Cost-per-piece Pricing:

- Includes all creative typesetting/layout production, list, lettershop and mailing operations (specialty list available at additional cost).
- Includes local estimated postage (standard rate presort) billed at actual cost.
- Turnaround time: mailings drop two weeks after final art approval.
- Prices include 7% Florida state tax.

Discounts available for multiple mailing contracts or larger quantities. Contact your marketing consultant for more information.

Cost-per-piece Pricing

Quantity of Mailing	Jumbo Postcard or Self-Mailer
3,500-4,999	\$0.70
5,000-7,499	0.63
7,500-9,999	0.54
10,000-12,499	0.49
12,500-14,999	0.47
15,000-17,499	0.45
17,500-20,000	0.43

Direct Mail Packages

Jumbo Postcard

6" x 11" or 5.5" x 8.5"
Full-color, 2-sides
100# gloss cover paper stock

Self-Mailer

8.5" x 11", folded
Full-color, 2-sides
100# gloss text paper stock
Half or tri-folded and tabbed





From Comcast and the Herald-Tribune

SNN News 6 is the only local television news source for Sarasota and Charlotte counties, 24/7

Twenty-four hours a day, seven days a week, SNN News 6 telecasts more local news than any other television station in Sarasota or Charlotte counties.

Owned by the Herald-Tribune Media Group and presented in partnership with Comcast Cable, SNN News 6, Florida's first 24-hour news channel, provides news and information whenever viewers want it.

More than a decade after the station's launch, SNN News 6 remains the nation's only television news station fully integrated into both newspaper and online divisions. Every day, SNN News 6 taps into more than 100 Herald-Tribune print reporters located in multiple, regional news bureaus – as well as the staff of HeraldTribune.com – making SNN News 6 the largest television news operation from Naples to Tampa Bay.



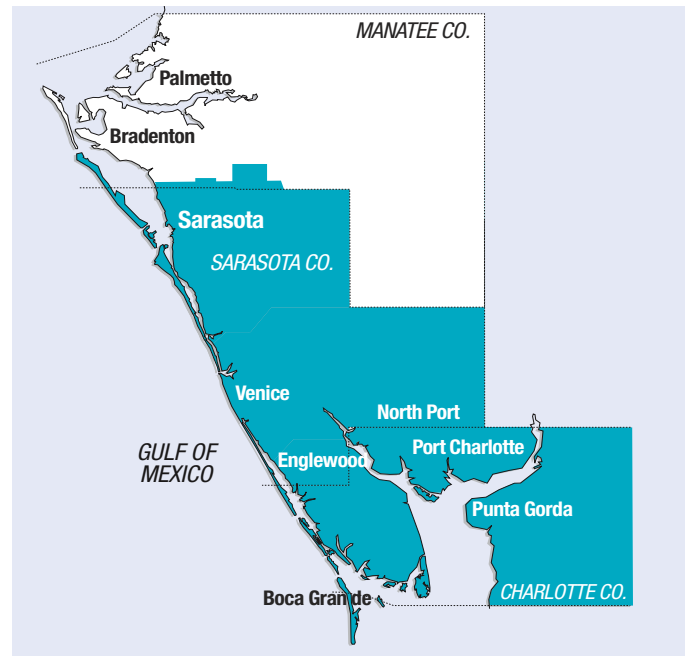
SNN News 6 Team



SNN News 6 WEATHER FIRST



SNN News 6 Good Morning! Team



SNN News 6 Delivers Local Content and MORE Local Content.

- SNN News 6 delivers local news, local sports, local weather – plus regional and national reports, locally produced feature segments on health, fitness, food and wine and more.
- SNN News 6 is the market leader for breaking news and wall to wall special coverage of important local news events.
- Viewers know they can tune into SNN News 6 WEATHER FIRST for predictable, often crucial, weather information.
- SNN News 6 delivers the market's only local, live prime time newscast – SNN News 6 **LIVE@10**, the definitive newscast of record each day. Viewers don't need to wait for an 11 o'clock newscast, but if they do, they'll watch SNN News 6 **LIVE@11**.

