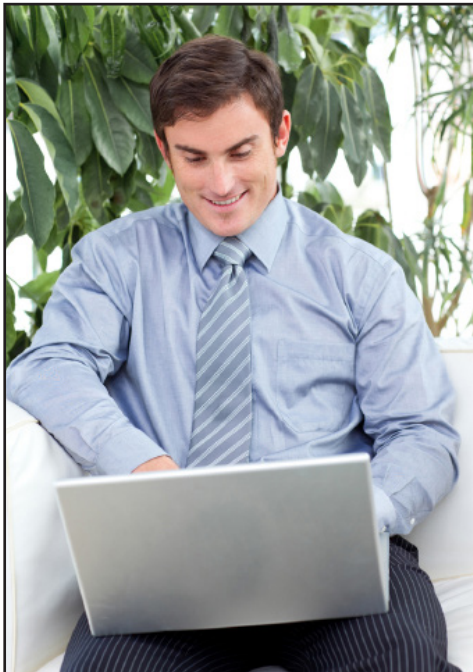


2016 National Advertising Rates



Depend on the power of print, online and mobile to reach your target audiences.



Tallahassee Democrat National Rates (per column inch)

ROP Commissionable

Daily Sunday 25% discount on the 2nd run and 40% on the 3rd-6th w/in 7 days

General Advertising

Open	\$103.25	\$145.75
387"	77.44	119.52
774"	71.24	110.56
1032"	62.69	97.29
Movies	45.95	61.10
Casino/Resort Rate	96.65	129.45

Co-operative/Distributor & Association Contract

Open	93.65	121.70	25% discount on the 2nd run and 40% on the 3rd-6th w/in 7 days
387"	70.24	99.79	
774"	64.62	92.31	
1032"	56.87	81.23	

State (FL) Rates

Open	96.65	129.45	25% discount on the 2nd run and 40% on the 3rd-6th w/in 7 days
387"	72.49	106.15	
774"	66.69	98.19	
1032"	58.69	86.41	
Civic Nonprofit	96.65	129.45	

Please inquire about our National Frequency Program-no contract required • 850.599.2239

• National advertising rates shall apply to manufacturers, wholesalers, jobbers, brokers, distributors or products, services and utilities of general use and/or distribution.

Sunday circulation and rates will apply on New Year's Day, President's Day, Memorial Day, Independence Day, Labor Day, Columbus Day, Thanksgiving Day & Thanksgiving Friday, and Christmas Day. Ads must be picked up within a seven-day period to qualify for frequency discounts. Discounts are based on ads without copy changes. Double discounts are not permitted. No discounts on Sunday.

Preprint/Insert Rates

Full Run Rates (cost per thousand)

	1-11 times		12-24 times		25-52 times	
	Daily	Sunday	Daily	Sunday	Daily	Sunday
2 page	\$44	\$48	\$41	\$45	\$38	\$42
4-6 page	\$55	\$59	\$52	\$56	\$49	\$53
8-14 page	\$65	\$69	\$62	\$66	\$59	\$63
16-26 page	\$73	\$77	\$70	\$74	\$67	\$71
28-40 page	\$77	\$81	\$74	\$78	\$71	\$75
42-48 page	\$86	\$90	\$83	\$87	\$80	\$84
50-64 page	\$89	\$93	\$86	\$90	\$83	\$87

Part Run

	1-11 times		12-24 times		25-52 times	
	Daily	Sunday	Daily	Sunday	Daily	Sunday
2 page	\$56	\$60	\$53	\$57	\$50	\$54
4-6 page	\$67	\$71	\$64	\$68	\$61	\$65
8-14 page	\$77	\$81	\$74	\$78	\$71	\$75
16-26 page	\$85	\$89	\$82	\$86	\$79	\$83
28-40 page	\$89	\$93	\$86	\$90	\$83	\$87
42-48 page	\$98	\$102	\$95	\$99	\$92	\$96
50-64 page	\$101	\$105	\$98	\$102	\$95	\$99

• Add \$4.00 per thousand for every additional six-page increase more than 48 pages. Minimum size accepted: 4-1/2" x 7".

Maximum size accepted: 11" x 11-1/2". Minimum thickness: .007 or 70-lb stock. *Preprints accepted Wednesday-Sunday. *Rates are gross.

