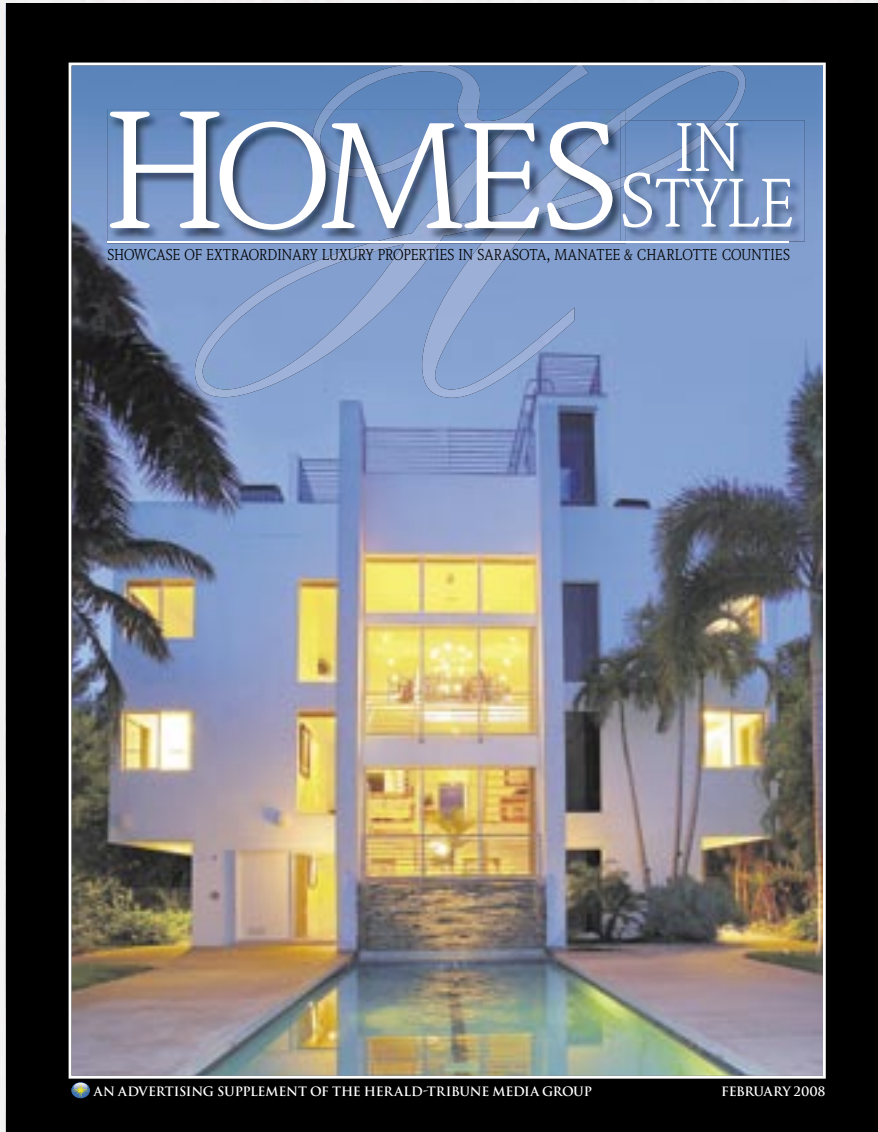


HOMES IN STYLE

SARASOTA, MANATEE & CHARLOTTE COUNTIES

AN ADVERTISING SUPPLEMENT OF
THE HERALD-TRIBUNE MEDIA GROUP



Showcase extraordinary and luxury properties to the most affluent and qualified buyers in the Manatee, Sarasota and Charlotte County area.

Homes In Style is a special section in the center of the award-winning Style Magazine. With its distinctive full-page formatting, Homes In Style will give you the opportunity to present your specialty listings to a prestigious, prominent market and is available for viewing online at HeraldTribune.com.

Homes in Style Rates - Local & Non-Commissionable*

Effective: Through December 2008

Premium Positions

	Open Rate	3 Issues	6 Issues	9 Issues	12 Issues
Inside Front Cover	\$ 1,511.25	\$ 1,329.90	\$ 1,209.00	\$ 906.75	\$ 785.85
Page 3	1,511.25	1,329.90	1,209.00	906.75	785.85
Inside Back Cover	1,511.25	1,329.90	1,209.00	906.75	785.85
Outside Back Cover	1,586.25	1,395.90	1,269.00	951.75	824.85
Full Page Profile Template	1,298.75	1,142.90	1,039.00	779.25	675.35
Full Page Custom Profile	1,786.25	1,571.90	1,429.00	1,071.75	928.85
Double Truck Profile Template	2,337.75	2,057.22	1,870.20	1,402.65	1,215.63
Double Truck Custom Profile	3,215.25	2,829.42	2,572.20	1,929.15	1,671.93

2008 Publication Dates

Publication Date	Space/Proof Deadline
Sunday, Oct. 5	Thursday, Sept. 4
Sunday, Nov. 2	Thursday, Oct. 2
Sunday, Dec. 7	Wednesday, Nov. 6
Sunday, Jan. 4, 2009	Thursday, Dec. 4

Electronic Prepress

Only completed ads in an Acrobat PDF file format will be accepted electronically. All fonts must be embedded.

