

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.

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.

COLOR RATES

Due to high demand for color, availability is limited and subject to press capacity. Minimum charge is \$150. Color is charged at 10% of base rate, per day.

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 "Specifications" on page 18 for color printing guidelines.

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.

SPECIAL SERVICES

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

Electronic Tearsheets

Electronic tearsheets are available for each display advertisement. Electronic tearsheets are not provided for classified in-column advertising.

To sign up, please email the Account Name, Account Number, Contact Name, Contact Phone Number and Contact Email Address to etears@heraldtribune.com. We will email you a confirmation, your password and easy to follow instructions.

SPECIAL DAYS / PAGES / FEATURES

- Sunday Comics, Real Estate, Arts, Parade Magazine
- Monday Business Weekly
- Tuesday Health+Fitness
- Wednesday Food & Wine
- Thursday Ticket
- Saturday Home & Garden

CONTRACT & COPY REGULATIONS

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.

Any advertiser failing to meet the level contracted for, herewith for the period specified, will be billed the difference between the rate granted and the rate that should have applied during the term of the agreement.

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.

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.

CLOSING TIMES / DEADLINES

Retail Display Advertising*

| Advertisement Appears | Space Deadline | Copy Due Show Proof | Copy Due No Proof & Electronic |
|-----------------------|--|---------------------|--------------------------------|
| Monday | Friday 10 am | Thursday noon | Friday noon |
| Business Weekly | Thursday noon | Thursday noon | Thursday noon |
| Tuesday | Friday noon | Thursday noon | Friday noon |
| Health+Fitness | Friday noon | Thursday noon | Friday noon |
| Wednesday | Monday noon | Friday noon | Monday noon |
| Food & Wine | Monday noon | Friday noon | Monday noon |
| Thursday | Monday 4 pm | Monday noon | Tuesday noon |
| Ticket | Monday 4 pm | Monday noon | Tuesday noon |
| Friday | Tuesday 4 pm | Tuesday noon | Wednesday noon |
| Saturday | Thursday 10 am | Wednesday noon | Thursday noon |
| Home & Garden | Monday 5 pm | Monday noon | Tuesday noon |
| Sunday | Thursday noon | Wednesday noon | Thursday noon |
| Real Estate | Wednesday 4 pm | Tuesday noon | Wednesday noon |
| Double Truck | 24 hrs in advance of regular deadlines | | |
| Process Color | 24 hrs in advance of regular deadlines | | |

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.

MECHANICAL MEASUREMENTS

These are the column widths for all standard newspaper sections. Includes Main News, Local, Sports and more.

| Column Widths | ROP |
|-----------------|--------|
| 1 | 1.542" |
| 2 | 3.233" |
| 3 | 4.924" |
| 4 | 6.617" |
| 5 | 8.308" |
| 6 | 10" |
| Double Truck | 20.75" |
| Full Page Depth | 20.75" |

These are the column widths for all tabloid newspaper sections. Includes Business Weekly, Ticket, Health + Fitness, Food & Wine.

| Column Widths | TABLOID |
|-----------------|---------|
| 1 | 2.396" |
| 2 | 4.931" |
| 3 | NA |
| 4 | 10" |
| Double Truck | 21" |
| Full Page Depth | 9.762" |

SPECIFICATIONS

Electronic Prepress

- Advertisements are accepted in digital Macintosh format.
- Ads must be submitted by ad deadline.
- Call your marketing consultant about electronic ad submission.

Equipment

Submit your digital ads on one of the following media:

3.5" Floppy Disk

CD ROM

USB Flash Drive

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 CS3 - ver. 5.0.4
Adobe Illustrator CS3 - ver. 13.0.2
Adobe Photoshop CS3 - ver. 10.0.1
Acrobat - ver. 8.1.3
- 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."