

ATTACHMENT

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North River News Advertising Rates

Serving the North River area since 1893 - Palmetto News Palmetto Press North River News

Effective September 1, 2009

Display Advertising

rates are per each insertion

	Open Rate	13 wks.	26 wks.	52 wks.	Full Color additional
per col. inch	\$9.65	\$8.45	\$7.85	\$7.25	
Business Card	38.60	33.80	31.40	29.00	50.00
1/16 page	57.90	50.70	47.10	43.50	50.00
1/8 page	115.80	101.40	94.20	87.00	75.00
1/4 page	231.60	202.80	188.40	174.00	100.00

We offer substantial discounts for Half Page and Full Page ads

rates are per each insertion

	Open Rate	13 wks.	26 wks.	52 wks.	Full Color
Half Page	\$324	\$284	\$264	\$243	125.00
Full Page	\$556	\$486	\$452	\$417	175.00

Service Directory ads

rates are for consecutive runs:

Size: 3" x 1 1/2"	4 wks.	8 wks.	12 wks.	21 words or less, line ad	Each additional word over 21
	\$88	\$144	\$180	\$10.00	.10
	(\$22/wk)	(\$18/wk)	(\$15/wk)	Special format (centered, reversed, boxed)	add \$2.00
				with photo	add \$10.00

Classified Ads

Inserts

Pre-Printed	\$30/thousand
Printed at North River News	\$45/thousand
printing both sides of paper	\$42/thousand
Prices are for 24# white, one side, one color ink; minimum 1,000.	add \$15/thousand

Deadlines

Display Advertising - Monday 5pm Classifieds and Events - Tuesday noon

Mechanicals

Page Width	6 columns, 10"
Page Depth	16 inches
1 col.	1 1/2" 9 picas
2 col.	3 1/4" 20 picas
3 col.	5" 30 picas
4 col.	6 5/8" 40 picas
5 col.	8 1/4" 50 picas
6 col.	10" 60 picas
Business card	3 1/4" x 2"
1/16 page	3 1/4" x 3" or 5" x 2"
1/8 page	3 1/4" x 6" or 5" x 4"
1/4 page	5" x 8" or 6.65" x 6" or 10" x 4"
1/2 page	10" x 8" or 5" x 15 3/4"
Full page	10" x 15 3/4"

General Information

Circulation

7700 (summer)-9600 (season)
The North River News is a FREE publication covering the entire North River area including mobile home parks throughout Palmetto, Ellenton, Parrish, Terra Ceia and Snead Island, as well as boxes and drops in northern Bradenton. Zip Code areas: 34221, 34222, 34219, 34250, 34205, 34208.

Publication Date

Weekly on Thursday mornings

Payment

All new accounts are payable upon submission of ads until credit is established. Display ads are payable within 15 days of monthly billing.

Classifieds, Service Directory ads and Event payments are due with submission of ads. Checks are payable to North River News

Beverly Minnix

From: TEMPO NEWS [Temponews@comcast.net]
Sent: Monday, October 05, 2009 2:54 PM
To: Beverly Minnix
Subject: TEMPO NEWS MEDIA KIT

Attachments: REVISED 2008 TEMPO NEWS MEDIA BROCHURE.pdf



REVISED 2008
TEMPO NEWS MEDIA

DEAR BEVERLY:

ATTACHED IS THE MEDIA KIT FOR 2009. IT HAS 2008 ON IT BUT WE ARE USING THE SAME RATE.

*IF YOU HAVE ANY QUESTION PLEASE DO NOT HESITATE TO CALL ME AT
941-359-1065 OR EMAIL BACK.*

SINCERELY,

*JOHNNY HUNTER, JR.
PRODUCTION MANAGER*

DISTRIBUTION

MANATEE COUNTY

34203	-	475 COPIES WEEKLY
34204	-	300
34205	-	2575
34206	-	775
34207	-	750
34208	-	8750
34209	-	300
34221	-	3400
34222	-	350



SARASOTA COUNTY

34234	-	8625 COPIES WEEKLY
34235	-	2000
34236	-	5250
34237	-	800
34238	-	650
34243	-	300
34277	-	400
34278	-	400
34285	-	2500
34286	-	400
34287	-	500
34289	-	500

MAXIMIZE YOUR ADVERTISING DOLLAR BY TARGETING YOUR ADVERTISING CAMPAIGN WITH OUR PROMOTIONAL EVENTS

Month	Promotion
January	Salute to Dr. Martin Luther King
February	Black History
May	Mother's Day Graduates and Careers Edition
July	Fourth of July Issue
November	Thanksgiving Edition
December	Christmas Edition

TEMPO News, More of Everything

- TEMPO News publishes More Advertising
 - TEMPO News publishes More News and Features
 - TEMPO News publishes More Classified Advertising
 - TEMPO News publishes More Community-oriented News and Photos
- Than all our competitors combined.