Classified State/National Rates*

Daily Sunday

Liners and Display

25% discount on the 2nd run and 40% on the 3rd-6th w/in 7 days

Open Rate per line (net) \$2.85 \$3.70

Open Rate per inch (gross) 40.20 52.20

\$4500 Contract

Open Rate per line (net) \$1.89 \$2.45

Open Rate per inch (gross) 26.64 34.56

***Call a representative for our comprehensive employment rates and packages 888-261-6519.**

Color Rates

Full Color Daily \$7.06 per column inch

Black + One Color Daily \$4.71 per column inch

Full Color Sunday \$8.24 per column inch

Black + One Color Sunday \$5.89 per column inch

Production Mechanical Measurements

STANDARD SIZE

10 Inch Page Width
21.5 Inch Page Depth

1 column.....1.53"
2 column.....3.27"
3 column.....4.95"
4 column.....6.63"
5 column.....8.32"
6 column.....10"
Dbl. Truck.....22"

TABLOID SIZE

10 Inch Page Width
10 Inch Page Depth

.....1.53"
.....3.27"
.....4.95"
.....6.63"
.....8.32"
.....10"
.....22"

Daily Deadlines

Day	Proof	
Sunday	WEDNESDAY	3 p.m.
Monday	WEDNESDAY	3 p.m.
Tuesday	THURSDAY	3 p.m.
Wednesday	FRIDAY	3 p.m.
Thursday	MONDAY	3 p.m.
Friday	TUESDAY	3 p.m.
Saturday	WEDNESDAY	Noon

Feature Issues

Day	Section
Sunday	My Family
Monday	Volunteerism
Tuesday	Schools
Wednesday	Health
Thursday	Taste
Friday	My Nest, Limelight
Saturday	Faith

Preprint/Insert Requirements & Deadlines

Preprint reservations must be made a minimum of 15 days in advance of the desired publication date. Inserts must be received 10 days in advance of publication, delivered to the loading dock (Tallahassee Democrat, Tallahassee, FL) Monday-Friday only from 8 a.m.-5 p.m. EST.

Quantity

Please contact your sales representative for quantities needed for publication dates. Minimum quantity per insertion is 10,000 daily, 20,000 Sunday. Partial page, gate folds or flaps exceeding one-half page will be charged as two additional pages.

Shipping

Jogged and neatly packed on disposable skids in turns of 50 or 100 or boxed in cartons. Pallet loads must not exceed six feet in height or 2,500 lbs. per pallet. Ship to: Tallahassee Democrat, 277 N. Magnolia Dr., Tallahassee, Florida 32301. Skids that arrive damaged will be subject to a re-stacking charge of \$250.

Poly Bags

Carry your message to the doorsteps of Tallahassee Democrat readers!

Preprinted Polybags

\$49.00 per thousand Monday through Saturday

Minimum distribution of 23,000

\$54.00 per thousand on Sunday

Minimum distribution of 28,000

Tearsheets

Advertisers outside of the Tallahassee Democrat delivery area may access e-tearsheets on Shoom. E-tearsheets are not available for Classified incolumn advertising. E-invoicing is also available upon request.

Proof of Publication

Affidavits needed for Co-op reimbursement are provided at no charge. Check with your Tallahassee Democrat sales executive.

2016 National Advertising Rates

Advertising Terms & Conditions

The COMPANY reserves the right in its sole discretion to edit or reject and properly classify advertising submitted for publication. The ADVERTISER's contract cannot be invalidated, and the COMPANY will not be liable, for (a) the incorrect publication (including, without limitation, typographical errors) or insertion or any omission of the ADVERTISER's advertising or (b) any resulting losses. Should an error occur, the ADVERTISER should notify the COMPANY immediately. The COMPANY will promptly furnish the ADVERTISER a letter stating the nature of the error and the letter will state the correct copy. The COMPANY will credit only the portion of the ad rendered invaluable and for only the first insertion when the error occurred.

Position

COMPANY shall have full latitude with respect to positioning of all advertisements. Requests will be accommodated whenever possible; however, no billing adjustments (discounts) will be made based on an ad not being placed in either a section of the paper or a position within a section.

Section Guarantee

The COMPANY will guarantee placement of your advertisement in the section of your choice (section only, not page number or position on the page) for an additional 25% space charge. In the event that the COMPANY is unable to guarantee placement, the 25% space charge will be waived.

Color

Due to press capacities, it is not always possible to honor all requests for color.

Brokered Advertising

COMPANY does not accept local brokered advertising. Brokered advertising is defined as a broker acting as a middleperson for various advertisers, such as a shopping center association or trade association.

Advertising Resembling News, Etc.

Advertising resembling news, cartoons or comic strips must carry the word "ADVERTISEMENT" in eight-point type above each two columns of width within the ad. Single-column ads must carry the word "ADVERTISEMENT" in eight-point type at the top of the ad.

