

2015

# Advertising Specs / Policies

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contract + copy regulations



## Contact Us

# Orlando Sentinel

MEDIA GROUP

633 North Orange Avenue, Orlando, Florida 32801-1349  
Phone Number: (407) 420-5100 Fax Numbers: (407) 420-5768

### Orlando Sentinel, member of:

Tribune T365 National Solutions Group  
Florida Newspaper Advertising Network (FNAN)  
Florida Newspaper Advertising and Marketing Executives (FNAME)  
National Newspaper Network (NNN)  
Florida Newspaper Co-op Association (FNCA)  
Florida Press Service (FPS)

Newspaper Association of America (NAA)  
Alliance for Audited Media (AAM)  
International Newspaper Marketing Association (INMA)  
AP/ADSend - Digiflex

#### Retail Advertising

phone (407) 420-5100  
fax (407) 420-5246

#### General Advertising

phone (407) 420-5100  
fax (407) 420-5768

#### Regional Advertising

Lake (352) 742-5900  
Osceola (407) 931-5901  
Volusia (386) 851-7900

#### Classified Display Advertising

(407) 420-5191 option 4

#### Classified In-Column Advertising

(407) 420-5757

#### Marketing

(407) 420-5701

#### Circulation

(407) 420-5353

#### Tribune Direct

(407) 420-5707

#### Customer Service

For display ad billing adjustments  
call 1-800-435-1232  
Mon.-Fri. 8:30 a.m. - 5:00 p.m.

