

AG

DEADLINES
SPECIFICATIONS
POLICIES

Advertising Guide



SunSentinel

2009

PREPRINTS

SUN-NOTES

Give your advertising the best possible location in the newspaper -the front page. With our exciting Sun-Notes product, you can place your business on the top half of many of our newspaper section fronts - including main news. This valuable premium position is the best way for you to stand out from your competition. Call us today! Space is limited.

Deadlines

- Camera Ready: 18 days prior to publication date.
- Custom Die Cut Camera Ready: 25 days prior to publication date.

Mechanical Specs

- Trim Size: 3" x 3"
- Image Area: 2.875" x 2.875" (text or art not intended to trim off should remain within this space)
- Bleed: .125" (Final size with bleed should be 3.125" x 3.125")
- Pantone Solid Coated colors recommended. Process colors available at higher cost.
- Printed on 60# coated.

TOTAL MARKET COVERAGE SPECIFICATIONS

SPECIAL DELIVERY - SHARED MAIL PROGRAM

- SpecialDelivery is the total market coverage vehicle of the Sun Sentinel, distributed to approximately 865,000 households. This colorful wrap includes four sides of advertising and holds a variety of advertising inserts.
- Distribution methods include:
 - Through paid circulation of Sun Sentinel Sunday subscribers and single copy sales.
 - Through U.S. mail to non-subscribers on Friday/Saturday.
- This powerful delivery combination gives advertisers an affordable and effective medium to saturate the Broward/Palm Beach market, a national leader in consumer spending.
- Deadlines:
 - Three weeks prior to in-home date for ads on SpecialDelivery wrap.
 - Two weeks prior to in-home date for inserts.
- For more information, see your Sun Sentinel Advertising Representative or call Sun Sentinel Direct at (954) 356-4106.

Projected Distribution Approximately 865,000*

*Based on home delivery, single copy plus non-subscribers

Production Specifications Please refer to page 8 for our digital ad specifications. For any additional product information, please call (954) 356-4335.

ADVERTISEMENT SPECIFICATIONS

Position	Image Area (No Bleed)
Front Cover	9.667" x 7.75"
Back Cover	9.667" x 10.5"
Inside Full Page	9.667" x 10.5"
Double-Truck	19.334" x 10.5"

PRODUCT DESCRIPTION

4 Page Full Color, 10.5" x 11.5," wrap for inserts

Subscribers & single copies:

Delivery Sunday **Paper Stock** 30# Newsprint

Non-Subscribers:

Delivery Friday/Saturday Shared Mail **Paper Stock** Kraft Wrap

FULL COLOR INSERTS FOR TMC Print & Delivery*

PRODUCT DESCRIPTION

Paper 60# no. 3 (coated) or 7 pt. Hi-Bulk (card)

Colors Full color (no bleed)

Deadlines Two weeks prior to first insertion date.

DISTRIBUTION

Insert appears in the Sun Sentinel by zip code on Wednesday thru Sunday. Insert also appears inside the Sun Sentinel SpecialDelivery shared U.S. mail wrap, delivered to non-subscribers, Friday/Saturday distribution by zip code.

PRODUCTION SPECIFICATIONS

Single Sheet	Finished Size	Image Size
No bleed	8.5" x 11"	8" x 10.5"
No bleed	10" x 11.5"	9.5" x 11"

- 300pdi, no True Type fonts, no RGB, CMYK only
- Process color only
- All orders must be accompanied with a match print or color proof

PREPRINT & TMC SPECIFICATIONS

PREPRINT INSERTS (NEWSPAPER ONLY)

- A separate signed insert agreement is required to earn frequency discounts.
- Inserts are distributed Wednesday thru Sunday. Due to the seasonality of the market, circulation quantity requirements will vary. Call your Sun Sentinel Advertising Representative for specific requirements.
- Preprints will be billed for quantities requested by the newspaper and rates are established taking into account a waste factor.

