

## 2016 MEDIA KIT

**Vero Beach 32963**, one of the country's leading weekly newspapers, is your best way to reach the most qualified consumers in Indian River county. With in-depth news and information, **32963** has a loyal and active readership that can translate into customers for your business.

**Vero Beach 32963's** unrivaled local news coverage – keeping readers up-to-date on issues and events that matter to them – has made it the indispensable source of information for beachside residents since its debut in 2008.

Our advertisers, many of whom have been with us since the beginning, have benefitted from this trusted position. **Vero Beach 32963** is mailed free to all 11,000+ residences and businesses in zip code 32963 – the highest median net worth zip code in Florida. Copies of our print edition are available at newsstands, leading hotels and restaurants on the Vero Beach barrier island, and arrive in residential mailboxes each week on Thursdays and Fridays.

Our mainland newspaper **Vero News/Sebastian River News** is mailed weekly to 25,300 demographically targeted mainland homes throughout Indian River County. The **Sebastian River News** edition incorporates the hyper-local coverage of Sebastian and Fellsmere that in four years has made it the north county's must-read home town newspaper. The **Vero News** edition focuses its news coverage on Vero Beach and surrounding mainland areas.

The mainland paper is mailed to homes throughout Indian River County on postal carrier routes with a median income of \$56,682. Twenty six hundred additional copies are available at newsstands, medical offices, local businesses and every Publix. Unlike many zoned newspapers, only the news is localized in **Vero News** and **Sebastian River News**. Advertisers get ALL 50,000+ Indian River County readers of the combined paper.

The expansion of **Vero News** was a natural progression as our eight-year-old website, **VeroNews.com**, is now the county's leading news website with over 2,250,000 visitors in 2014 and over 3.8 million page views.

The mailed circulation of **Vero News/Sebastian River News** and **Vero Beach 32963** is 36,900. This is double the Indian River County circulation of the daily.

**Vero News/Sebastian River News**, **Vero Beach 32963** and **VeroNews.com** can be utilized separately or with combination savings. Our advertising rates for the print editions are the most cost-effective way of targeting the 17,000+ residents of zip code 32963 and the 50,000+ residents of Indian River County's upscale mainland communities.

The rates and entry levels for **VeroNews.com** are the lowest and most efficient online advertising placements available in the area. Please ask us for current rates and discounts available based on frequency and bulk agreements.

Non-profit charitable and civic organizations are invited to inquire about advertising at the 52x week print rate.

In order to assure our timeliness, space reservation and ad copy are due by noon on Thursday for the following week's publication. Camera ready ads are due by the end of day on Friday.

## 32963 MEDIA 2016 RATE CARD

FOR VERO BEACH 32963 AND OUR MAINLAND PAPER VERO NEWS/SEBASTIAN RIVER NEWS

Our Ad rates are based on home delivery. Bonus circulation is delivered to local hotels, doctors offices, convenience stores, restaurants, etc.



	Home Circulation	Bonus Circulation	TOTAL Circulation
Vero Beach 32963	11,600	2,000	13,600
Vero News/SRNews	25,300	2,600	27,900
Best of All County	39,900	4,600	44,500

52x Weekly rate    26x ad rate    12x ad rate    4x ad rate    1x ad rate

### AD SIZE: FULL PAGE (10"W X 13"H)

Vero Beach 32963	\$1,450	\$1,600	\$1,835	\$1,940	\$2,045
Vero News/SRNews	\$799	\$885	\$1,010	\$1,070	\$1,125
Combined	\$2,050	\$2,265	\$2,475	\$2,620	\$2,765

### AD SIZE: 3/4 PAGE (10"W X 10.75"H)

Vero Beach 32963	\$1,100	\$1,150	\$1,310	\$1,440	\$1,570
Vero News/SRNews	\$599	\$640	\$750	\$785	\$825
Combined	\$1,650	\$1,700	\$1,860	\$2,070	\$2,250

### AD SIZE: 2/3 PAGE (7.45"W X 9.15"H)

Vero Beach 32963	\$875	\$925	\$1,045	\$1,150	\$1,310
Vero News/SRNews	\$525	\$600	\$705	\$730	\$810
Combined	\$1,350	\$1,415	\$1,545	\$1,675	\$1,860