#### Vice President and Advertising Director

John D'Orlando ..... (407) 420-5101  
..... JDOOrlando@tribune.com

#### National Retail/Classified Director

Dana Wardeh ..... (407) 420-5126  
..... DWardeh@orlandosentinel.com

#### Local Retail/Automotive Director

Greg Scharlach ..... (407) 420-6103  
..... GScharlach@orlandosentinel.com

#### Digital Sales Director

Erika Cooper ..... (407) 420-5592  
..... ECooper@orlandosentinel.com

#### Non-Traditional Revenue Manager

Jan Shay ..... (407) 420-5619  
..... JShay@orlandosentinel.com

#### Advertising Operations Manager

Theresa McGinnis ..... (407) 420-5199  
..... TMcginnis@orlandosentinel.com

#### Digital Sales Manager

Jennifer Rhodes ..... (407) 420-5167  
..... JRhodes@orlandosentinel.com

#### Lake County Retail Sales Manager

Kristi Koffel ..... (352) 742-5901  
..... KKoffel@orlandosentinel.com

#### Seminole / Volusia County Retail Sales Manager

George Johnson, Jr ..... (407) 420-5041  
..... GJohnson@orlandosentinel.com

#### Orange / Osceola County Retail Sales Manager

Carmena Murphy ..... (407) 420-6291  
..... CMurphy@orlandosentinel.com

#### National/Major Retail Sales Manager

Jo Simons ..... (407) 420-5740  
..... JSimons@orlandosentinel.com

#### Preprint/National/Major Retail Accounts Manager

Doug David ..... (407) 650-6339  
..... DDavid@orlandosentinel.com

#### El Sentinel/Niche Sales Manager

Maria Kolmetz ..... (407) 420-5121  
..... MKolmetz@orlandosentinel.com

#### Data Solutions / T365 Sales Manager

Chance Schlesman ..... (407) 420-6202  
..... CSchlesman@orlandosentinel.com

#### General Manager – Tribune Direct

Jack Curtin ..... (407) 420-5270  
..... JCurtin@tribune.com

## Deadlines ROP and Zone Display Ads Space and Proof Deadlines

Day of Publication	Section	Ads for Proof Copy Deadline	Space Close	No Proof Copy Deadline
SUNDAY	Main News*, Business	Wednesday 5 PM	Thursday 5 PM	Thursday 5 PM
	Travel & Arts	Wednesday 3:30 PM	Wednesday 12 Noon	Thursday 3 PM
	Drive	Thursday 3 PM	Thursday 4 PM	Friday 12 Noon
	Careerbuilder.com	Wednesday 5 PM	Thursday 5 PM	Friday 12 Noon
	Homes	Wednesday 3:30 PM	Thursday 12 Noon	Friday 12 Noon
	Zones: Orange, Seminole,	Wednesday 5 PM	Wednesday 4 PM	Thursday 2 PM
	Volusia, Osceola	Wednesday 5 PM	Wednesday 4 PM	Thursday 2 PM
	Zone: Lake	Thursday 5 PM	Thursday 4 PM	Friday 3 PM
MONDAY	Main News*, Features	Thursday 5 PM	Friday 3 PM	Friday 5 PM
	Central Florida Business (tab)	Thursday 5 PM	Friday 12 Noon	Friday 5 PM
	Zone: Lake	Wednesday 3:30 PM	Friday 5 PM	Friday 5 PM
TUESDAY	Main News*	Thursday 5 PM	Friday 5 PM	Friday 5 PM
	Features	Thursday 12 Noon	Friday 3 PM	Friday 5 PM
	Zone: Lake	Thursday 3:30 PM	Friday 5 PM	Monday 12 Noon
WEDNESDAY	Main News*	Friday 5 PM	Monday 5 PM	Monday 5 PM
	Features**	Monday 5 PM	Monday 12 Noon	Tuesday 5 PM
	Zone: Lake	Friday 3:30 PM	Monday 1 PM	Monday 5 PM
THURSDAY	Main News*	Monday 5 PM	Tuesday 5 PM	Tuesday 5 PM
	Features	Friday 5 PM	Monday 12 Noon	Monday 5 PM
	Classified	Monday 12 Noon	Tuesday 12 Noon	Tuesday 2 PM
	Zones: Orange	Monday 5 PM	Monday 5 PM	Tuesday 5 PM
	Zones: Seminole, Volusia, Osceola	Monday 5 PM	Monday 5 PM	Tuesday 5 PM
	Zone: Lake	Monday 3:30 PM	Tuesday 1 PM	Tuesday 5 PM
FRIDAY	Main News*	Tuesday 5 PM	Wednesday 5 PM	Wednesday 5 PM
	Real Estate Preview / Classified	Monday 12 Noon	Wednesday 12 Noon	Wednesday 12 Noon
	Calendar (tab)	Tuesday 5 PM	Tuesday 5 PM	Wednesday 2 PM
	Zone: Lake	Tuesday 3:30 PM	Wednesday 1 PM	Wednesday 5 PM
SATURDAY	Main News*/Features	Wednesday 5 PM	Thursday 5 PM	Thursday 5 PM
	Classified, Wheels, R.E. Classified	Tuesday 5 PM	Thursday 12 Noon	Thursday 12 Noon
	Zone: Lake	Wednesday 5 PM	Thursday 1 PM	Thursday 5 PM
	El Sentinel	Tuesday 12 Noon	Wednesday 5 PM	Wednesday 5 PM

\*Main News consists of: Mon.-Sat. Section A (including Local & Business) • Sun. - Section A, Local, Sports • Mon. - Section A (including Local) and Sports  
 Holiday season and special section deadlines vary and will be supplied upon request. Spadeas wrapping sections above will follow section deadline.

### Process and Spot Color for ROP and Zone Publications ads

Process, multi-spot color and spot color available on ads 63 column inches or more. Color ads under the minimum (63") are acceptable if a color position is available, but may be pre-empted by an ad that is the minimum size or larger. Pre-empted advertisers will be notified.

### Front Page Spadea Deadlines:

Space	17 days prior to publication — 5 PM
Proof	4 days prior to publication — 9 AM
No Proof/	4 days prior to publication — 5 PM
Camera Ready	

### Newsbags

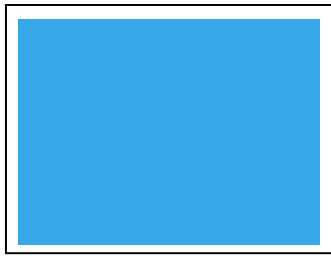
Six weeks prior to publication date.