Process color ads must be set up as CMYK.

Software applications are periodically updated. Current versions as of 12/1/06:

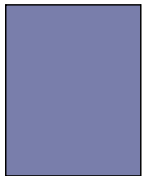
InDesign CS - ver. 3.0

Adobe Illustrator CS - ver. 11.0*

Adobe Photoshop CS - ver. 8.0

Adobe Acrobat - ver. 5.0

* Adobe Illustrator files should be saved in EPS format for output (including all photos and artwork with fonts embedded).



Full Page
9.50" x 10.583"

Production Requirements

Style's inside pages are printed on 45 lb. coated stock and stitched and trimmed with a quality 60 lb. coated cover.

Line screen
133 line



Homes in Style online

HeraldTribune.com is the largest Internet site in the market. HeraldTribune.com reaches active, upscale consumers who are affluent, well-educated professionals and generates an average of more than 5.4 million page views each month, seen by over 628,000 unique visitors.*

Above pricing includes Style magazine online. Be sure to include your Web site address in your advertisement to take advantage of our hot link feature. To view Style magazine online, go to HeraldTribune.com/style.

*Source: Omniture, 12-month average ending September 2007

Style Distribution

Style magazine is delivered with paid subscriptions to the following locations in Manatee, Sarasota and Charlotte counties:

Manatee County Neighborhoods

El Conquistador
Hawthorne Park
IMG Academies
The Inlets
Heritage Harbour
Lakewood Ranch
Legacy Golf & Country Club
The Loop
Mango Park
Mariners Cove
Palm-Aire
Panther Ridge
Perico Island
Peridia Golf & Country Club
River Club
River Wilderness
Riverview Boulevard
Rosedale Golf & Country Club
Tara Golf & Country Club
Tidy Island
University Park
Vizcaya

Sarasota County Neighborhoods

888
Amberlea
The Anchorage
Arbor Oaks
Ashley
Ballantrae
Bay Plaza
Bay Oaks/Pine Ranch
Beneva Oaks
Beneva Woods
Bent Tree
Bird Key
Bobcat Trail
Boca Royale Country Club
Burns Court
Calusa Lakes
Casey Key
Cherokee Park
Country Place
Deer Creek
Downtown Sarasota
Forest Lakes
Founder's Club
Foxfire
Gator Creek
Gulf Gate East
Gulf Stream Avenue
Harbor Acres
Heritage Oaks
Heron Creek Golf & Country Club
Hidden Oaks
Island of Venice – Bayshore Estates,
Tarpon Center Drive
The Lakes
The Landings



Laurel Oak
Lido Key
Longboat Key
Manasota Key
McClellan Park
Mission Valley
Misty Creek
Myakka Trails
Oak Ford
The Oaks
One Watergate
Oyster Bay
Palm Avenue
Palmer Ranch
Park Trace
Pelican Cove
Pelican Pointe Golf & Country Club
Plantation Golf & Country Club
Prestancia
The Renaissance of Sarasota
Ringling Museum Area
Rivendell
The Ritz-Carlton, Sarasota
Residences and Hotel
Stoneybrook Country Club
Saddle Creek
San Remo
Sarasota Bay Club
Sarasota Country Club
Serenoa
Siesta Key
Sorrento Shores
South Creek
Southbay
St. Armands Key
Turtle Rock
Venice Golf & Country Club
Waterford

Charlotte County Neighborhoods

Boca Grande
Burnt Store Marina & Country Club
Deep Creek
Grassy Point
Placida Bay, Placida Harbor, Cape Haze
Port Charlotte Beach
Punta Gorda Historic District
Punta Gorda Isles
Riverwood
Rotonda Sportsman
Windward at Cape Haze

Style is also direct mailed by request to hundreds more people. Style is included on each publication date with the Herald-Tribune at the following locations: Publix Supermarkets, Starbucks, Borders Books, Paradies Gift Shop, Books-a-Million, Barnes & Noble, Davidson's Drugs and in all newspaper racks on Longboat Key and Lido Key.



Sarasota Herald-Tribune

1741 Main Street, Sarasota, FL 34236
941-361-4000 Advertising

Manatee Herald-Tribune

2025 Lakewood Ranch Blvd., Bradenton, FL 34211
941-745-7808 Advertising

Venice Herald-Tribune

300 Tamiami Trail S., Venice, FL 34285
941-486-3030 Advertising

South Sarasota - Charlotte Herald-Tribune

Including communities of North Port,
Englewood, Pt. Charlotte and Punta Gorda
941-486-3030 Advertising

National Advertising

1741 Main Street, Sarasota, FL 34236
941-361-4203

Herald-Tribune Direct

1741 Main Street, Sarasota, FL 34236
941-361-4000 Advertising

HeraldTribune.com

1741 Main Street, Sarasota, FL 34236
941-361-4000 Advertising

SNN News 6

1741 Main Street, Sarasota, FL 34236
941-361-4222 Advertising

To Place Classified Advertising:

941-953-5555
Toll free 866-700-1515
heraldtribune.com/classifieds

For more information, visit
HeraldTribuneMediaSource.com

