



diningplus

AN ADVERTISING PUBLICATION OF THE HERALD-TRIBUNE MEDIA GROUP

Maximize your exposure by advertising in **diningplus** – the Herald-Tribune’s leading guide to area restaurants.

In today’s market it’s crucial to make every choice count. So consider these pluses:

- A presence in diningplus puts your business in front of more potential customers – nearly 250,000 readers in Manatee, Sarasota, Venice, Englewood and North Port.
- Get more visibility through mentions in articles like “New & Noteworthy,” and “Dish” plus scheduled topics:
 - February-** Comfort Food with a Healthy Kick
 - July -** Summer Fiesta: Latin Flavors
 - October -** Holiday Dining
- Cover photography offers “newsstand” appeal favoring local personalities or menu choices.

HERE’S MORE:

- Listings organized geographically in a tri-county format (Manatee, Sarasota, Venice/South) AND by ethnicity within each area.
- Extra feature on Wine Dinners & Tastings gives advertisers extra coverage.

Plus means MORE!



publication dates

Sunday, Feb. 28, 2010
 Sunday, July 18, 2010
 Sunday, Oct. 31, 2010

deadlines

Thursday, Jan. 28, 2010
 Thursday, June 17, 2010
 Thursday, Sept. 30, 2010

rates*

Glossy Premium Pages

Inside Front Cover, Inside Back Cover, Back Cover

	1x	2x	3x
Full Page	\$2,683	\$2,239	\$1,912.15

Newsprint

Full Page	\$2,446	\$1,750	\$1,494.10
Half Page (vert. or horiz.)	\$1,224	\$965	\$823.55
Quarter Page	\$614	\$496	\$423.40
Eighth Page (vert. or horiz.)	\$308	\$274	\$233.95

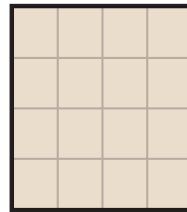
Upgraded Listing

Includes photo	\$669	\$535	\$454.75
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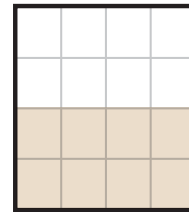
*Rates include FREE color and a listing in the publication.

To advertise call your marketing consultant or Paula Salgado, Multimedia Manager, at 941-361-4151.

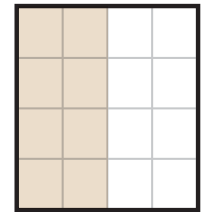
mechanical requirements



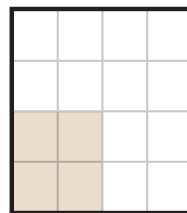
FULL PAGE
10" x 9.762"



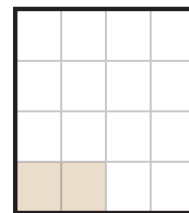
HALF PAGE HORIZONTAL
10" x 4.812"



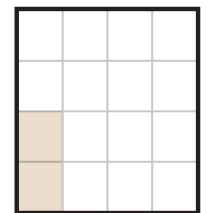
HALF PAGE VERTICAL
4.931" x 9.762"



1/4 PAGE
4.931" x 4.812"



1/8 PAGE HORIZONTAL
4.931" x 2.312"



1/8 PAGE VERTICAL
2.396" x 4.812"

Contact your marketing consultant for additional production specifications or for electronic ad submission requirements.