You want MORE for your advertising dollar? Then you should be represented in the...



Phone or Write
(941) 359-1065
Post Office Box 3243
Sarasota, Florida 34230
www.temponewsonline.net

SERVING SARASOTA AND MANATEE SINCE 1987

TEMPO News



The News Source with the Beat of the Black Community
Serving Sarasota and Manatee Counties Since 1987

TWO LOCATIONS:

2826 Leonard Reid Avenue
Sarasota, Florida 34234
(941) 359-1065
(941) 351-6962

2403 2nd Avenue East
Palmetto, Florida 34221
(941) 721-9648

MAILING:

Post Office Box 3243
Sarasota, Florida 34230

E-mail: temponews@comcast.net
Website: temponewsonline.net

Published Every Thursday

- Member:
- Greater Sarasota Chamber of Commerce
 - Manatee County Chamber of Commerce
 - Notary Public

ABOUT TEMPO News

Established in 1987, TEMPO News is an independent, weekly publication serving Sarasota and Manatee Counties, focusing on providing positive information about minorities.

Our staff of contributing writers and account executives continues to put together quality information covering social, political, economic and religious issues.

Consumers turn to us to keep themselves abreast of the local concerns in both communities.

TEMPO News has a circulation of 40,000 with a readership of over 160,000.

We distribute our publication in over 300 locations, including government buildings, banks, local and major grocery stores.

Our covered and wire racks can be found in other locations throughout both counties.

MISSION STATEMENT

The **MISSION** of TEMPO News is too fairly and objectively report news affecting the citizens of Sarasota and Manatee counties.

In reporting of the news, TEMPO will continuously strive to be inclusive of stories covering all elements of our community with a special focus on issues affecting the African American population.

Our primary goal is to improve understanding and appreciation between the races by bridging the social, cultural, economic, and political gaps that now exist, eventually creating a more harmonious environment for all of our citizens to enjoy. We will do this by always reaching out to every segment of our community.

MECHANICAL SPECIFICATIONS

Tabloid Newspaper with six (6) columns

Page Size:

Page Depth.....17 inches
Page Width.....11 inches

Column Sizes:

1 column width.....1 5/8 inches
2 column width.....3 3/8 inches
3 column width.....5 1/8 inches
4 column width.....6 7/8 inches
5 column width.....8 5/8 inches
6 column width.....10 3/8 inches

Ad Sizes (commonly ads used):

Full Page (6 col. x 17 in.).....102 col. in.
Half Page (6 col. x 8.5 in.).....51 col. in.
Quarter Page (3 col. x 8 in.).....25.5 col. in.
Eighth Page (3 col. x 4.25 in.).....12.75 col. in.

DISPLAY ADS - RATES

The open rate for advertising is **\$15.00** per column inch with contract agreement rate available for frequency

~SPECIAL ADVERTISING RATES~

- **COMMISSIONABLE RATE**.....\$16.50/col. in.
- **NON-PROFIT RATE**.....\$11.00/col. in.
- **LEGAL ADVERTISING**.....\$0.50 per word
- **NOTICE OF ACTION**.....\$80.00 (4 weeks)
- **BIRTHDAYS, ENGAGEMENTS, WEDDINGS**
\$0.50 per word & \$10 for photo

~CLASSIFIED ADVERTISING RATE~

\$8.00 up to 20 words, 50 cents each additional word, \$10.00 with photo

~INSERTS ADVERTISING RATE~

\$50.00 per thousand, with a minimum of 20,000

~POLITICAL ADVERTISING RATE~

Political advertising must be paid in advance **\$16.00** per col. in. Each advertisement must contain the statement:

"Paid Political Advertisement"

"There is No Better Advertising Buy in the Minority Market"

DEADLINES

Reservations for Ad space and cancellations are due Friday prior to Publication.

Ads that are not Camera-ready are due the Friday prior to the next week's Publication.

Camera-ready Ads must be in by Monday, 5:00PM of Publication week.

No changes or ads will be accepted after that Monday deadline.

MISCELLANEOUS

Advertising and Written material subject to Publisher's approval

Black Stats

African-Americans continue to increase their spending in proportion to their rising income, according to the newest edition of "The Buying Power of Black America" study. Black households also continue to spend more collectively than Hispanics or other minorities in virtually every consumer product and service category.