### Preprint Wrap Display Ads

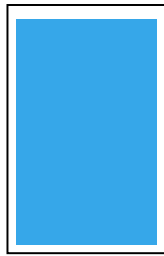
Publication	Day of Publication	Ads for Proof Copy Deadline	No Proof Copy Space Close	No Proof Copy Deadline
Sentinel Express (TMC)	Thur.	Wed. 3:30 PM (8 days prior)	Thurs. Noon (7 days prior)	Fri. Noon (6 days prior)
What's the Deal Orlando? (SMC)	Thur.	Wed. 5:00 PM (8 days prior)	Fri. 10 AM (6 days prior)	Fri. 2 PM (6 days prior)
Go Shopping Orlando (Sunday Select / Sun. Orlando Sentinel Preprint Jacket)	Sun.	Thur. 3:30 PM (10 days prior)	Thur. Noon (10 days prior)	Fri. 3 PM (9 days prior) /

## Broadsheet Ad Sizes

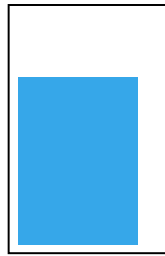
These sizes are available for inside pages only and do not include innovative ad shapes or section front advertising.



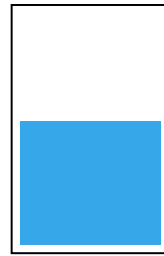
**DOUBLE TRUCK – 273"**  
Col. x Inch **13 COL X 21"**  
Decimal Build **21" X 21"**



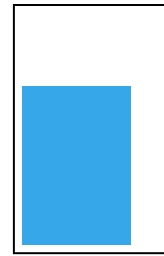
**FULL PG – 126"**  
**6 COL X 21"**  
**10" X 21"**



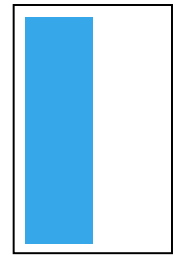
**5/7 PAGE – 90"**  
**5 COL X 18"**  
**8.305" X 18"**



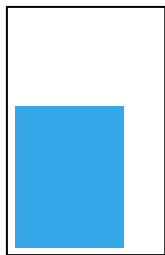
**1/2 H – 63"**  
**6 COL X 10.5"**  
**10" X 10.5"**



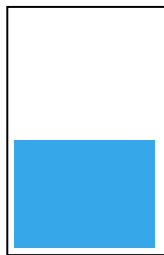
**1/2 PAGE JR – 63"**  
**4 COL X 15.75"**  
**6.61" X 15.75"**



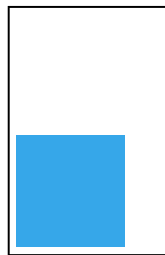
**1/2 V – 63"**  
**3 COL X 21"**  
**4.915" X 21"**



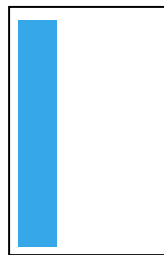
**4/9 PAGE – 56"**  
**4 COL X 14"**  
**6.61" X 14"**



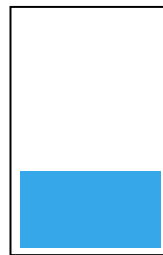
**1/3 H – 42"**  
**6 COL X 7"**  
**10" X 7"**



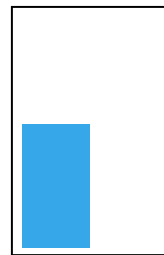
**1/3 PAGE – 42"**  
**4 COL X 10.5"**  
**6.61" X 10.5"**



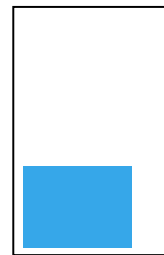
**1/3 V – 42"**  
**2 COL X 21"**  
**3.22" X 21"**



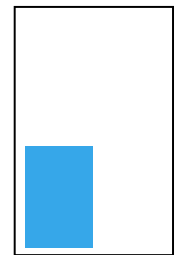
**1/4 H – 31.5"**  
**6 COL X 5.25"**  
**10" X 5.25"**