SUPPLEMENT (INSERT) SPECIFICATIONS

SINGLE SHEET CARDS

Minimum stock thickness0.007"
Minimum size dimension5" x 7"
Maximum size dimension 10.5" x 11.5"
Stock basis weight 70 lb

NEWSPRINT OR ROTOGRAVURE SET SECTIONS

(Minimum 4pp. tab)

Minimum thickness for the total section0.012"
Maximum size thickness	... 0.25" (1/4")-96 page (27# newsprint)
Minimum size dimension (width-fold edge) 8"
Maximum size dimension (width-fold edge) 11.5"
Minimum size dimension (length-cut edge to folded) 5"
Maximum size dimension (length-cut edge to folded) 10.5"

Above specs conform to the NAA Standards.

SUBMIT SAMPLES

Any bags, envelopes, consumers' sample packets, or out-of-the-ordinary inserts are special supplements that must be submitted for evaluation and testing prior to insertion. Send 500 samples.

Send 50-100 sample copies of the insert. Samples help to determine if the insert will run properly; preventing any unexpected costs, service, or production delays affecting the customer. If there are any questions or concerns whether the insert will run or meet our specifications, we suggest submitting samples to determine conformity to our specs. We recommend submitting samples of the proposed supplement 30 days prior to the insertion date to your Advertising Representative. The Account Manager should send the samples to the Sr. Packaging Operations Manager at 333 SW 12th Ave., Deerfield Beach, Florida 33442.

SHIPPING ADDRESSES & PHONE NUMBERS

Sun Sentinel
333 SW 12th Avenue
Deerfield Beach, Florida 33442

Receiving phone contacts . . . (954) 425-1247 or (954) 425-1248
.....FAX(954) 425-1239

RECEIVING HOURS

Monday – Friday 7:00 a.m. – 7:00 p.m.
Saturday 7:00 a.m. – 1:00 p.m.
Sunday/Holidays Closed

All deliveries over five pallets should have an appointment.

Weight/verify station phone is (954) 425-1780.

The Sun Sentinel reserves the right to change deadlines to accommodate for the holidays. It is the responsibility of the Advertiser and the printer to ensure that all insert scheduling and specification requirements are met.

DEADLINES

ORDER DEADLINES

- Sunday supplements are to be placed by 4 p.m. Friday, 14 days prior to issue date.
- Daily supplement orders are to be placed by 4 p.m., 14 days prior to issue date.
- TMC supplement deadline is 4 p.m. Friday, 14 days prior to TMC distribution.
- Delivery Deadlines
Daily - Daily supplements are to be delivered to reach the Sun Sentinel dock no earlier than 6:00 a.m. Monday and no later than 9:00 a.m. Friday of the preceding week of publication.
Sunday/TMC - Sunday/TMC supplements are to be delivered to reach the Sun Sentinel dock no more than 13 days (Monday) or **less than 9 days** (Friday) prior to the date of publication.

DELIVERY APPOINTMENTS

- Delivery appointments are not required, but can be arranged by calling the Sun Sentinel receiving dock at (954) 425-1247 or (954) 425-1248.
- The printer is responsible for selecting the method of shipping and carrier that will guarantee the supplements arriving at the proper destination at the proper time in the proper condition for insertion. Poor quality deliveries are subject to refusal.
- To expedite the scheduling process, printers/carriers should know the name of the insert, and the insertion date.
- FedEx/UPS deliveries are not accepted. (These shipments are sometimes delivered incomplete and do not contain the proper bills of lading.)
- A delivery appointment cannot be scheduled until the Advertising Representative has placed the insert order in the advertising order system.

PREPRINT & TMC SPECIFICATIONS

PALLET IDENTIFICATION

Each skid, pallet or box must have the supplement displayed or "flagged" on two sides. Individual pallets must also contain a pallet tag that is visible on two sides of the pallet. Pallets need to be loaded on the truck so that the pallet tag is displayed facing the forklift operator. The following information must be included on the pallet tag:

- Publication name (Sun Sentinel, TMC, el Sentinel, City Link, Forum Publishing Group, etc.)
- Advertiser
- Insert/publication date
- Supplement name
- Total number of supplements shipped
- Number of supplements on a pallet
- Total number of pallets in order
- Total number of pallets in the shipment
- Total weight per pallet
- Number of supplements in each lift
- Number of lifts per bundle
- Number of supplements in each bundle
- Name of printer, contact, phone number
- Tare weight

