



Serving the Vero Beach barrier island

Your oceanside weekly newspaper

Online edition at www.VeroBeach32963.com

Vero Beach 32963 Media, LLC · 4855 North A1A · Vero Beach, FL 32963 · Tel 772-559-4187 · Fax 888-239-7842

Media Kit and Advertising Rate Card – 2009-2010

Vero Beach 32963, the barrier island weekly newspaper that debuted in the Fall of 2008, is mailed free to all 11,000+ residences and businesses in zip code 32963 -- the third highest median net worth zip code in Florida (trailing only the islands of Palm Beach and Sarasota's Longboat Key).

With news ranging from local government actions to full social and arts coverage, and from real estate news to St. Edwards' school sports, Vero Beach 32963's in-depth coverage of the barrier island -- keeping readers up-to-date on issues and events that matter to them -- has quickly made us the indispensable source of information for beachside residents.

Copies of our print edition are available on Wednesdays at newsstands and leading hotels on the Vero Beach barrier island, and arrive in residential mailboxes each week during the season on Thursdays and Fridays. The newspaper is published weekly November through April, and bi-weekly from mid-May through mid-October.

Hundreds of copies of the newspaper are also distributed to medical offices on the Vero mainland, as well as to the clubhouses of Grand Harbor, Oak Harbor and the Regency Park.

The newspaper is printed on 50 pound bright white paper -- 92 brightness. All photography in Vero Beach 32963 is in full color, and there is no additional charge for four-color advertising.

The online edition, Vero Beach 32963, is updated between issues of the print newspaper and will provide continuing coverage of barrier island news and activities for seasonal residents while they are away for the summer.

Vero Beach 32963 can help you connect with the best demographics on the Treasure Coast in a way no other local media can match.

Where the Hometown News claims to reach 6,100 residences on the barrier island, and the Press Journal reports reaching 5,804, Vero Beach 32963 is delivered to all 11,047 beachside residences. If you are not advertising with us, you are missing almost 5,000 prospective customers.

2009-2010 Schedule of Issues

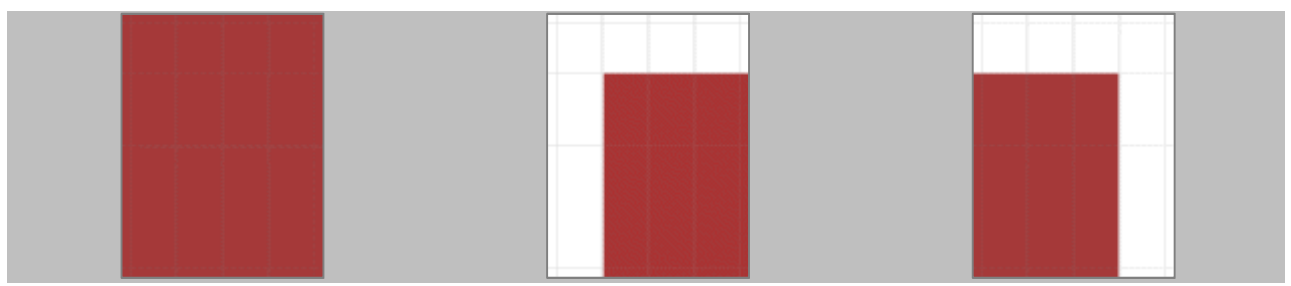
Vero Beach 32963 commenced regular weekly publication in late October 2008. Since then, it has published weekly during the season (except Christmas Week) and biweekly during the summer. In 2009, it will publish Thanksgiving Week, but will not publish Christmas Week.

Schedule of issues:

August 13, 2009	Dec. 3, 2009	Feb. 18, 2010	April 29, 2010
Sept. 3, 2009	Dec. 10, 2009	Feb. 25, 2010	May 6, 2010
Sept. 17, 2009	Dec. 17, 2009	March 4, 2010	May 13, 2010
Oct. 1, 2009	Dec. 31, 2009	March 11, 2010	May 27, 2010
Oct 15, 2009	Jan. 7, 2010	March 18, 2010	June 10, 2010
Oct. 29, 2009	Jan. 14, 2010	March 25, 2010	June 24, 2010
Nov. 5, 2009	Jan. 21, 2010	April 1, 2010	July 8, 2010
Nov. 12, 2009	Jan. 28, 2010	April 8, 2010	July 22, 2010
Nov. 19, 2009	Feb. 4, 2010	April 15, 2010	August 5, 2010
Nov. 25, 2009	Feb. 11, 2010	April 22, 2010	August 19, 2010