### AD SIZE: HALF PAGE (Horiz. 10"W X 6.25"H) or (Vert. 4.93"W X 12"H)

Vero Beach 32963	\$750	\$800	\$940	\$995	\$1,045
Vero News/SRNews	\$499	\$540	\$635	\$660	\$695
Combined	\$1,150	\$1,255	\$1,395	\$1,465	\$1,540

AD RATES AS OF JANUARY 2016

## 32963 MEDIA 2016 RATE CARD

FOR VERO BEACH 32963 AND OUR MAINLAND PAPER VERO NEWS/SEBASTIAN RIVER NEWS

52x Weekly rate    26x ad rate    12x ad rate    4x ad rate    1x ad rate

### AD SIZE: 1/3 PAGE (4.93"W X 9.15"H)

	52x Weekly rate	26x ad rate	12x ad rate	4x ad rate	1x ad rate
Vero Beach 32963	\$650	\$725	\$835	\$890	\$945
Vero News/SRNews	\$350	\$375	\$420	\$470	\$525
Combined	\$950	\$1,030	\$1,145	\$1,220	\$1,300

### AD SIZE: 1/4 PAGE (Horiz. 10"W X 3.1"H) or (Vert. 4.93"W X 6.25"H)

	52x Weekly rate	26x ad rate	12x ad rate	4x ad rate	1x ad rate
Vero Beach 32963	\$450	\$500	\$600	\$625	\$680
Vero News/SRNews	\$275	\$305	\$365	\$380	\$415
Combined	\$675	\$740	\$845	\$915	\$980

### AD SIZE: 1/8 PAGE (4.93"W X 3.1"H)

	52x Weekly rate	26x ad rate	12x ad rate	4x ad rate	1x ad rate
Vero Beach 32963	\$250	\$300	\$365	\$390	\$420
Vero News/SRNews	\$155	\$185	\$225	\$240	\$255
Combined	\$375	\$445	\$515	\$580	\$625

### AD SIZE: 1/6 PAGE (4.93"W X 3.95"H) RESTAURANTS ONLY

	52x Weekly rate	26x ad rate	12x ad rate	4x ad rate	1x ad rate
Vero Beach 32963	\$125	\$155	\$185	\$210	\$240
Vero News/SRNews	\$95	\$115	\$135	\$160	\$175
Combined	\$190	\$240	\$285	\$325	\$360

### AD SIZE: SERVICE DIRECTORY (3.2"W X 1.25"H)

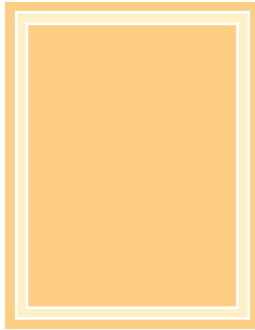
	52x Weekly rate	26x ad rate	12x ad rate	4x ad rate	1x ad rate
Vero Beach 32963	\$75	\$80	\$95	\$100	\$105
Vero News/SRNews	\$62	\$65	\$74	\$79	\$80
Combined	\$115	\$130	\$140	\$155	\$165

AD RATES AS OF JANUARY 2016

AD RATES for VeroNews.com and Inserts upon request. Subject to availability.  
Space reservation and ad copy are due no later than noon Thursday for the following week's publication.

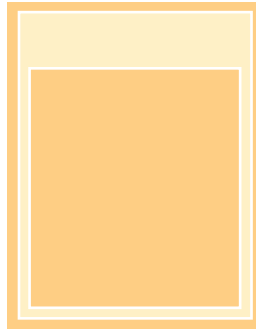
## AD FORMATS AND SIZES

**PAPER TRIM SIZE: 10.5" x 13.75" (Vero Beach 32963) and 11" x 13.75" (VeroNews/SRNews).** Ads are carried in a modular format ranging from Service Directory ads to a full page. The following ad sizes are available: (all sizes W x H)



