

## ▶ Dimensions

<b>Full Page</b> 6 col x 20.75" (9.889" x 20.75")	<b>Half Vertical</b> 3 col x 20.75" (4.889" x 20.75")	<b>Half Horizontal</b> 6 col x 10.375" (9.889" x 10.375")	<b>Quarter</b> 3 col x 10.375" (4.889" x 10.375")	<b>Eighth</b> 3 col x 5" (4.889" x 5")	<b>Sixteenth</b> 3 col x 2.417" (4.889" x 2.417")
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## ▶ Deadlines

<b>Publish</b>	Wednesday	<b>Proof Out</b>	Friday, Noon
<b>Space Reserve</b>	Noon Thursday	<b>Proof Back</b>	Noon Monday

## ▶ Additional Advertising Opportunities

- Full Run Repeat Discount – Advertiser may qualify for repeat discount of 10% on the ad that publishes in the community newspaper within 7 days.
- Friday Neighbors Repeat Discount – Advertiser may qualify for repeat discount of 10% on the ad that publishes in the community newspaper within 7 days.
- Geo-Targeting Online Advertising – Advertisers may qualify for a 5% discount on their community newspaper ad by including Geo-Targeted impressions on the Bradenton Herald Digital Extended Reach Network.

\*Based on \$10 per thousand impressions with a 25,000 minimum. Additional impressions \$10 per thousand.

**Community News in-print and online**  
We're online and on target!



## Need more information?

### Contact:

**Amy Brown**  
Retail Advertising Sales Manager  
941-745-7012  
abrown@bradenton.com

or your Bradenton Herald Sales Representative.

### Note:

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# COMMUNITY NEWS

Home-delivered penetration to Manasota County's most desirable residences



For more information call your Marketing Representative today at 941-748-0411 ext. \_\_\_\_\_

**BRADENTON HERALD** **LAKEWOOD RANCH HERALD**  
Bradenton.com LWRHerald.com





I am proud to introduce to you the newest member of The Bradenton Herald family of publications: University Parkway News. This new community newspaper will be full of local neighborhood news

that readers will find useful and interesting – about schools and education, youth sports, recreation for all ages, the latest in local entertainment and restaurants, club news, business and neighborhood profiles and more. Each Wednesday the paper will focus on news about your community delivered to 17,000 homes resulting in 70% penetration in your coverage area. You can be part of this exciting publication, reaching your customer base at a very affordable cost, quickly providing you a return on your investment. Between our existing Community News Product (Manatee Community News) and University Parkway News you can reach 50,000 homes in Manatee & Sarasota Counties.

University Parkway News debuts with its first issue on Wednesday, January 15, 2014. Filled with full-color opportunities, it will be delivered to non-subscribers reaching the coverage area outlined on the back page.

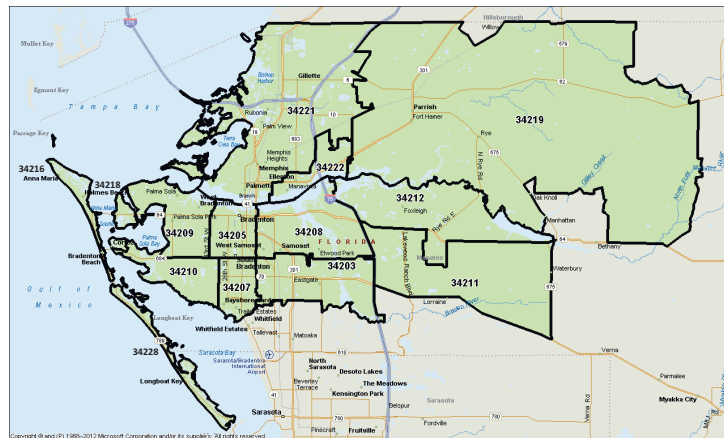
It is more important than ever to maximize your marketing dollars with effective reach in the area most important to your business. To achieve that, you need affordability, maximum effective penetration of your customer base and a product backed by The Bradenton Herald brand that will be highlighted in this new community newspaper.

