

Have a story to tell about your business?

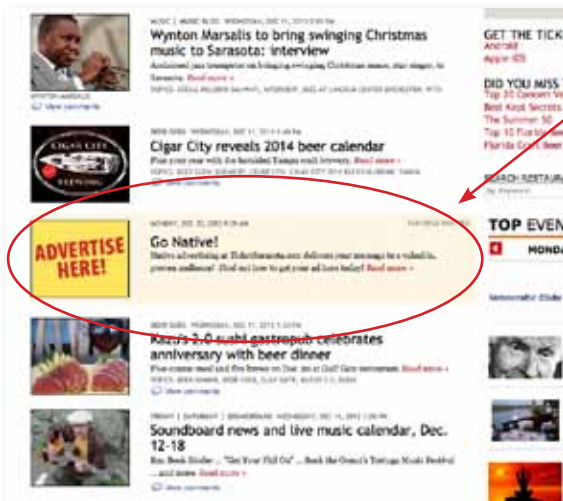
The Herald-Tribune's **Native Advertising** puts your message in front of local online customers.

Native Advertising is a form of paid content that allows you to tell the story of your business. The tease to your story appears in the natural form and function of TicketSarasota.com, integrated into the latest story listings on the site. When a user clicks on the link, they will be guided to an advertorial about your business.

- Native ads look and feel similar to site content but feel less intrusive. This increases the likelihood users will click on it.

RATES:	7 Days	30 Days
Position one	\$500.00	\$1,925.00
Position two	\$350.00	\$1,350.00
HT writes content add	\$100.00	\$100.00

The Herald-Tribune can assist with content by providing a copy writer. The fee is \$100 per story, with copy changes required 2-4 times per 30-day schedule. The entire schedule should be submitted at one time to earn the discounted rate.



Your message and image links users to an advertorial about your business.

To advertise, contact your Herald-Tribune marketing consultant or call (941) 361-4000

 **Herald-Tribune**
media group
get more out of your advertising