Ad Formats and Sizes

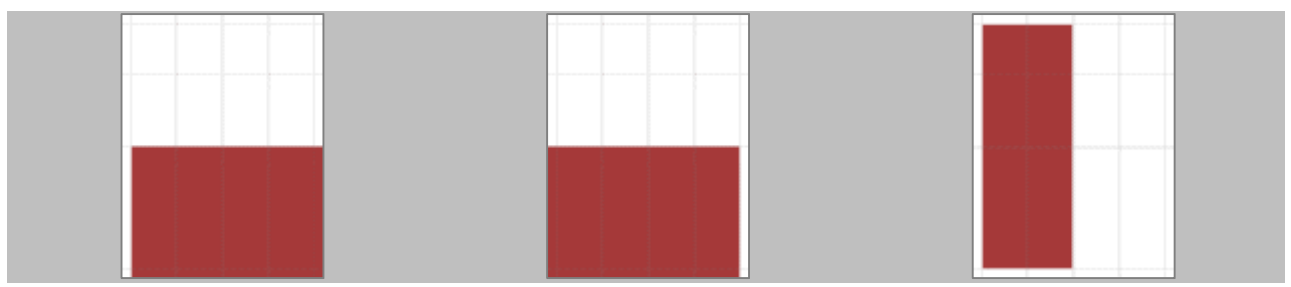
Ads are carried in a modular format ranging from 1/8 page to a full page. The following ad sizes are available. (Please note: Ad sizes slightly revised as of 03-13-09.)



Ad Format "A"
Full Page
Trim Size: 10.8" x 13.8"
Bleed Size: 11.0" x 14.0"

Ad Format "B"
2/3 Page (right facing)
Trim Size: 7.465" x 9.15"
Bleed Size: 8.465" x 10.15"

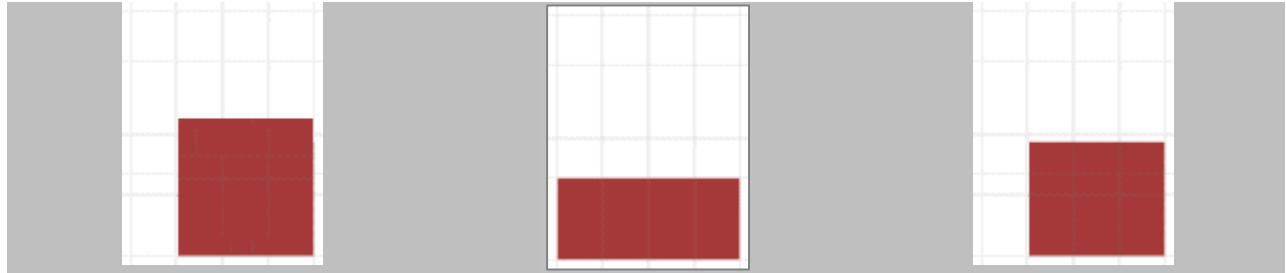
Ad Format "C"
2/3 Page (left facing)
Trim Size: 7.465" x 9.15"
Bleed Size: 8.465" x 10.15"



Ad Format "D"
Half Page (right facing)
Trim Size: 10.0" x 6.25"
Bleed Size: 11.0 " x 7.25

Ad Format "E"
Half Page (left facing)
Trim Size: 10.0" x 6.25"
Bleed Size: 11.0 " x 7.25

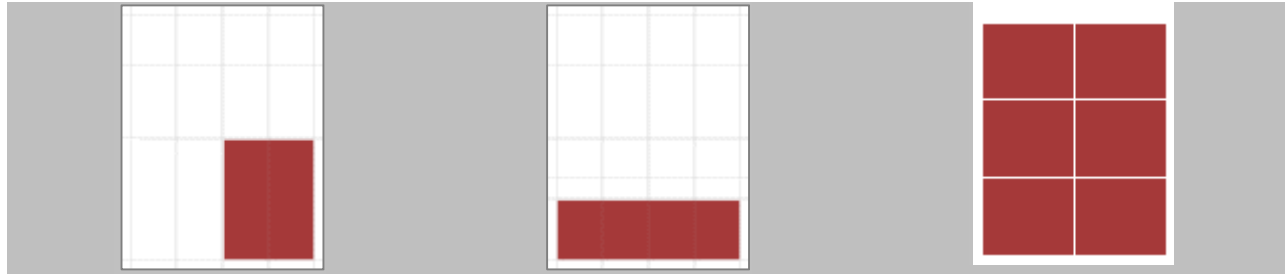
Ad Format "F"
Half Page (vertical)
Trim Size: 4.93" x 12.37"



Ad Format "K"
Half Page (3-col box)
Trim Size: 7.465" x 7.25"

Ad Format "G"
1/3 Page (horizontal)
Trim Size: 10.0" x 4.25"

Ad Format "H"
1/3 Page (3-column)
Trim Size: 7.465" x 5.25"



Ad Format "I"
1/4 Page (vertical)
Trim Size: 4.93" x 6.25"

Ad Format "J"
1/4 Page (horizontal)
Trim Size: 10.0 x 3.1"

Ad Format "R"
1/6 Restaurant Page
Trim Size: 4.9 x 4.0"



Ad Format "M"
1/8 Page (vertical)
Trim Size: 4.93" x 3.125"

Advertising Rates

Our advertising rates for the print edition are the most cost-effective way of targeting the 17,000+ residents of zip code 32963. Discounts are available as shown based on frequency and bulk contracts.