Frequently requested data on African American consumers

Buying Power:
\$631 Billion (2007)

- Top Five Expenditures:**
- Housing 130 billion
 - Food 52.4 billion
 - Cars/Trucks 48.7 billion
 - Clothing 22.3 billion
 - Health Care 14.5 billion

Excerpt from
Target Market News, 229 S. Wisconsin Ave., Suite 210, Chicago, IL 60604

The Bradenton Times

<http://www.thebradentontimes.com>

Proposal: CRA Online Business Directory at The Bradenton Times

Prepared for:
The Palmetto CRA

Prepared by:
Joe McClash, Publisher
William W. Winter, Director of Website Operations

August 27, 2009

Proposal

Objective

The Bradenton Times is an online News, Community Resource and Business Directory internet site with a focus on Manatee County. We cover and report on government meetings including the City of Palmetto. Every week we email our Weekly Recap newsletter to over 16,000 people providing important news and listing upcoming community events.

At the present time there is no directory of Palmetto businesses on the web. Additionally, there are businesses within the CRA without any presence on the internet, preventing potential customers from finding these business's contact information via any web search, leading to lost revenue.

An online Business Directory on The Bradenton Times web site would provide an active web presence for these businesses. The services offered will provide businesses within the Palmetto CRA the online exposure that will get them found by potential customers. By focusing on the services offered by those businesses, the enhanced features of The Bradenton Times CRA Business Directory establishes an easily searchable, dynamic and well indexed web presence for these business on the internet.

Included Services Offered

These are the services we will be willing to provide the CRA:

- Create a business directory for the CRA and post on our site for public availability on the internet
- Provide the CRA with the data file for their use
- Create an enhanced listing for the CRA in the Business Directory and Community Group sections of the site and maintain for 1 year
- Provide Palmetto events listed on our calendar with enhanced information
- Provide up to 50 business with enhanced listings for 1 year
- Provide Featured business listing on the weekly recap for 6 months
- Provide a Banner Ad in rotation on the website for 1 year

Cost for these services: \$5,000

Optional Services

Optional services offered:

- Provide a web seminar to businesses within the CRA during a luncheon and presenting the importance of web based marketing as a key to their future success. 50 attendees \$750
- Enhanced business listings (Micro Sites) each additional business \$100 per year
- Renewal for Enhanced listing after first year for each business \$100 per year
- Graphics and video are not included in the services but may be provided. Due to the unique criteria for each business an estimate will be provided prior to providing these services

Acceptance of Proposal

I accept the proposal for services outlined above and agree to pay \$5,000 upon the directory being posted online. The CRA will use their efforts to identify the businesses that would be posted on the enhanced listings and submit other information needed to fulfill the services offered. There will be no credit for services not used. Payment will be made within 30 days of the directory is posted online.

Authorized CRA representative : _____ **Date** ___/___/ 2009

Authorized The Bradenton Times representative: _____ **Date** ___/___/ 2009

Attachments: Sample Enhanced Listing, Weekly Recap Email, Front page of web site.

The Bradenton Times Enhanced Business Directory

Basic Listing

Business Name & Address

Link to Map

Phone Numbers

Email and Website Addresses

The screenshot shows a basic business listing for 'Castner & Castner, Inc.' on the website 'The Bradenton Times'. The listing includes the business name, address (5210 Conroy Road W, Bradenton, FL 34210), phone numbers (813-756-1297, 813-756-1448), and website (www.castnerandcastner.com). Below the listing is a navigation menu with options like 'Home', 'Local News', 'Event Calendar', 'Classifieds', 'Companies', 'Weather & Traffic', 'Weekly Recap', 'Advertise Here', and 'About Us'. A sidebar on the right contains a 'Current Weather' section, an 'Event Calendar' for August 2009, and a 'Red Barn Fish Market' advertisement.

Enhanced Listing

Business Name & Address

Link to Map

Phone Numbers

Email and Website Addresses

Paragraph Detail of Business
Multiple paragraphs
100's of words

The screenshot shows an enhanced business listing for 'CASTNER & CASTNER FURNITURE & INTERIORS' on the website 'The Bradenton Times'. The listing includes the business name, address (5210 Conroy Road W, Bradenton, FL 34210), phone numbers (813-756-1297, 813-756-1448), and website (www.castnerandcastner.com). The listing features a large photograph of the business building, a detailed paragraph of text describing the company's history and services, and several embedded images and logos. Red arrows point from the text labels on the left to these specific elements on the page.

Business Logo

Detail Headline

Embedded links (pdf file, etc.)