**1/4 V – 31.5"**  
**3 COL X 10.5"**  
**4.915" X 10.5"**



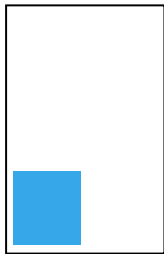
**2/9 PAGE – 28"**  
**4 COL X 7"**  
**6.61" X 7"**



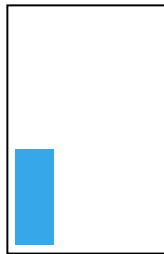
**1/6 PAGE – 21"**  
**3 COL X 7"**  
**4.915" X 7"**



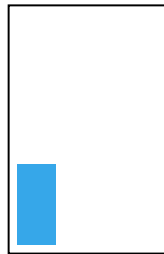
**STRIP AD 1/7 – 18"**  
**6 COL X 3"**  
**10" X 3"**



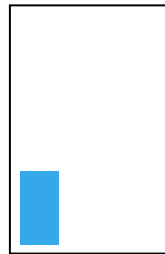
**1/8 PAGE – 15.75"**  
**3 COL X 5.25"**  
**4.915" X 5.25"**



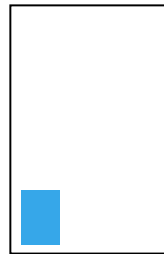
**1/9 PAGE – 14"**  
**2 COL X 7"**  
**3.22" X 7"**



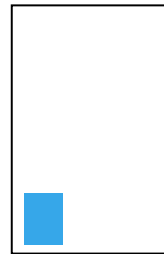
**1/10 PAGE – 12"**  
**2 COL X 6"**  
**3.22" X 6"**



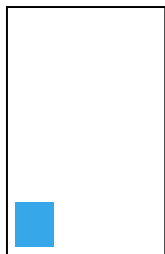
**1/12 PAGE – 10.5"**  
**2 COL X 5.25"**  
**3.22" X 5.25"**



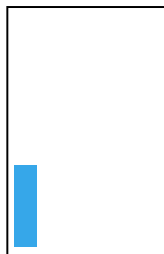
**1/16 PAGE – 8"**  
**2 COL X 4"**  
**3.22" X 4"**



**1/18 PAGE – 7"**  
**2 COL X 3.5"**  
**3.22" X 3.5"**



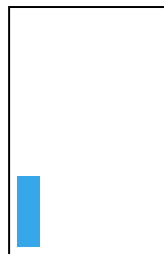
**1/20 PAGE – 6"**  
**2 COL X 3"**  
**3.22" X 3"**



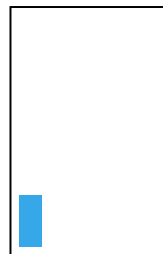
**1/24 PAGE – 5.25"**  
**1 COL X 5.25"**  
**1.525" X 5.25"**



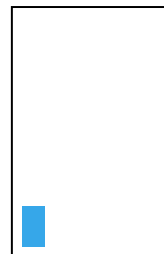
**1/32 PAGE H – 4"**  
**2 COL X 2"**  
**3.22" X 2"**



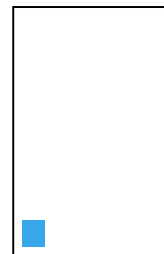
**1/32 PAGE V – 4"**  
**1 COL X 4"**  
**1.525" X 4"**



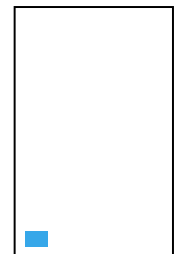
**1/36 PAGE – 3.5"**  
**1 COL X 3.5"**  
**1.525" X 3.5"**



**1/42 PAGE – 3"**  
**1 COL X 3"**  
**1.525" X 3"**



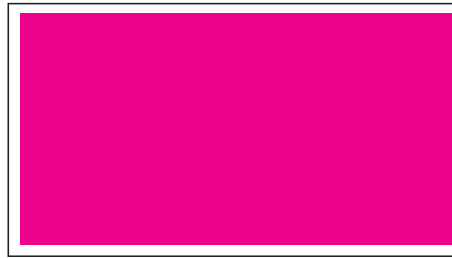
**1/63 PAGE – 2"**  
**1 COL X 2"**  
**1.525" X 2"**