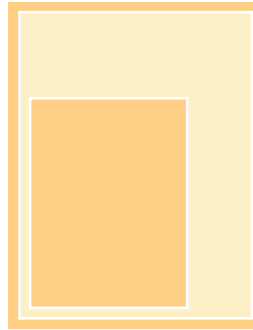
**FULL PAGE**

Non bleed: 10" x 13"



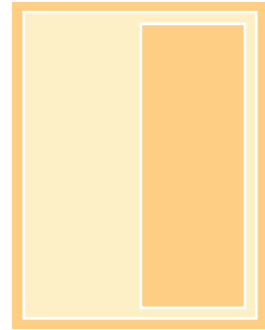
**3/4 PAGE**

10" x 10.75"



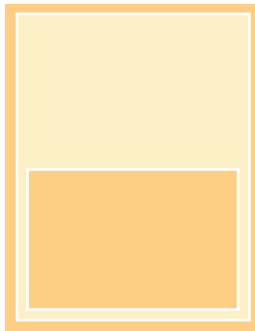
**2/3 PAGE**

7.45" x 9.15"



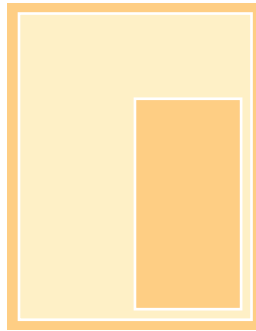
**HALF PAGE (Vert.)**

4.93" x 13"



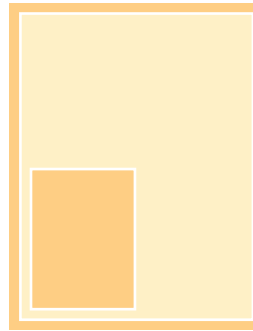
**HALF PAGE (Horiz.)**

10" x 6.25"



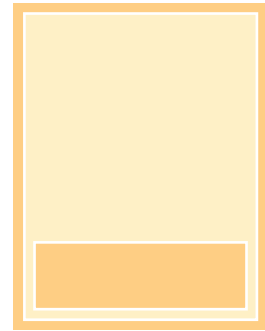
**1/3 PAGE (Vert.)**

4.93" x 9.15"



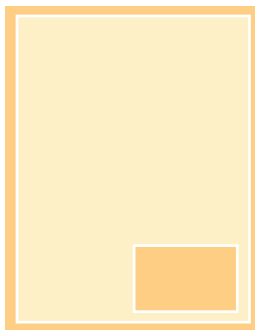
**1/4 PAGE (Vert.)**

4.93" x 6.25"



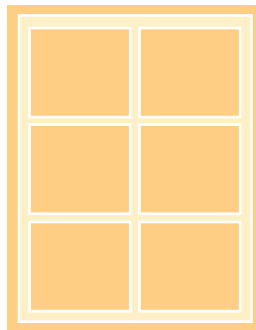
**1/4 PAGE (Horiz.)**

10" x 3.1"



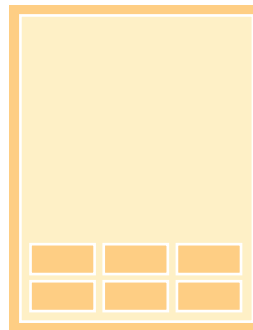
**1/8 PAGE**

4.93" x 3.1"



**1/6 PAGE**

4.93" x 3.95"



**SERVICE DIRECTORY**

3.2" x 1.25"

**ADDING BLEED\*:**

Add at least 0.75" to each side of the given ad size to allow for bleed. Without the proper bleed, white may show-through on trimmed edges.

\*ONLY IN VERO BEACH 32963

## PRODUCTION REQUIREMENTS

### COLOR, ARTWORK AND PHOTOGRAPHY

All color images must be prepared for process color (CMYK) separations. RGB images will not produce in color. Do not use spot color. Supplied images should be in digital format and be at least 300 dpi. Images must be in .TIFF or .EPS format. A high resolution PDF, EPS, TIFF, or JPEG may be submitted if it meets the color and resolution requirements. No GIFs or compression. LZW can cause problems. Embed all fonts and art.