Images / Embedded Video

The Bradenton Times Example "Weekly Recap" Newsletter

Page | Detail:

The Bradenton Times Mail - The Bradenton Times Weekly Reca... <http://mail.google.com/a/thebradentontimes.com/?ui=2&ik=ed7>

William Winer winer@bradentontimes.com

The Bradenton Times Weekly Recap - Local News, Events and Business Information

The Bradenton Times weeklyrecap@bradentontimes.com
 Reply To: The Bradenton Times weeklyrecap@bradentontimes.com
 To: William Winer winer@bradentontimes.com

Thu, Aug 27, 2009 at 3:20 AM

Sent for delivery to Inbox first thing in the morning

The Bradenton Times Weekly Recap

August 27, 2009

Hello William,

The Bradenton Times Weekly Recap is here.
 ■ [Back to School Edition](#) ■

Notable news items this week include:

- D.D. Rogers Elementary opens doors to 'general' learning
- Kindergarten students enjoy classroom after makeover
- Where's tomorrow's Students find direction at Manatee High School
- St. Stephen's standing tall as the school year begins
- School board offers dual enrollment agreement with SCF
- State College of Florida students approve next step for charter school
- Community Photo Album - [Submit your Photos](#)
- Search for businesses in our [Downtown Directory](#)

Latest News

St. Stephen's standing tall as life
 Adam Sharp, 6, takes a moment to reflect on what he took forward to the next year's upcoming year as a St. Stephen's Episcopal School Kindergarten student's story classroom after makeover

When the little first grader walked into
 Matt Norwell's classroom on Monday morning with tears in his eyes, and he comforted her and talked gently to her, one thing came through: this man was born to teach.

Manatee County Port Authority
 Tue 9:00 am - 12:00 pm

Bradenton Central Community Redevelopment Agency
 Tue 5:00 pm - 7:00 pm

Sunset and Live Entertainment
 Tue 11:00 am - 9:00 pm

Karaoke at In-Cityhoods Pub
 Tue 6:00 pm

Innocent Music at The Beachblouse Restaurant
 Tue 6:00 pm

Volume 1, Number 18

For more information please click the image below

RED BARN
 1107 1st Street East
 Bradenton, FL 34204
 (941) 754-1000

Barro Wealth Management

BAIRD

Even R. Guido

Featured Business
Basco & Herndon, CPAs
 Ronald J. Herndon, CPA

Primary Newsletter Sponsor, click for sponsor's web site or directory page

Secondary Newsletter Sponsor, click for sponsor's web site or directory page

"Featured Business" Sponsors, click for sponsor's web site or directory page

Personalized Greeting: "Hello William,"

"Notable News" Section
 Highlights top articles below

News summaries in Center Column, click for full article on web site

Events Summary in Right Column, click for full article on web site

Not Shown:
 "Unsubscribe" link in every edition
 Forward to a Friend" link in every edition

1 of 5

8/28/09 12:14 PM

The Bradenton Times Example "Weekly Recap" Newsletter

Page 1:



Page 2:



Page 3:



Page 4:



Page 5:



The Bradenton Times Home Page

Friday, August 28, 2009 - 12:03pm

The Bradenton Times

Bradenton News & Events - Phone: 941-896-7657 - info@thebradentontimes.com

Promote your Business Online! [Click Here](#)

Premium Listings \$10 per Month!

Comments Page

Local News

Florida News

National News

Homepage

Local News

Event Calendar

Classifieds

Coupons

Weather & Traffic

Weekly Recap

Advertise Here

About Us

Site Search

Go

Get the Weekly Recap

Enter Your Email Address:

Go

Menu

Homepage

Latest News

Sound Off

Event Calendar

Fishing News

Business Directory

Classifieds

Law Enforcement

Our Government

Photo Albums **NEW!**

Sports

Recreation

Dining Guide

Community Groups

Schools

Business Alliance



Current Weather



Partly cloudy
High 90
[More >>](#)

Event Calendar

<< August 2009 >>

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Month at a Glance>>

More Events>>

[Read All News Articles](#)

Latest Bradenton News

[Snook season opens on September 1](#)

by Capt. Zach Zacharias
Published Friday, August 28, 2009

Snook season opens on the first of September and as is usually the case the linesiders are all over the place at this point on the calendar.
[more>>](#)

[Melons from Central America to come through port](#)

by Vincent F. Safuto
Published Friday, August 28, 2009

Here come the cantaloupes - and more. A five-year contract with Fresh Quest announced Thursday will bring cantaloupes and honeydew melons to Port Manatee from Guatemala and Honduras, where the Canadian company owns farms and packing facilities.
[more>>](#)

[Port Authority nixes pay increase for port staff](#)

by Vincent F. Safuto
Published Friday, August 28, 2009

Attrition has helped Port Manatee avoid employee layoffs and cut expenses, executive director David McDonald told port authority members on Thursday.
[more>>](#)

[Forklift mishap damages warehouse at port](#)

by Vincent F. Safuto
Published Friday, August 28, 2009

Red Barn Flea Market
AIR CONDITIONED!
BEAT THE HEAT!
Open Every Fri. Sat. Sun.
8am to 4pm

Village of the Arts