



FROM THE PUBLISHER

To Our Valued Advertisers:

It is the editorial view of THE SARASOTA PHOENIX that sets it apart from other media outlets. Our editorial approach cannot be labeled as being biased toward Liberalism or Conservatism, nor toward the Democratic or Republican Party. THE SARASOTA PHOENIX is a media source that provides its readers with an honest and well researched analysis of what is going on in their community, regardless of any political philosophy or affiliation.

As one respected former public official, who is also successful in the public sector, recently stated after reading one of our investigative articles, "I can't tell you how much I respect your willingness to speak the truth!"

THE SARASOTA PHOENIX also covers a broad range of topics including national, international, cultural, environmental and sports news stories written by a professional staff of writers.

The presentation and layout of THE SARASOTA PHOENIX is of the highest quality and assures the delivery of a first-rate printed publication.

We have recently hired a marketing consulting firm to move THE SARASOTA PHOENIX to an expanded level, which will enhance the profitability of businesses advertising in THE SARASOTA PHOENIX.

The staff of THE SARASOTA PHOENIX treats our advertisers like family, always striving to develop and build on a long term relationship that is beneficial to the advertiser, the paper and the community.

After being in business for a mere two years, I am extremely proud of the enthusiastic reception we have received from the Sarasota community. THE SARASOTA PHOENIX is dedicated to delivering the objective truth to our readers.

Thank you for your support and patronage,

Jon Susce
Publisher
THE SARASOTA PHOENIX



MECHANICAL SPECIFICATIONS

These are the column widths for all standard newspaper sections.

1 column = 2”

2 columns = 4.167”

3 columns = 6.3333”

4 columns = 8.5”

5 columns = 10.6667”

Ads are accepted in Adobe Acrobat PDF file format

All fonts must be embedded in the PDF

Color mode: CMYK

Bleed: .125

Resolution: 300

Do not include crop marks

Photos must be saved as EPS or TIFF, in GRAYSCALE or CMYK.

Photo toning specifications:

Allow for 30% dot gain in the mid-tone regions

Maximum color saturation 240%

For best results, printing inks setup in Photoshop must be set as “SWOP (Newsprint).”

AD SUBMISSION

Submit press ready PDF files via the Advertising page of our website:

www.sarasotaphoenix.net/advertising

DO YOU NEED AN AD DESIGNED?

The Sarasota Phoenix has an in-house design department should you need to have an ad developed at no cost to you. For this service or for assistance with ad submission, please contact Marjorie Angelo at 386.263.7871 or email marjorie@sarasotaphoenix.net

DISPLAY AD PRICING AND MEASUREMENTS

These are the column widths for all standard newspaper sections.

	OPEN	3 MOS (Save 15%)	6 MOS (Save 20%)	9 MOS (Save 25%)	12 MOS (Save 30%)
FULL PAGE	\$1107	\$941	\$887	\$833	\$777
ISLAND	\$622	\$529	\$498	\$468	\$436
1/2 PAGE	\$553	\$470	\$432	\$420	\$387
1/4 PAGE	\$275	\$234	\$221	\$205	\$192
1/8 PAGE	\$140	\$119	\$112	\$105	\$98
1/16 PAGE	\$69	\$59	\$55	\$52	\$48

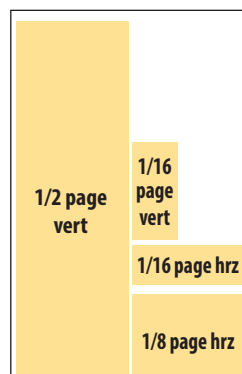
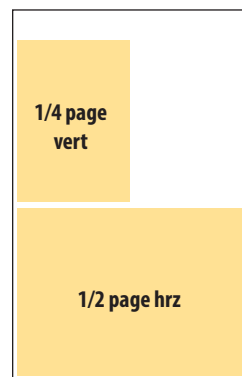
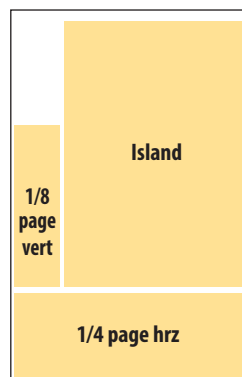
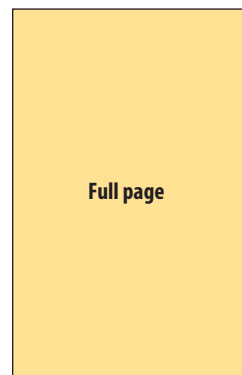
Pricing shown is per month

Preferred placement add 25%

Prices subject to change without notice.

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Full page Vertical
11" x 17"



Island Vertical
7.4167" x 12"



1/2 page Horizontal
10.6667" x 8"



1/2 page Vertical
5.25" x 16.6667"



1/4 page Vertical
5.25" x 8"



1/4 page Horizontal
10.6667" x 4"



1/8 page Vertical
2" x 8"



1/8 page Horizontal
5.25" x 4"



1/16 page Vertical
2" x 4"



1/16 page Horizontal
5.25" x 2"



ADVERTISING AGREEMENT

Date: _____
Account Rep: _____
Company: _____
Contact: _____
Address: _____
City/State/Zip: _____
Phone: _____
Email: _____

Start Date: _____

Frequency:

- Open 3 months 6 months 9 months 12 months

Advertiser agrees to advertise according to the specifications outlined above and according to the terms of the rate card. Rates will be based on the current price list as of the date the ads run. All agreements will remain in effect until written notice is given by either party at least one week prior to cancellation. The contract will be automatically renewed unless otherwise notified within 30 days of close of contract agreement date. Failure to meet contract terms will result in the advertiser being billed at the earned rate.

All advertising must be paid in advance unless the advertiser has first established credit with the Sarasota Phoenix. All new advertisers must pre-pay two months of advertising. All accounts are due and fully payable on receipt of the bill. Accounts more than 30 days past due will be charged a 1.5% service charge. Accounts unpaid after 60 days will be refused advertising until the past due balance is paid in full.

The advertiser is solely responsible for the entire substance and content (including text and illustrations) of the advertising printed.

The Sarasota Phoenix reserves the right to reject proposed advertising. Copy and proof deadlines must be met to ensure publication. Proofs, when submitted, will be for typographical corrections only. All additional changes will incur applicable charges.

Notes: _____

EASY PAY AUTHORIZATION

Pre-pay amount: _____
Monthly auto-pay: _____
(New advertisers must pre-pay 2 months of advertising)
Cardholder Name: _____
Card #: _____
Expiration: _____ 3 Digit Security: _____
Zip: _____ Date: _____

Authorized Signature: _____

Print Name: _____