

HOME & GARDEN

The Herald-Tribune Media Group's new Saturday guide to all that is Home & Garden will target the Florida lifestyles of people living in Sarasota, Bradenton and Venice. Renovate and embellish your ideas about decorating, remodeling and even building from the ground up! Unearth the details about landscaping, gardening and outdoor design!

Regular Features:

- From Old to New: remodeling, redecorating and retrofitting
- The Great Outdoors: landscaping and gardening
- Going Green: tips from an eco-expert
- DIY Advice: ideas and know-how
- Home Basics: Q&A with local experts

HOME & GARDEN Readers:

- Live in the finest neighborhoods – many own more than one home
- Dive into major improvements, from paint and wallpaper to windows and roofs
- Pamper themselves with beautiful furniture, window treatments and fresh flowers
- Enjoy entertaining at home with food and wine
- Peruse local art galleries and museums for new ideas
- Expand their tastes with extensive travel, especially abroad
- Indulge their fashion sense with the latest styles in clothing and jewelry
- Patronize the symphony and ballet and support local arts institutions
- Stay fit with yoga, Pilates and workouts at the health club

To advertise, contact your Herald-Tribune marketing consultant or Paula Salgado at (941) 361-4151 or paulasalgado@heraldtribune.com



Market-wide Coverage*:

Your Home & Garden advertising schedule will reach 298,000 readers in Sarasota and Manatee counties. That's 52% of all adults, including:

- 55% of people with household incomes of \$100,000 or more
- 64% of people in homes worth \$500,000 or more
- 68% of college graduates

Space Deadline:

5 p.m., Monday prior to publication

*Source: Scarborough Research, 2008.

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ROP RATES

Ad Size	Rate
Full Page (10" x 21")	\$3,233.26
3/4 Page (10" x 15.75")	\$2,667.44
2/3 Page (8.308" x 17.5")	\$2,806.65
2/3 Page Vertical (6.617" x 21")	\$2,427.64
2/3 Page Horizontal (10" x 14")	\$2,427.64
1/2 Page Vertical (4.924" x 21")	\$1,891.46
1/2 Page Tall (6.617" x 15.75")	\$1,891.46
1/2 Page Horizontal (10" x 10.5")	\$1,891.46
2/5 Page (6.617" x 14")	\$1,699.26
1/3 Page (6.617" x 10.5")	\$1,296.00
1/3 Page Horizontal (10" x 7")	\$1,296.00
1/4 Page Vertical (4.924" x 10.5")	\$981.09
1/4 Page Horizontal (6.617" x 7")	\$873.88
1/5 Page (4.924" x 8.75")	\$820.10
1/6 Page Vertical (4.924" x 7")	\$658.10
1/6 Page Horizontal (6.617" x 5.25")	\$658.10
1/6 Page Banner (10" x 3.5")	\$658.10
1/8 Page (4.924" x 5.25")	\$494.59
Six Vertical (3.233" x 5.25")	\$330.40
Six Horizontal (4.924" x 3.5")	\$330.40
Four (3.233" x 3.5")	\$220.27
Three (1.542" x 5.25")	\$165.37
Two Horizontal (3.233" x 1.75")	\$110.25
Two Vertical (1.542" x 3.5")	\$110.25
One (1.542" x 1.75")	\$55.12

Full Color available on all ads. Add \$300.

THEME PAGE RATES*

Ad Size	Open	4x	13x	26x
1/8 Page (4.924" x 5.25")	\$420.40	\$378.36	\$336.32	\$315.30
Six Vertical (3.233" x 5.25")	\$280.84	\$252.76	\$224.67	\$210.63
Six Horizontal (4.924" x 3.5")	\$280.84	\$252.76	\$224.67	\$210.63
Four (3.233" x 3.5")	\$187.23	\$168.50	\$149.78	\$140.42
Three (1.542" x 5.25")	\$140.56	\$126.51	\$112.45	\$105.42
Two Horizontal (3.233" x 1.75")	\$93.71	\$84.34	\$74.97	\$70.28
Two Vertical (1.542" x 3.5")	\$93.71	\$84.34	\$74.97	\$70.28
One (1.542" x 1.75")	\$46.85	\$42.17	\$37.48	\$35.14

*Contract discounts do not apply to theme page rates.

FREQUENCY DISCOUNTS

Commitment Level	% Discount off Base Rate
\$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%
\$27,000	23.50%
\$32,000	24.25%
\$39,000	25.00%
\$47,000	25.75%
\$56,000	26.50%
\$67,000	27.25%
\$80,000	28.00%
\$100,000	28.75%