PREPARING INSERT FOR DELIVERY AND PACKING REQUIREMENTS

- Supplements for machine insertion must not be tied or banded together in bundles with rope, string, strap, or rubber.
- Preprinted supplements must be properly jogged in a minimum of 4-inch high lifts, not to exceed a maximum of 8-inch high lifts.
- Supplements must be brick stacked for maximum stability.
- Lifts should be jogged.
- A finished pallet needs to be securely banded or plastic stretch/shrink wrapped with corners protected.
- Packaged supplements must not protrude beyond the limits of the pallet to minimize damage to the inserts.
- Pallet tops need to be hardwood or a sturdy synthetic the same size as the pallet base.
- A protective cover needs to be placed on the pallet before stacking. Another cover should be placed before topping to minimize the possibility of damp or curled sections.
- A cardboard divider must be placed between turns/rows to keep the supplements stable and flat.
- Turning any folded edges toward the center of the pallet reduces the possibility of damage.
- Banding must be tight without damaging the exterior layers of the product.
- Minimum floor clearance from floor to top of the pallet base is 4 inches.
- Maximum allowable height is 5 feet from the floor to the top of the pallet.
- Maximum acceptable pallet weight is 2500 lbs.
- Pallets must be loaded on trucks or trailers for ease of unloading. "Double-decked" pallets pose safety concerns and will not be accepted.
- Telescoping cartons are needed for unstable products that are difficult to contain and where banding is required for lifts.

CARDS AND ENVELOPES

Card and envelope supplements need to be packed in cardboard boxes in rows with divisions between each row. If more than one layer is packed in the same box, a cardboard separation is needed. The maximum weight for each box is 40 lbs. All boxes should contain the same quantity, with a label containing this information affixed to each box. Two samples of the supplement need to be displayed on adjacent sides of each box.

MULTIPLE VERSIONS, PUBLICATIONS OR ISSUE DATES

- Multiple versions of the same supplement require version identification on the front and/or back of the insert. Each version should be on a separate skid with appropriate flagging for each version.
- Multiple publications (Sun Sentinel, TMC, el Sentinel, City Link, Forum Publishing Group, etc.) of the same FSI require publication identification. Each publication must be on a separate skid with appropriate flagging for each publication.
- Multiple issue dates of the same supplement (bulk deliveries) will be accepted pending approval. The Material Inventory Control supervisor, (954) 425-1247, should be notified prior to any bulk delivery and reserves the right to accept or reject these shipments on a case-by-case basis. A separate set of guidelines applies for multiple insertion date pre-prints (call (954) 425-1247 for more information).

BILL OF LADING

For your record and our records, the bill of lading must contain the following information:

- Total print order
 - Number of pieces per pallet
 - Total number of pallets
 - Name of the supplement
 - Issue date, or publication date
 - Version of the supplement
 - Quantity per version (if applicable)
 - Publication name (Sun Sentinel, TMC, el Sentinel, City Link, Forum Publishing Group, etc.)
 - Name of printer, contact, phone number
- Early deliveries require arrangements with storage available at additional costs.*

BULK DELIVERY GUIDELINES

Bulk delivery will be accepted for print and deliver products only. All pallet labels must state "Bulk Shipment." All single sheet cards should be boxed and each box should include the insert name and quantity box. Please separate by work order.

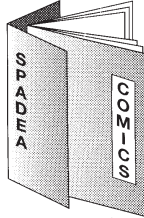
FULL RUN PRODUCTS

COMICS

- All Sunday Comic advertising earns full lineage credit toward retail full run contract fulfillment.
- Deadline: four weeks prior to publication.
- Additional time required on non-camera ready material, please consult your Sun Sentinel Advertising Representative.

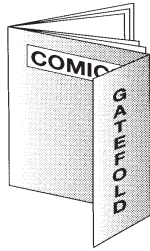
SPADEA

A Spadea wrap is a standard full page of color advertising (10.5" x 20") printed on both sides. It is then folded vertically to wrap around the front of the Sunday Comics.