So join us in this new and exciting hyper local publication. It's the perfect vehicle for your advertising message.

Be part of it! Come grow with us.

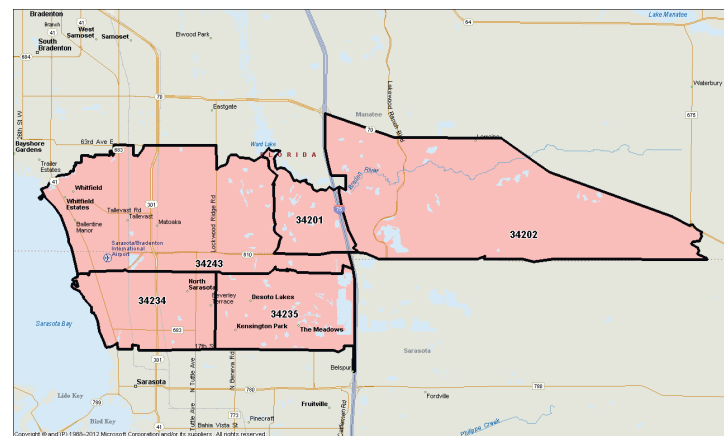
Warm Regards,  
Darren Haimer  
Vice President of Advertising

## Manatee Zip Code Distribution



- |                 |                    |
|-----------------|--------------------|
| 34203 Bradenton | 34215 Cortez       |
| 34205 Bradenton | 34216 Anna Maria   |
| 34207 Bradenton | 34217 Brad Beach   |
| 34208 Bradenton | 34218 Holmes Bch   |
| 34209 Bradenton | 34219 Parrish      |
| 34210 Bradenton | 34221 Palmetto     |
| 34211 Bradenton | 34222 Ellenton     |
| 34212 Bradenton | 34228 Longboat Key |

## University Parkway Zip Code Distribution



- |                      |                   |
|----------------------|-------------------|
| 34201 University     | 34235 The Meadows |
| 34202 Lakewood Ranch | 34343 Whitfield   |
| 34240 Sarasota       | 34343 Palm Aire   |
| 34243 Sarasota       |                   |

Making the best zip codes better!

## Distribution

Manatee Community News 33,000  
University Community News 17,000

▶ Total: 50,000

# Community News Rates

### Community News (Manatee Only)

	1x-3x	4x-12x	13x-25x	26x-52x
FP	\$1,250	\$1,050	\$880	\$745
Half	\$725	\$625	\$500	\$440
Quarter	\$425	\$365	\$260	\$230
Eighth	\$300	\$215	\$150	\$120
Sixteenth	\$180	\$130	\$110	\$95
6"	\$150	\$110	\$85	\$75
4"	\$125	\$85	\$65	\$60
Color	\$150	\$100	\$50	Included

### Community News (University Parkway Only)

	1x-3x	4x-12x	13x-25x	26x-52x
FP	\$800	\$675	\$575	\$485
Half	\$475	\$400	\$325	\$285
Quarter	\$275	\$235	\$169	\$150
Eighth	\$195	\$140	\$95	\$75
Sixteenth	\$115	\$85	\$70	\$60
6"	\$99	\$68	\$55	\$50
4"	\$85	\$50	\$45	\$40
Color	\$150	\$100	\$50	Included

# Community News (Combination/Both)

	1x-3x	4x-12x	13x-25x	26x-52x
FP	\$1,750	\$1,450	\$1,250	\$1,050
Half	\$1,000	\$850	\$700	\$625
Quarter	\$595	\$500	\$375	\$320
Eighth	\$425	\$299	\$210	\$175
Sixteenth	\$250	\$180	\$155	\$125
6"	\$210	\$150	\$125	\$100
4"	\$175	\$115	\$95	\$85
Color	\$150	\$100	\$50	Included