National advertising rates shown below are fully commissionable. Recognized advertising agencies will be given a 15 percent discount off gross billing. Agencies must use national rates for all insertions. The insertion order and payment must be made by the advertising agency, not the ultimate advertiser.

(Please note: Ad rates slightly revised as of 9-30-09.)

National Advertising Rates

Size	40x	28x	20x	8x	4x	1x
Full Page*	\$1,400	\$1,500	\$1,600	\$1,750	\$1,900	\$2,000
2/3 Page*	\$1,000	\$1,050	\$1,100	\$1,150	\$1,200	\$1,300
Half Page Horizontal	\$ 800	\$ 850	\$ 900	\$ 950	\$1,000	\$1,050
Half Page Vertical	\$ 800	\$ 850	\$ 900	\$ 950	\$1,000	\$1,050
Half Page 3-Col Box	\$ 800	\$ 850	\$ 900	\$ 950	\$1,000	\$1,050
1/3 Page	\$ 575	\$ 675	\$ 725	\$ 775	\$ 900	\$ 950
1/4 Page	\$ 450	\$ 625	\$ 675	\$ 725	\$ 775	\$ 850
1/6 Restaurant Page	\$ 300	\$ 325	\$ 350	\$ 400	\$ 450	\$ 500
1/8 Page	\$ 285	\$ 215	\$ 345	\$ 375	\$ 400	\$ 450

*Placement premium applies to certain pages

Retail Advertising Rates

Size	40x	28x	20x	8x	4x	1x
Full Page*	\$1,200	\$1,300	\$1,400	\$1,550	\$1,700	\$1,800
2/3 Page*	\$ 875	\$ 925	\$ 975	\$1,000	\$1,050	\$1,100
Half Page Horizontal	\$ 700	\$ 750	\$ 800	\$ 850	\$ 900	\$ 950
Half Page Vertical	\$ 700	\$ 750	\$ 800	\$ 850	\$ 900	\$ 950
Half Page 3-Col Box	\$ 700	\$ 750	\$ 800	\$ 850	\$ 900	\$ 950
1/3 Page	\$ 500	\$ 600	\$ 650	\$ 700	\$ 800	\$ 850
1/4 Page	\$ 400	\$ 550	\$ 600	\$ 650	\$ 700	\$ 750
1/6 Restaurant Page	\$ 200	\$ 250	\$ 300	\$ 350	\$ 400	\$ 500
1/8 Page	\$ 250	\$ 275	\$ 300	\$ 325	\$ 350	\$ 400

*Placement premium applies to certain pages

Retail advertising rates are not commissionable.

Charter advertisers requesting fixed page positions in **Vero Beach 32963** will retain those positions as long as they remain in each issue of the newspaper. Otherwise, requests for specific pages and positions will be accommodated on an "if available" basis.

Advertisers have an opportunity to contract for frequencies that can save them as much as 35 percent over the single insertion rate. At the expiration of their contract, there will be a review to determine if the terms of the agreement were fulfilled. Contracts not fulfilled will subject the advertiser to a short rate billing.

Non-profits are entitled to advertise at the discounted 40x rate.

Our Standard Advertising Agreement can be downloaded from the VeroBeach32963.com website.

Advertisers wishing to lock-in premium page positions in **Vero Beach 32963** can obtain more information by sending an email to advertising@verobeach32963.com.

Deadlines

Space reservation and ad copy are due no later than noon Tuesday for the following week's publication. If a contract advertiser has not submitted an ad by the deadline, **Vero Beach 32963** will run the previous week's ad in its place.

Payment Policies

Advertisers without approved credit application on file with **Vero Beach 32963** must provide full payment when placing advertising. All advertisements must be prepaid by noon Tuesday of the week preceding publication.

Invoices for advertising are due and payable upon receipt. Bills outstanding 30 days from the date of billing will incur a monthly charge of 1.5 %.

Ad Delivery Options

All ads must be submitted electronically.