GATEFOLD

A Gatefold is 5.175" x 20". It is attached to the right-hand side of the Sunday Comics. It folds back (right to left) across the front of the comics section.



PLASTIC DELIVERY BAG

Plastic newspaper bags imprinted with an advertiser's message are available every day except Saturday, distributed to home-delivered subscribers only.

PRINT AND DELIVER COSTS

Minimum order 100,000 pieces.

Quoted on a per job basis.

- Full run orders bump part run orders to next available date.
- Size of bag determined by day of week and time of year.

DEADLINES

Six weeks in advance of appearance.

A significant surcharge will be applied to late orders or materials, pending acceptance by the printer.

All bags should arrive 2 weeks prior to distribution date:

Sun Sentinel
333 SW 12th Avenue
Deerfield Beach, FL 33442

RECEIVING HOURS

7:00 a.m. – 7:00 p.m. Monday – Friday (954) 425-1247

REQUIRED BAG SIZES

Day	Bag Size	Artwork Size
Monday	8.0" x 22"	7.0" x 19"
Tuesday	8.0" x 22"	7.0" x 19"
Wednesday	8.5" x 22"	7.5" x 19"
Thursday	8.5" x 22"	7.5" x 19"
Friday	9.0" x 22"	8.0" x 19"
Saturday	Not Available	
Sunday	11.0" x 23"	10.0" x 20"
el Sentinel	8.5" x 22"	7.5" x 19"

FORUM PUBLISHING PRODUCTS

CITY LINK - 4 COLUMN FORMAT

City Link is South Florida's premiere youth oriented publication featuring the best variety of local cutting edge news, culture and lifestyle. City Link is published weekly on Wednesday in a tabloid format, and distributed free at over 1,500 locations throughout Broward, North Miami-Dade and Palm Beach counties.

City Link column widths	Inches
1 column	2.319"
2 column	4.768"
3 column	7.217"
4 column	9.667"

PART RUN

SHALOM

Shalom is an exciting Jewish publication that highlights the lifestyle treasured by one of the nation's largest Jewish communities. Each monthly edition contains themed editorial content to match the Jewish calendar. This tabloid publication is distributed in the Sun Sentinel throughout Broward and Palm Beach counties. Shalom is published monthly.

PUBLISH DATES & DEADLINES:

Publication date	Space deadline	Proof deadline	No proof deadline
Jan. 14	Jan. 6, 5PM	Jan. 6, 6PM	Jan. 7, Noon
Feb. 11			
Mar. 5	Feb. 24, 5PM	Feb. 24, 6PM	Feb. 25, Noon
April. 2	Mar. 24, 5PM	Mar. 24, 6PM	Mar. 25, Noon
May. 7	Apr. 28, 5PM	Apr. 28, 6PM	Apr. 29, Noon
June. 4	May 26, 5 PM	May 26, 6 PM	May 27, Noon
July. 2	June 23, 5 PM	Jun 23, 6 PM	June 24, Noon
Aug. 6	July 28, 5 PM	July 28, 6 PM	July 29, Noon
Sept. 3	Aug. 25, 5 PM	Aug. 25, 6 PM	Aug. 26, Noon
Oct. 1	Sept. 22, 5 PM	Sept. 22, 6 PM	Sept. 23, Noon
Nov. 5	Oct. 27, 5 PM	Oct. 27, 6PM	Oct. 28, Noon
Dec. 3	Nov. 23, 5 PM	Nov. 23, 6 PM	Nov. 24, Noon

Please see your Sales Representative for deadlines.

SHALOM RATES *Cost per column inch*

Shalom Broward	\$16
Shalom Palm Beach	\$14
Shalom Combo	\$25

Pick up Jewish Journal for additional \$10 PCI per zone.

Additional 25% for full or spot color.