### FONTS

Please make sure to embed fonts or change to outlines before saving your file. Open file fonts may require substitution. Avoid type sizes below 8 points. Gradients and tints of under 30% are recommended for surprinted type. **Reverse Type:** Boldface sans serif typefaces are recommended. Type smaller than 10 points should not be reversed on a four-color background or a single color background. Reverse type should not be used in color images. Minimum of 2 points for reverse rule lines.

### CREATING A PDF FILE

Creating a PDF is best done through use of Adobe Acrobat Distiller, which will give you the best reproduction quality. Printing to Adobe PDF or other PDF shortcut methods (PDF Writer, PDF plug-ins) are not recommended as some settings are unavailable for quality press reproduction. If you are using applications other than Acrobat Distiller to create a PDF file, please prepare your file using a press optimized setting.

Please preflight your PDF files for problems. Always view PDF after creation to verify file is correct. Even after you preflight, there are still a few things you should check manually.

- Is the size of the ad correct? Are you adding the bleed size to the ad size? (See Ad formats and sizes)
- Are your color separations correct? No PMS colors mixing with your CMYK or the other way around.
- Are you exporting with registration marks? (For bleeds)
- Are the image resolutions good enough (300 dpi)?

Vero Beach 32963 will not be responsible for errors after printing when a PDF file is used.

### SOFTWARE AND ACCEPTED FILE FORMATS

We are able to accept your file in multiple software applications, some of which include: InDesign, Photoshop and Illustrator. Microsoft Word, WordPerfect, Excel, Powerpoint, Publisher files or other formats not mentioned are not supported. Please check with us about formats not listed here by emailing [32963adserver@gmail.com](mailto:32963adserver@gmail.com).

**PRODUCTION REQUIREMENTS** Continued

**SENDING FILES**

Attach your file to an email addressed to: **32963adserver@gmail.com**. Please include account or agency name, contact information with phone number, ad size and publication date.

**DEADLINES**

Space reservation and ad copy are due no later than noon Thursday for the following week's publication. If a contract advertiser has not submitted an ad by the deadline, **Vero Beach 32963** will run the previous week's ad in its place.

**DESIGN FEES**

All ads must be supplied per these specifications. Any extra production charges incurred in ad preparations will be billed to the advertiser at \$50 per hour, 1 hr. minimum. If you'd like our artists to design your ad for you, please email us: **32963adserver@gmail.com**.

**PAYMENT POLICIES**

Advertisers without approved credit application on file with **Vero Beach 32963** must provide full payment when placing advertising. All advertisements must be prepaid by noon Thursday of the week preceding publication. Invoices for advertising are due and payable upon receipt. Bills outstanding 30 days from the date of billing will incur a monthly charge of 1.5 %.

## TERMS AND CONDITIONS

**Vero Beach 32963 Media LLC** reserves the right to cancel or reject any advertisement at any time. No advertising may be cancelled by an advertiser after deadline.

**Vero Beach 32963 Media LLC** accepts no liability for its failure, for any cause, to insert an advertisement. Liability for any error appearing in an advertisement is limited to the cost of the space actually occupied. No allowance, however, will be granted for an error made by the advertiser or that does not materially affect the value of the advertisement.

To qualify for an adjustment, any error must be reported within 15 days of publication date. Credit for errors is limited to first insertion.

Drawings, artwork and articles for reproduction are accepted only at advertiser's risk and should be clearly marked to facilitate return.

Advertisements are accepted upon the representation that the advertiser and/or its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold **Vero Beach 32963 Media LLC** harmless against any expense and/or loss by reason of any claims arising out of publication.

**Vero Beach 32963 Media LLC** is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by any governmental entity, fire, flood, earthquake, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any manner.

**Vero Beach 32963 Media LLC** shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising which advertiser or its agent ordered and which advertising was published.

**Vero Beach 32963 Media LLC** reserves the right to revise its advertising rates at any time. Announcement of an increase shall be made four weeks in advance to contract advertisers and shall not take effect until the end of the contract then in effect. Conditions other than rates are subject to change by **Vero Beach 32963 Media LLC** without notice.