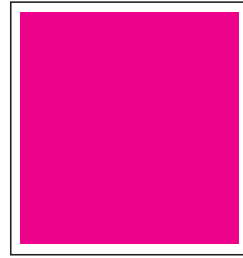
**1/126 PAGE – 1"**  
**1 COL X 1"**  
**1.525" X 1"**

# Tabloid Ad Sizes

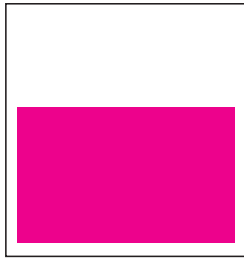
These sizes are available for inside pages only and do not include innovative ad shapes or section front advertising.



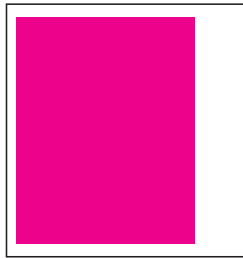
**DOUBLE TRUCK – 136.50"**  
Col. x Inch **13 COL X 10.5"**  
Decimal Build **21" X 10.5"**



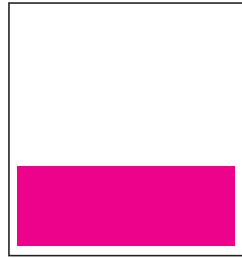
**FULL PAGE – 63"**  
**6 COL X 10.5"**  
**10" X 10.5"**



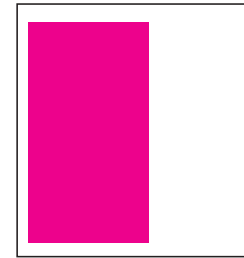
**2/3 HORIZONTAL – 42"**  
**6 COL X 7"**  
**10" X 7"**



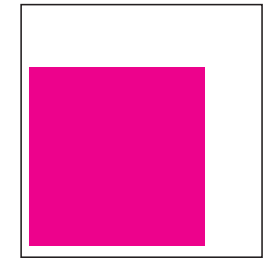
**2/3 PAGE VERTICAL – 42"**  
**4 COL X 10.5"**  
**6.61" X 10.5"**



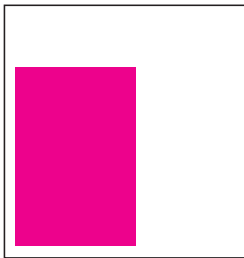
**1/2 HORIZONTAL – 31.5"**  
**6 COL X 5.25"**  
**10" X 5.25"**



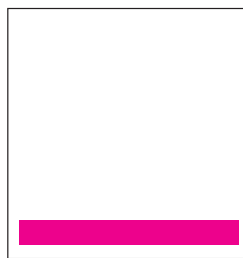
**1/2 VERTICAL – 31.5"**  
**3 COL X 10.5"**  
**4.915" X 10.5"**



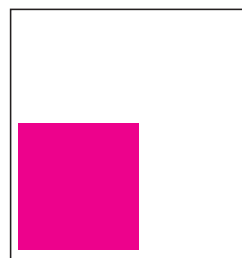
**4/9 PAGE – 28"**  
**4 COL X 7"**  
**6.61" X 7"**



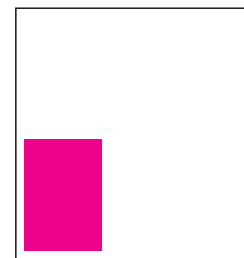
**1/3 PAGE – 21"**  
**3 COL X 7"**  
**4.915" X 7"**



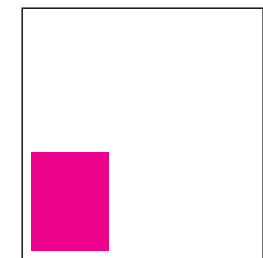
**STRIP AD 2/7 – 18"**  
**6 COL X 3"**  
**10" X 3"**