JEWISH JOURNAL

The Jewish Journal offers South Florida's affluent Jewish community hard-hitting local commentary, lively opinion, an extensive dining section and community calendar. The Jewish Journal has been serving its community, from West Palm Beach to Miami, for more than 25 years. It is distributed free at newsstands, Jewish community centers, condominiums, shopping centers and synagogues. The Jewish Journal also is inserted into Sun Sentinel subscriptions in west Boynton Beach and select communities in Boca Raton.

\$10 PCI as an add on to Shalom Today.

Additional 25% for full or spot color.

PUBLISH DATES

Broward: Thursday, **Palm Beach / Miami-Dade:** Tuesday

CIRCULATION/DISTRIBUTION*

Broward North	18,472	Palm Beach North	29,246
Broward Central	25,263	Palm Beach South	26,920
Broward South	14,127	Miami-Dade	19,492

Total: 133,520

* CVC Publisher's Statement, March 2008.

AD SPECIFICATIONS

CLASSIFIED ADVERTISING

Column	Inches
1	1-1/8" = 1.12"
2	2-9/32" = 2.29"
3	3-7/16" = 3.45"
4	4-5/8" = 4.62"
5	5-25/32" = 5.79"
6	6-15/16" = 6.95"
7	8-1/8" = 8.12"
8	9-9/32" = 9.29"
9	10-7/16" = 10.45"
10.....	11-5/8" = 11.62"
Standard size page.....	10 column X 21" deep
Tabloid size page.....	8 column X 11" deep

ROP ADVERTISING - BROADSHEET

Column.....	Inches
1	1.62"
2	3.4"
3	5.17"
4	6.95"
5	8.72"
6	10.5"
Double Truck	22"
Standard size page.....	6 column X 21" deep
Tabloid size page.....	5 column X 10.5" deep

ROP ADVERTISING - TABLOID

Column.....	Inches
1	1.83"
2	3.79"
3	5.75"
4	7.71"
5	9.67"
Double Truck	20.21"

MISCELLANEOUS MECHANICAL NOTES

- Classified display ads are measured at 14 lines per column inch. Standard size page bills 2,940 lines; tabloid size page bills 1,232 lines.
- Classified in-column ads are not billed at 14 lines per inch.
- All ads are reproduced at 97% of original size to accommodate the mechanical specifications of the presses.

ROP DEPTH REQUIREMENTS

- Standard size double-truck advertisements, thirteen columns wide, requires 13 inch minimum depth. Less than standard size double-trucks require full depth of page, 21 inches.
- Advertisements in standard size format more than 18 inches deep charged full column depth of 21 inches.
- Advertisements in tabloid size format more than 8.75 inches deep charged full column depth of 10.5 inches.

DOUBLE-TRUCK WIDTH REQUIREMENTS

- Standard size - 22" wide (13 total columns) with a 5.25 pica gutter 21" deep
- Tabloid size - 20.21" wide (11 total columns) with a 6.0 pica gutter 10.5" deep

RECOMMENDED QUALITY STANDARDS

GUIDELINES FOR ART AND COPY PREPARATION

Print media such as newspaper and magazine differ in their production requirements. Adherence to these standards will ensure the best possible reproduction of your ad.

Process Color:

- Polaroids are not recommended.
- Screen ruling: 100 lines per inch.
- Minimum type size: 6 point.
- Minimum reverse type size: 10 point. (avoid serif type).
- Minimum process color reverse type size: 12 point or greater (avoid serif type).
- Minimum line width; positive print - 1 point rule; reverse positive print - 2 point rule.

Full Process Color Reproduction

Ink Laydown Sequence: C-M-Y-K

C = Cyan (Blue); M = Magenta (Red); Y = Yellow; K = Black

Recommendations for Color Separations

Color dot aim points (After UCR/GCR)

	Highlights	Qtone	Midtone	Shadow
Cyan	1%	21%	34%	60%
Magenta	0%	15%	32%	50%
Yellow	0%	15%	32%	50%
Black	0%	0%	5%	80%

Make total print density 240% after UCR/GCR.