Contract Compliance

Unfulfilled contracts will be re-rated to the earned rate level. Rebates are extended only for one contract bracket above the original signed contract size. Retail display rates apply only to advertisers who sell directly to consumers, solely through one or more retail stores in Leon County. All advertising for businesses not having an established or permanent location (i.e., P.O. boxes, hotel rooms, trucks, etc.) in the Florida counties of Leon, Wakulla, Gadsden, Jefferson, Liberty, Franklin, Madison and Taylor and in the Georgia counties of Thomas, Grady and Decatur are considered national accounts. All advertising must carry a local phone number and a local permanent address (location) to qualify for retail advertising rates. All advertising that displays an "800", "888" or "877" phone number qualifies for national advertising rates.

Photo Releases

Photographs of individuals to be used in advertising must be accompanied by a signed release from the individual permitting the use of the photograph(s). Release forms are available from COMPANY account executives.

Credits

Any claim by ADVERTISER for a credit related to rates incorrectly invoiced or paid must be submitted in writing to the COMPANY within ninety (90) days of the invoice date or the claim will be waived.

Terms of Payment

A. All local rates are non-commissionable.

B. All advertising is accepted on a prepaid basis unless credit has been established with the Tallahassee Democrat, hereinafter referred to as the COMPANY. If the ADVERTISER is billed for advertising, payment in full is due by the terms indicated on the COMPANY invoice/statement. If the ADVERTISER fails to pay in accordance with the terms on the invoice/statement, the COMPANY may reject advertising copy and/or immediately cancel the ADVERTISER's agreement and the ADVERTISER agrees to indemnify the COMPANY for all expenses incurred in connection with the collection of amounts billed to the ADVERTISER, including court costs and reasonable attorney's fees and costs.

C. If the ADVERTISER fails to make payment within the terms of payment indicated on the COMPANY's invoice/statement, the ADVERTISER agrees to pay interest on the past-due balance at the highest legal rate. If ADVERTISER's contract is canceled due to ADVERTISER's failure to pay timely, the COMPANY may rebill the ADVERTISER for the outstanding balance due at the open or earned contract rate, whichever is applicable.

D. In the event that any terms and conditions of the rate card conflict with the terms and conditions of the ADVERTISER's agreement, the terms and conditions of the agreement shall prevail.

E. We accept Visa, MasterCard, Discover and American Express as an added form of payment.

F. Any federal, state or local taxes imposed on advertising will be assumed by the ADVERTISER.

G. The COMPANY may revise its advertising rate schedule at any time upon 30 days' written notice to ADVERTISER, and ADVERTISER may, without penalty, cancel its advertising contract at any time prior to the time the new rates become effective upon prior written notice to the COMPANY.

H. All advertising copy that represents the creative effort of the COMPANY and/or the utilization of creativity, illustrations, labor, composition or material furnished by it and remains the property of the COMPANY, including all rights of copyright therein. ADVERTISER understands and agrees that it cannot authorize photographic or other reproduction, in whole or in part, of any such advertising copy for use in any other medium without the COMPANY's prior written consent.

I. Advertising contracts may not be assigned or transferred by ADVERTISER or its advertising agency ("AGENCY"), if any.

J. Each party's obligations under the advertising agreement are conditional on strikes, fires, acts of God or the public enemy, war, or any cause not subject to the control of such party.

K. The closing time for cancellations is 2 working days prior to the scheduled publication date for black-and-white material and 3 working days prior to the scheduled publication date for color material. Cancellations will not be accepted after the applicable closing time. ADVERTISER will be responsible for any production or creative services provided by the COMPANY, regardless of the cancellation of ADVERTISER's advertising.

L. The effectiveness of advertising contracts is subject to a satisfactory credit check on ADVERTISER and/or AGENCY.

M. When orders are forwarded by ADVERTISER or its AGENCY that contain incorrect rates or conditions, the advertising called for will be inserted and charged at the correct rate in force governing such advertising as provided for in the COMPANY's rate schedule, and in accordance with the conditions contained in ADVERTISER's contract.

The ADVERTISER agrees to indemnify, defend and hold harmless the COMPANY from all claims (whether valid or invalid), suits, judgments, proceedings, losses, damages, costs and expenses of any nature (including reasonable attorney's fees) for which the COMPANY or any of its affiliates may become liable by reason of the COMPANY's publications of ADVERTISER's advertising.

If the ADVERTISER utilizes an agency, the ADVERTISER and its AGENCY shall be jointly and severally liable for payment and for compliance with all the terms and conditions of the ADVERTISER's contract, including payment for all advertising.

The ADVERTISER's agreement renders void any statements concerning liability that appear on correspondence from the ADVERTISER or its AGENCY and is irrevocable without the written consent of the COMPANY's Credit Department. It is further agreed that the COMPANY does not accept advertising orders or space reservations claiming sequential liability.