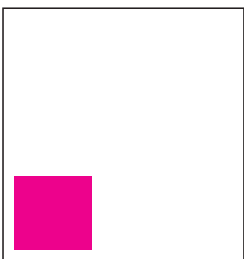
**1/4 PAGE – 15.75"**  
**3 COL X 5.25"**  
**4.915" X 5.25"**



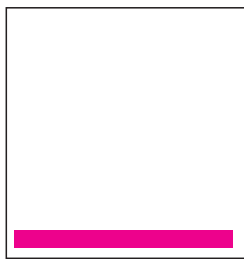
**2/9 PAGE – 14"**  
**2 COL X 7"**  
**3.22" X 7"**



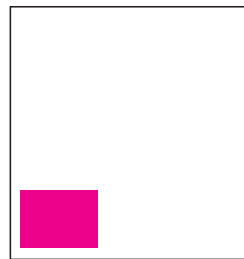
**1/5 PAGE – 12"**  
**2 COL X 6"**  
**3.22" X 6"**



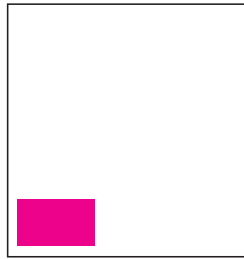
**1/6 PAGE – 10.5"**  
**2 COL X 5.25"**  
**3.22" X 5.25"**



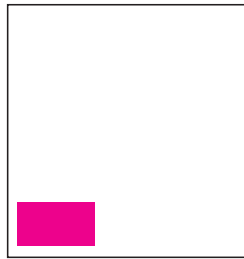
**FRONT PG STRIP 1/7 – 9"**  
**6 COL X 1.5"**  
**10" X 1.5"**



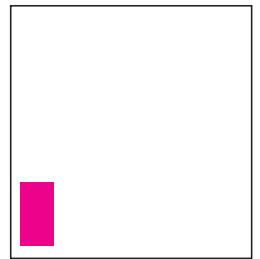
**1/8 PAGE – 8"**  
**2 COL X 4"**  
**3.22" X 4"**



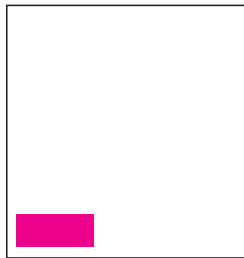
**1/9 PAGE – 7"**  
**2 COL X 3.5"**  
**3.22" X 3.5"**



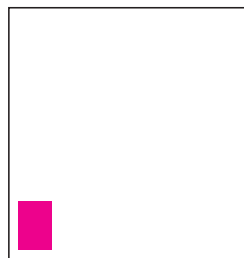
**1/10 PAGE – 6"**  
**2 COL X 3"**  
**3.22" X 3"**



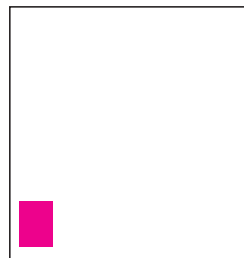
**1/12 PAGE – 5.25"**  
**1 COL X 5.25"**  
**1.525" X 5.25"**



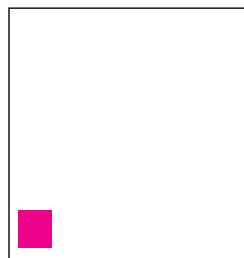
**1/16 PG HORIZONTAL – 4"**  
**2 COL X 2"**  
**3.22" X 2"**



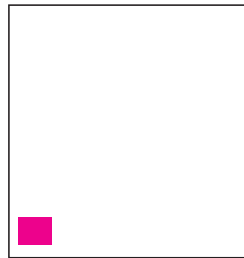
**1/16 PG VERTICAL – 4"**  
**1 COL X 4"**  
**1.525" X 4"**



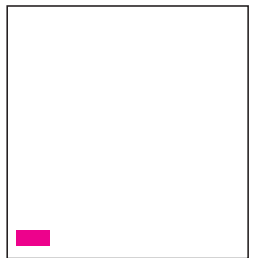
**1/18 PAGE – 3.5"**  
**1 COL X 3.5"**  
**1.525" X 3.5"**



**1/21 PAGE – 3"**  
**1 COL X 3"**  
**1.525" X 3"**



**1/32 PAGE – 2"**  
**1 COL X 2"**  
**1.525" X 2"**



**1/63 PAGE – 1"**  
**1 COL X 1"**  
**1.525" X 1"**



## Input Materials Specifications

For more information regarding specifications, please refer to "SNAP – Specifications for Newsprint Advertising Production" by visiting [www.snapquality.com](http://www.snapquality.com).