AD SPECIFICATIONS

DIGITAL AD SPECIFICATIONS

Sun Sentinel Digital Ad Processing Center

Deerfield Phone Number:(954) 425-1330

Fort Lauderdale Phone Number:.....(954) 356-4459

Web site:<http://adupload.SunSentinel.com>

COMPLETE ADS

The Sun Sentinel recommends PDF as the preferred file format.

Acrobat Distiller job options:

- Compatibility Acrobat 4 or Acrobat 5
- Downsample bitmap images to 1200ppi compression CCITT Group4
- Embed all fonts
- Turn OFF default setting convert CMYK to RGB in advanced settings.
- Send only one ad per disk

For Newsprint:

- Downsample color - 200ppi compression ZIP
- Downsample grayscale - 200ppi compression ZIP

For Glossy/Magazine:

- Downsample color - 300ppi compression ZIP
- Downsample grayscale - 300ppi compression ZIP

Fonts Accepted

- Adobe Type 1 Postscript fonts
- Bitstream Type 1 Postscript fonts
- True Type fonts
- We cannot guarantee successful output using any other fonts

Ad Size

The ad document must be built to the correct size according to this rate book

Color Space

CMYK color space only. No Pantone spot, RGB, Lab, DCS or Index. (Please see color specs in this book for further information)

Disks Accepted

- CD ROM
- DVD

Naming Convention for Disk Ads

The ad files should be named by the Sun Sentinel CC number or job number. Example: 1234567

Hard Copy Printout

All disks must include a B&W or color proof as applicable

Label the Disk

Label the disk with advertiser name and return address

Non-PDF Formats

Macintosh applications supported though not recommended:

- InDesign CS2
- Illustrator CS2
- Photoshop CS2
- Quark 6.5

PC Windows Applications Supported

Adobe Acrobat PDF 4.0 or PDF 5.0 compatibility

Disk Organization

- All screen and printer fonts used in the ad should be placed into a folder labeled "Fonts"
- All graphics and art used in the ad should be placed into a folder named "Art"
- One ad per disk

Questions?

Contact your Advertising Representative or call the Sun Sentinel Digital Ad Processing Center at Deerfield (954) 425-1330 Ft. Lauderdale (954) 356-4459 (After 5:30 p.m. call Deerfield number)

DIGITAL AD TRANSFER

Visit our Web site at <http://adupload.SunSentinel.com>

Third Party Digital Ad Transmission Vendors

- AP Adsend - 800-823-7363
- Code for Sun Sentinel FLLAU
- Color ads are accepted as composite files only.
- There are others not listed. Call (954) 425-1330 for more info.

AD MATERIALS - ART AND TEXT

Graphics or text sent in as a supplement to an ad being built by the Sun Sentinel

Graphics

- Saved as tiff, eps or JPEG format
- Line Art 800 ppi when used at 100%
- Grayscale - 200 ppi when used at 100% - shadow set to 85%
- Color - CMYK 200 ppi when used at 100%
- CMYK total ink density 240%
- Allow for 30% dot gain on press
- Vector Art - Illustrator or Freehand - outline all fonts
- Colors defined as CMYK

Text

Saved as text only (plain ASCII text - no formatting)

Supplied Photos for Sun Sentinel Built Ads

Accepted as RGB JPEG

200 DPI at 100%

Total ink density at 240%

POLICIES

PAYMENT TERMS

- Payment in advance is required of all advertisers who have not received charge account status.
- If Newspaper has given Advertiser written notice that Advertiser established credit with Newspaper, then payment for advertising shall be made at Newspaper's offices in Fort Lauderdale, Florida or to Tribune Financial Services in Chicago, Illinois. Payments are due by the fifteenth of the month for space used during the preceding month. Credit privileges will be suspended on accounts not paying by the 25th of the month in which a payment is due. Payments must accompany all orders from accounts which have not established credit.
- All statements are considered correct after 30 days from issue.
- Retail only: All rates are net. No agency commissions. No other discounts allowed unless otherwise noted.
- All rates and discounts apply to individual advertisers.

