

k. Standby Ads

The advertisement will be published at the discretion of The Daily Tribune News. Advertiser can limit the number of times run per month but cannot choose the date the ad runs. Copy changes limited to 1 time per 30-day period.

Retail \$4.85 pci classified \$4.85 pci Agency Rate \$5.60 pci

On-Line Advertising

ROS Ads (run of site) Top Banner

Ads \$200.00 first month or 3 month contract @ \$150.00 month.

Buy the 2nd Additional Ad for \$100.00 per month.

Margin Ads \$75.00 first month or 3 months @ \$50.00 month.

www.daily-tribune.com

l. Political Rates

Volume and prompt pay discounts apply to non-agency advertising. All ads placed by agencies where commission is involved will use National commissionable rates. Cash in advance is required for all political ads. Political ads must carry the name of person(s) or organization(s) responsible for advertisement. All must comply with all state and federal requirements.

m. Preferred Positions

Preferred positions are guaranteed for a 25% premium for tabloid ads or standard page ads 33 inches or greater on availability basis only.

n. Special Charges

Double truck billed as 13 columns by 21-1/2 inches, or total of 279-1/2 inches.

5. Special Days, Pages, Features

Sunday - Best Food Buy

Thursday - Legal Section

Friday - Real Estate Section/Automotive Section/American Profile

Sunday - Wedding Announcements, Select TV,

Business News Day, Arts & Entertainment, Consumer News.

6. ROP Depth Requirements

a. Standard Page

Minimum display advertisement acceptable: One column x one inch. Advertisements over 20 inches will be billed full column depth. Advertisements must measure a minimum of as many inches deep as columns wide.

b. Tabloid Page: Special Sections Only.

Minimum display advertisement acceptable: One column x one inch. Advertisements over 11 inches will be billed at full column depth. Tabloid pages consist of five columns x 11.5 inches.

7. Contract & Copy Regulations

a. Advertisements measured from cut-off rule to cut-off rule.

b. All advertising is accepted subject to the approval of the publisher. Publisher shall have the right to revise or reject, in whole or in part, any advertisement without notice.

c. Dates and times for cancellation of advertisements are the same as the deadlines for placing advertisements. If time permits, emergency cancellation of advertisements past deadline will be accommodated.

d. Liability for errors in advertisements shall not exceed the cost of space occupied by the error. THE DAILY TRIBUNE NEWS & TMC publications will provide a letter of correction if it has failed to correct errors clearly marked by the advertiser on returned proofs. The Daily Tribune News will not be liable for non-insertion of any advertisement beyond the amount pre-paid for such advertisement.

e. Every effort will be made to meet reasonable position requests. Failure to meet position requests will not constitute cause of adjustment, refund or rerun.

f. Advertising simulating news can be set in body type, but must carry the word "advertisement."

8. Closing Schedules-ROP Advertising

THE DAILY TRIBUNE NEWS

Day of Insertion	Space & Copy Reservation
Monday	Thursday 12 noon
Tuesday	Friday 12 noon
Wednesday	Monday 12 noon
Thursday	Tuesday 12 noon
Friday	Wednesday 12 noon
Sunday	Wednesday 12 noon

LEGALS

Thursday	Thursday, one week prior 5 p.m.
THE DAILY TRIBUNE NEWS/TMC publications	
Tuesday	Thursday 12 noon

9. Mechanical Measurements

Page Size: 6 columns by 21 1/2" deep.

Mechanical Specifications:

1 COL. - 1.833"	Width of page: 11.625 inches
2 COL. - 3.792"	Width of double truck: (13
3 COL. - 5.75"	columns) 25.083 inches
4 COL. - 7.708"	Tabloid column widths are the
5 COL. - 9.667"	same as above...
6 COL. - 11.625"	Tab size is 5 col. x 11.5"

10. Special Classification/Rates

Must be paid in advance

Happy Birthday Photo

(3 inches, including message).....\$27.00

Card of Thanks or In Memoriams

Each Insertion...Minimum..... \$25.00

(Add \$10.00 for Picture).....or 38¢ per word

Not Responsible Notice\$25.00

11. Classified Word Ad Rates

Effective January 1, 2009

Deadline noon day before publication.

Sunday, Monday, The Herald-Tribune and The North

Bartow News 3 p.m. Friday.

All Classified Ads set 7 point type.

(46 characters per line including spaces.)

3 Line Minimum

One day.....\$2.50 Line

Two days\$2.20 Line

Three days\$2.08 Line

Four days\$1.96 Line

Five days to nine days\$1.75 Line

Ten days or more\$1.45 Line

The Herald-Tribune and The North Bartow News \$3.50

flat pickup rate each from The Daily Tribune News or

regular classified word rates apply.

BLIND BOX ADS ADDITIONAL CHARGES

Office Held \$10.00 • Mailed Responses \$20.00

ALL ADS PAID IN ADVANCE

Classified Display Ad Rates

Same as retail ad rates (4.i) Deadlines same as retail (9).

Contract Rates Available