Submitting by Email:

When naming files, please use alpha numeric characters only, no spaces. File names should contain the first five letters of the advertiser's name, the publication date and the ad size.

Example: Smith_0529_format_E.

Cut and paste the file name into the subject line of the e-mail. As text in the body of the e-mail, please include advertiser's name, publication date, ad size and contact name with phone number.

Attach your file to an e-mail addressed to: advertising@verobeach32963.com.

Submitting by Macintosh CDs (either CD-R or CD-RW).

Include account or agency name, contact with phone number and publication date on disk label.

Include all fonts and images on disk. Always supply the fonts even if they are included in the EPS file.

Include a hard copy of final ad file at 100% to ensure output accuracy.

Mechanical Guidelines

Digital Images:

Images must be in tiff or EPS format. Final image size should be 300 dpi.

All color images must be prepared for process color (CMYK) separations. RGB images will not produce in color. If converting an image from RGB to CMYK, it is important to check your Photoshop set-ups for separations.

Check under the File menu and select Color Settings.

Ink colors - SWOP (uncoated) Dot Gain - Standard 20%

Separation type - UCR Black Ink Limit - 70% Total Ink Limit - 300%

Type:

Type 1 Adobe fonts are recommended. Any other fonts may require substitution.

Avoid type sizes below 8 points. Gradients and tints of under 30% are recommended for surprinted type.

Reverse Type:

Boldface sans serif typefaces are recommended. Type smaller than 10 points should not be reversed on a four-color background or a single color background. Reverse type should not be used in color images or tints. Minimum of 2 points for reverse rule lines.

Software:

We are able to accept your file in multiple software applications, some of which include: Quark Xpress, Photoshop and Illustrator.

Microsoft Word, WordPerfect, Excel, Powerpoint, Publisher files or other formats not mentioned are not supported.

Please check with us about formats not listed here by emailing artdept@verobeach32963.com.

Artwork:

All colors must be prepared for process color (CMYK) separations. Do not use spot color.

CMYK or Grayscale art: 300dpi, Lineart: 600dpi.

Do not use Quark to create color gradients. Use Photoshop or Illustrator and add a bit of noise.

A high res PDF, EPS, TIFF, or JPEG may be submitted if it meets the color and resolution requirements. NO GIFs or compression. LZW can cause problems.

Creating a PDF file:

Creating a PDF is best done through use of Adobe Acrobat Distiller, which will give you the best reproduction quality.

Printing to Adobe PDF or other PDF shortcut methods (PDF Writer, PDF plug-ins) are not recommended as some settings are unavailable for quality press reproduction.

If you are using applications other than Acrobat Distiller to create a PDF file, please prepare your file using a press optimized setting.

Please preflight your PDF files for problems. Preflight your PDF by saving it as an EPS and dropping it back into your layout program then printing a composite of your file.

Always view PDF after creation to verify file is correct.

Even after you preflight, there are still a few things you should check by hand.

- Is the bleed correct?
- Are your color separations correct? No PMS colors mixing with your CMYK or the other way around.
- Are you exporting with registration marks?
- Are the image resolutions good enough (300 dpi)?
- Is the size of the document correct? Are you adding the bleed size to the document size?

We will not be responsible for errors after printing when a PDF file is used.

Design Fees:

All ads must be supplied per these specifications. Any extra production charges incurred in ad preparations will be billed to the advertiser at \$50.00 per hour, 1 hr. minimum.

If you'd like our artist to design your ad for you, please email: artdept@verobeach32963.com.

Terms and Conditions

Vero Beach 32963 reserves the right to cancel or reject any advertisement at any time. No advertising may be cancelled by an advertiser after deadline.

Vero Beach 32963 accepts no liability for its failure, for any cause, to insert an advertisement. Liability for any error appearing in an advertisement is limited to the cost of the space actually occupied. No allowance, however, will be granted for an error made by the advertiser or that does not materially affect the value of the advertisement.

To qualify for an adjustment, any error must be reported within 15 days of publication date. Credit for errors is limited to first insertion.

Drawings, artwork and articles for reproduction are accepted only at advertiser's risk and should be clearly marked to facilitate return.

Advertisements are accepted upon the representation that the advertiser and/or its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold **Vero Beach 32963** harmless against any expense and/or loss by reason of any claims arising out of publication.

Vero Beach 32963 is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by any governmental entity, fire, flood, earthquake, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any manner.

Vero Beach 32963 shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising which advertiser or its agent ordered and which advertising was published.

Vero Beach 32963 reserves the right to revise its advertising rates at any time. Announcement of an increase shall be made four weeks in advance to contract advertisers and shall not take effect until the end of the contract then in effect. Conditions other than rates are subject to change by **Vero Beach 32963** without notice.