General and Co-op

- A commission of 15% is granted to approved advertising agencies.
- If Newspaper has given Advertiser written notice that Advertiser established credit with Newspaper, then payment for advertising shall be made at Newspaper's offices in Fort Lauderdale, Florida or to Tribune Financial Services in Chicago, Illinois. Payments are due by the fifteenth of the month for space used during the preceding month. Credit privileges will be suspended on accounts not paying by the 25th of the month in which a payment is due. Payments must accompany all orders from accounts which have not established credit.

RETAIL LINAGE CONTRACT ACCRUAL

Linage accrues toward full run ROP contract fulfillment as follows:

- Sun Sentinel full run ROP inches, comics, spadea, gatefold and SpecialDelivery jacket earn full credit toward ROP contract fulfillment.
- All part-run Sun Sentinel products, el Sentinel and City Link count 50% toward ROP contract fulfillment (example: a 126" ad in el Sentinel will count as 63" toward a full run contract).
- Preprinted inserts and Print & Deliver inserts for both inpaper and TMC delivery: Inches applied toward ROP contract fulfillment are calculated by taking the dollar cost of the insert divided by the Sunday 10-page ROP contract rate, yielding inches toward contract fulfillment. Insert advertising is not eligible for rebate.

CONVERSION TABLE

Advertisers' contract will automatically convert as follows:

Full Run	Converts to:
1-5 page (630")	1x
10 page (1,260").....	Multi

Frequency Products	Converts to:
1x.....	1 page (126")
Multi.....	5 pages (630")

ADVERTISING TERMS AND CONDITIONS

- An annual contract is required to earn other than the open rate and to qualify for discounts.
- If there is a separate advertising contract between the Advertiser and the Publisher, the advertising contract shall constitute the entire agreement between the Publisher and the Advertiser and shall supersede any prior understandings and/or agreements, whether oral or written. There are no representations or warranties other than those set forth in the contract. Furthermore, any modifications of the terms of the contract must be made in writing and in accordance with the terms of the contract.
- Publisher reserves the right to revise advertising rates at any time.
- Failure by Publisher to publish any requested advertisement shall constitute rejection of the order for such advertisement, but does not constitute a breach of contract or otherwise entitle Advertiser or agent to any legal or financial remedy.
- The Publisher reserves the right to alter any advertising material in order for the material to conform to the current mechanical specifications. Furthermore, the Newspaper reserves the right to reduce the size of any advertisement and still charge stated rates as long as the advertisement maintains the same proportion of the entire page. All ads will be billed at the ordered depth.
- Advertisements canceled after published deadlines will be billed to Advertiser (for unsold space).
- Position of advertising within the Newspaper is not guaranteed. Unless a specific term in an Agreement provides for premium position advertisement, advertising orders with special clauses or specifying pages or directing insertion of advertisements in a specific position with the proviso "or omit", or specifying or barring the use of any page because of the kind of news or advertising on or near that page, or requiring section, column or page position guarantees, are not acceptable. Any such provision shall not be legally binding upon Sun Sentinel but will be treated as a request only. In the event the Advertiser has paid a premium for a particular position under a specific agreement. Damages for failure to publish in a particular position shall be limited to the refund of the premium paid.

(continued next page)

ADVERTISING TERMS AND CONDITIONS (CONTINUED)

