

Herald-Tribune BUSINESS WEEKLY

This Herald-Tribune Media Group publication is targeted to local business professionals.

BUSINESS WEEKLY Readers:

- Dress for success
- Enjoy fine dining and wines
- Are avid travelers
- Seek sound financial guidance

Features in Every Issue:

The Buzz - Fast facts keep you up-to-speed

Money - from The Rational Investor

Real Estate - Both commercial and residential features

Features - Business Calendar, Good Deeds, Business People, Grand Openings, and more!

Market-wide Coverage:

Reach over 218,000 readers each week in Sarasota and Manatee counties.

Advertising Space Deadline:

Noon, Thursday prior to publication

Ad Sizes:



FULL PAGE
10" x 9.762"



1/2 PAGE (HORIZ)
10" x 4.812"



1/2 PAGE (VERT)
4.931" x 9.762"



1/4 PAGE
4.931" x 4.812"



1/8 PAGE (HORIZ)
4.931" x 2.312"



1/8 PAGE (VERT)
2.396" x 4.812"

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

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

Business matters on Monday.

AD SIZE	MECHANICAL SIZE	OPEN RATE
1/16 PAGE	2.396" x 2.312"	\$250.00
1/8 VERT	2.396" x 4.812"	\$500.00
1/8 HORIZ	4.931" x 2.312"	\$500.00
1/4 PAGE	4.931" x 4.812"	\$900.00
1/2 VERT	4.931" x 9.762"	\$1,600.00
1/2 HORIZ	10" x 4.812"	\$1,600.00
Full PAGE	10" x 9.762"	\$3,000.00

Full Color: 10% Premium, Minimum \$150

ANNUAL CONTRACT DISCOUNTS

COMMITMENT	DISCOUNT
\$1,000	10.00%
\$1,200	10.75%
\$1,500	11.50%
\$1,750	12.25%
\$2,100	13.00%
\$2,500	13.75%
\$3,000	14.50%
\$3,600	15.25%
\$4,500	16.00%
\$5,500	16.75%
\$6,500	17.50%
\$7,500	18.25%
\$9,000	19.00%
\$11,000	19.75%
\$13,000	20.50%
\$15,500	21.25%
\$18,500	22.00%
\$22,500	22.75%