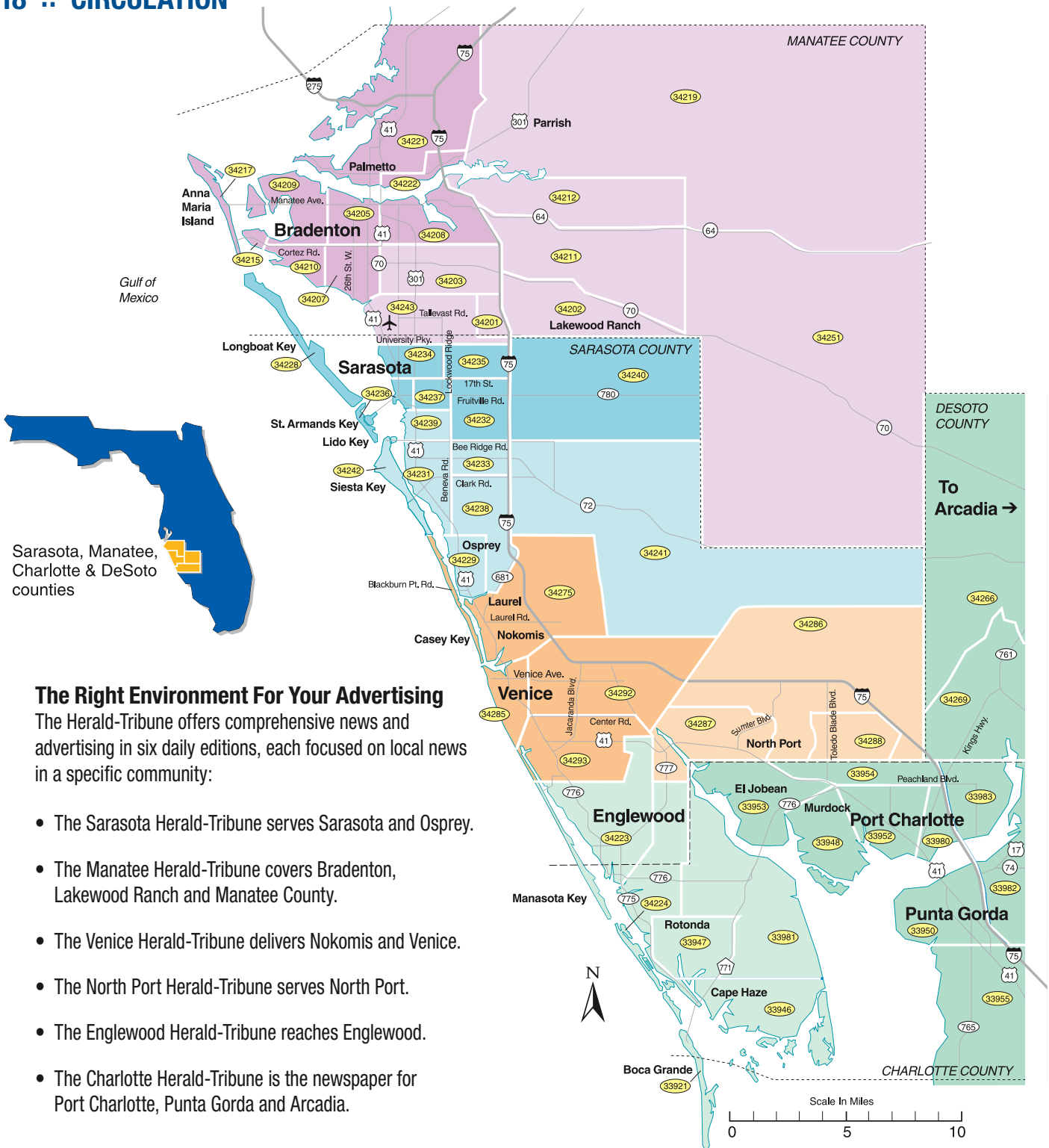
Special Community Events and Additional Advertising Opportunities

SNN News 6 is the only local station to provide live telecasts and special coverage from the Sarasota Reading Festival, the Florida International Air Show, the Sarasota Film Festival, the Suncoast WineFestival, the Fourth of July Fireworks from Siesta Key, the Sarasota Offshore Grand Prix, and many other high profile events. Annually, SNN telecasts three local Christmas parades on land and water, from downtown Venice to Sarasota's Main Street to Sarasota Bay. SNN News 6 frequently presents local specials and documentaries of varied themes, with a nationally award-winning producing team.

Commercial Production

SNN News 6 provides professional and affordable commercial production services. Let the power of sight, sound, motion and emotion help you achieve your marketing and business objectives.

18 :: CIRCULATION



Sarasota, Manatee, Charlotte & DeSoto counties

The Right Environment For Your Advertising

The Herald-Tribune offers comprehensive news and advertising in six daily editions, each focused on local news in a specific community:

- The Sarasota Herald-Tribune serves Sarasota and Osprey.
- The Manatee Herald-Tribune covers Bradenton, Lakewood Ranch and Manatee County.
- The Venice Herald-Tribune delivers Nokomis and Venice.
- The North Port Herald-Tribune serves North Port.
- The Englewood Herald-Tribune reaches Englewood.
- The Charlotte Herald-Tribune is the newspaper for Port Charlotte, Punta Gorda and Arcadia.

	Daily	Sunday
Total Circulation	107,521	123,856
Sarasota Zone	47,229	55,071
Manatee Zone	21,015	24,583
Venice/North Port Zone	22,700	26,354
Charlotte/Englewood Zone	16,462	17,586

Source: Audit Bureau of Circulations for 53 weeks ending 12/31/06.

Herald-Tribune
media group
get more out of your advertising