

April 3, 2009

Valued Advertiser,

In our continuing effort to provide the most cost-effective method of delivering maximum return for your advertising investment, the Herald-Tribune will begin publishing our newspaper in a new slimmer format on May 4, 2009. The new design follows the industry trend for newspapers around the country and has proven to be welcomed by readers and advertisers.

This new look, combined with our modular ad-sizing initiative, will provide our readers and your potential customers a cleaner, more user-friendly Herald-Tribune. Using less newsprint enables us to keep advertiser and subscriber costs as low as possible at a time when newsprint is at a record high. Helping the environment is an added benefit.

The Herald-Tribune's award-winning graphics department has already started redesigning your ads, at no charge. Should you prefer to provide your own creative materials, they must be received prior to the May 4th conversion date. This change will affect both broadsheet and tabloid ad widths. Standard sections will remain 21 inches deep, tabloid measures are below. Rates and specifications are also posted at our website www.HeraldTribuneMediaSource.com.

Your Herald-Tribune marketing consultant is also available at 941.361.4000 to answer questions you may have concerning this change. Thank you for being an advertiser and a reader of Herald-Tribune media.

Shari Brickley
Director of Advertising

New ROP (Standard) Column Width Measurements:

6 column = 10 inches
5 column = 8.299
4 column = 6.611
3 column = 4.924
2 column = 3.236
1 column = 1.549

New Tabloid Modular Units:

Full page	10 inches wide x 9.722 inches deep
Half page Horizontal	10 x 4.778
Half page Vertical	4.931 x 9.722
1/3 page Banner	10 x 3.139
Quarter Page	4.931 x 4.778
1/8 Horizontal	4.931 x 2.319
1/8 Vertical	2.389 x 4.778
1/16 Page	2.389 x 2.319

Tabloid sizes are applicable for Business Weekly, Health + Fitness, Food & Wine and Ticket.