\*A guidebook in PDF format is available for download at this web site.

### **Black-and-White & Color Printing Materials**

Your original advertising materials intended for color or black-and-white newspaper reproduction need to be suited for our offset printing process. The following specifications will ensure that we can deliver your ad to the readers with high quality reproduction that will do justice to your original creative vision and ensure that your advertising message has maximum impact. The newspaper reserves the right to alter any advertising material in order for the material to conform to the current mechanical specifications.

### **Digital Advertising**

See complete digital ad criteria.

### **Original Art**

Hard copy proofs limited to page size except in the case of double truck art which must be limited to double truck size.

### **Trapping (for color only)**

A one point trap or a .5 point choke is recommended to compensate for variation in registration on web presses.

### **SCREEN TINTS AND TYPE**

Screen tints should be 100 lines per inch. Tint values between 10% through 80% are recommended.

The maximum color density should be 200% with only one solid. Two secondary colors should not exceed 70% each. Single colors not intended to print solid should not exceed 80%.

Surprint type only in areas having a tint value of 30% or less. Reverse type only in areas having a tint value of 70% or more. Do not reverse type that is less than 12 point.

For more information on type legibility see the SNAP Guideline Book available from your Sentinel Multimedia Consultant or online at: [www.snapquality.com](http://www.snapquality.com)

### **ELECTRONIC AD SPECIFICATION /**

### **DIGITAL AD CRITERIA**

Any advertiser considering electronic submission of ads to the Orlando Sentinel should contact our Digital Print Specialists, 407-420-5750. This contact should be made at least one week prior to submitting ads in an electronic format in order to review ad specifications. All input material should be uploaded via AdDrop Delivery at <http://upload.orlandosentinel.com/addrop/>

## Digital Ad Criteria

PDF files only to be uploaded through Digital Ad Transfer website: "<http://upload.orlandosentinel.com/addrop>"

- Click on complete ad upload link in the upload page.
- Fill in all required fields, highlighted with red asterisks
- Ad Order Number Field: enter the job number forwarded to you by your sales representative. (Job number should include prefix + ad number, ex: OSA123456-1)
- Click on "Browse" button to locate and attach your PDF.

### **ACCEPTABLE APPLICATIONS TO CREATE THE PDF PRINT ADS**

- Adobe InDesign (preferred)
- Adobe Illustrator
- Adobe Photoshop
- Quark 6.0 or higher (Pasteboard XT NOT accepted)
- Corel Draw (not recommended)

**\*\* Microsoft Applications are NOT supported.**

### **PDF JOB OPTIONS**

#### **Using Acrobat Distiller to produce PDFs**

- Compatibility Acrobat 3.0
  - Downsampling color - 200 ppi compress jpeg Medium-Low
  - Downsampling grayscale - 200 ppi compress jpeg Medium-Low
  - Downsampling bitmap images to 800 ppi compress ZIP
  - Embed all fonts
  - Turn OFF default setting convert CMYK to RGB in advanced settings
- Distiller settings can be downloaded from the upload site/Complete Ad Page)

#### **Export To PDF options from InDesign or Illustrator**

- Use the Export Adobe PDF preset - "PDF/X-1a:2001" (This preset does not support spot or pantone colors. Be sure to convert all color swatches options to "Process" Color Type and "CMYK" Color Mode.)

#### **"Save As PDF" for Photoshop**

- You can download the Photoshop PDF preset from the upload site/Complete Ad Page. (instructions on how to import into Photoshop are included).