- Advertising set to resemble a news story must carry the word “advertisement” at the top of the ad set in minimum 10 point bold typeface. “Advertisement” must appear once for every two columns in ad width. 31.5” minimum ad size required.
- Publisher's liability for an error shall not exceed cost of space occupied by the error. We will not be responsible for errors after the first day of publication. If you find an error, call the Advertising Department immediately. Your ad will be corrected as soon as possible, for following Newspaper editions.
- Publisher is not responsible for published errors in copy received after deadline.
- Publisher assumes no financial responsibility for typographical errors or omission of copy or ads.
- Preprints will be billed for quantities requested by the Newspaper and rates are established taking into account a waste factor.
- Advertiser acknowledges that insertion equipment and insert delivery of Publisher may not be 100% accurate, and that there may be a percentage of “misses”, “inaccurate delivery” and “doubles” for any insertion advertising order. The number of such errors depends upon factors outside the control of Publisher. When such errors occur they cannot be corrected until future issues of the Newspaper are published, and any potential damages arising out of such errors are speculative. Publisher is not liable for damages of any kind arising from such errors.
- In no event will Publisher be liable for consequential, special, indirect, exemplary or punitive damages.
- Publisher shall not be liable for failure to publish or distribute any advertisement because of strikes, labor disputes, government action, war, fire, breakdown of equipment, terrorist act, hurricane, tropical storm or other extreme weather condition, or any other cause beyond its reasonable control.
- Publisher is not responsible for loss of original artwork or mechanicals.
- Advertiser will be charged the published rate according to contract level and frequency, regardless of any supplied written insertion order or other writing to the contrary, unless signed by an authorized representative of Publisher. Failure to make written insertion orders correspond to the published rate or total price is regarded as a clerical error.
- Publisher will not accept any provision in any insertion order which is inconsistent with the terms of this rate card or any other contract between Publisher and Advertiser.
- “Going Out of Business” ads require payment in advance in cash or certified funds.
- It is the Advertiser's responsibility to advise the Publisher credit department immediately, via registered mail, of any change in business structure or status.
- Advertiser agrees to indemnify, defend and hold harmless the Publisher against any and all liability, loss, or expense arising from claims for defamation, unfair competition, unfair trade practice, infringement of trade names or patents, violation of rights of privacy and infringement of copyrights and proprietary rights arising out of the publication by the Publisher of the advertiser's ads.
- To ensure the integrity of our Newspaper for the benefit of our readers and advertisers, we reserve the right to revise, reclassify, edit or refuse any advertisement at any time.
- Publisher reserves the right to cancel any advertising agreement under which no advertising has been inserted within thirty (30) days of the date of agreement.
- Brokering, assigning and/or reselling of any Sun Sentinel advertising space and/or contracts is prohibited.
- URL addresses for multi-client sites may be carried in an Advertiser's ad, only in the event that such sites are owned and/or co-branded by the Sun Sentinel.
- Advertising which portrays, promotes, or includes reference to another medium (including Internet), consumer events or job fairs, is subject to approval by Sun Sentinel prior to publication.
- Sun Sentinel shall have the right to use any advertising published in the Sun Sentinel for the purpose of promoting any of the products and services of the Sun Sentinel. Sun Sentinel shall have a non-exclusive, perpetual license to publish any and all advertising content created by the Advertiser or its agents or Sun Sentinel, including but not limited to photographs, artwork, text and graphics in any media, presently known or unknown, including but not limited to its electronic publications on the Internet and in any archival retrieval system whether that information is digitally stored or stored on any other media.
- Advertiser shall pay all applicable taxes, including state and local use and sales taxes, arising from this contract and all amounts paid and payable by Sun Sentinel in discharge of the foregoing taxes. This provision shall survive the termination of this contract.
- Advertiser shall be liable for all costs incurred by Publisher, including without limitation attorneys' fees and expenses, in collecting past due accounts and in defending any and all claims asserted in the action.
- In the event of any dispute between Advertiser and Publisher, the federal and/or state courts having jurisdiction in Broward County, Florida shall have exclusive jurisdiction and Florida law shall apply to the dispute.
- Advertiser will be billed at the current contractual rate established for lineage, revenue and/or frequency contracts. If there is no signed contract, Advertiser will be billed at the 1x rate appearing on the applicable rate card. If Advertiser enters into a superseding contract, with a commitment greater than the amount of the current contract, Advertiser will qualify for a lower rate going forward. A superseding contract rate will be effective with the next billing period. No Advertiser will receive a rebate on past advertising purchases on superseding contracts or solely by qualifying for a lower earned rate during the contract term. If Advertiser runs less than the amount set forth in their contract, short rates are determined by calculating the rate difference between the signed contract level and the earned level for the term of the contract. Advertiser shall pay the difference promptly upon demand by Newspaper.
- Sun Sentinel Company is not contractually obligated to sell or deliver any specific number of daily or Sunday newspapers.
- Rates are not based solely on circulation.



SunSentinel