### **AD MATERIALS / BUILD ADS - ART AND TEXT**

Graphics or text sent in as a supplement to an ad being built by Orlando Sentinel (Follow the similar upload instructions for Electronic ads above, but use the Component ad link)

### **GRAPHICS**

#### **Image Art**

- Save as Tiff, Eps or Jpg file formats
- Line Art (Bitmap) 800 ppi when used at 100%
- Grayscale - 200 ppi when used at 100%
- Color (cmyk color mode) 200 ppi when used at 100%

#### **Vector Art**

- Illustrator AI or EPS file formats - outline all fonts
- Color defined as CMYK
- Grayscale defined as black only

### **TEXT**

Save copy info as text documents only (plain ASCII text - no formatting)

## Preprint Policies and Procedures

### Preprint Insert Specifications

#### Insert Sizes Accepted

The maximum insert size is 11" x 11" on fold wide. The minimum insert size is 5" x 10" on fold wide. Inserts smaller than the tabloid size of 7-1/2" x 10" should be limited to a 24-page maximum. No magazine-type section is to be smaller than a quarter-fold (half tabloid) size.

#### Note

Samples of inserts that do not meet the minimum or maximum size must be submitted for testing prior to acceptance of insert.

#### Paper Weight

Single-page inserts are to be on a minimum of 75-pound card stock. Four-page inserts are to be on a minimum of 50-pound text stock. Minimum insert thickness is .005 inches. A 30-pound text stock is acceptable if it is quarter-folded.

#### Products Not Meeting Specifications

- 1) Insert supplements that do not meet specifications are subject to mechanical misses and/or doubles. Variance from specifications has a direct relationship to the quality of the insertion accuracy.
- 2) The newspaper may have to drop or miss some circulation zones if a poor quality product interferes with timely distribution of the paper.
- 3) Inserts received in poor condition and/or not received on skids or pallets often require special handling for the inserting process and are subject to additional charges.

### Preprint Deadlines

- El Sentinel, Orlando Sentinel, Sunday Select, TMC and SMC

(Days prior to publication)

Space Reservation	12 days
Receiving Deadlines	10 days

Advertising inserts cancelled after deadline will be billed in full.

#### Receiving Deadlines

Sunday and TMC inserts, as well as daily inserts that fall on a holiday, should be scheduled to arrive no earlier than 15 days and no later than 10 days prior to insertion date. Inserts arriving less than 10 days prior to publication may not be distributed on date requested. Daily inserts should be scheduled to arrive no earlier than 10 days and no later than 3 days prior to insertion date. Inserts arriving less than 3 days prior to publication may not be distributed on the date requested. Inserts that arrive more than 15 days prior to the insertion date for Sunday and TMC distributions or more than 10 days prior to the insertion date for daily distributions, will not be accepted for delivery. The shipper will have to re-deliver the inserts no earlier than the specified delivery dates. If inserts are received more than 15 days prior to insert date, the advertiser will be charged \$50.00 per month, per skid.

### Preprint Shipping Instructions

#### Orlando Sentinel and/or TMC Inserts\*

##### Orlando Sentinel Production Center

Concord St. Entrance  
633 N. Orange Ave.  
Orlando, FL 32801-1349  
1-877-226-2505

##### Preprints Accepted by Appointment Only.

Call toll-free for appointments:  
1-877-226-2505  
Mon. - Fri. 7 a.m. - 7 p.m.  
Sat. 8 a.m. - 1 p.m.  
Closed Sundays and Holidays

Delivery appointments required for more than two pallets and must be made 72 hours in advance. When making appointment insert name and date must be verified.

Note: Receiving hours will be extended from October - December to better accommodate holiday deliveries. Please call 15 days ahead of publication date for delivery appointments during this time.

\* El Sentinel, SMC, TMC and Sunday Select inserts should be labeled and skidded separately from Orlando Sentinel newspaper inserts.

#### Printing and Shipping Instructions

Each pallet must be plainly marked as to number of inserts, advertiser's name, edition, date of insertion, and total number shipped. If any of the above specifications are not met, the Orlando Sentinel is not liable for spoilage of less distribution than ordered. If multiple publication dates are shipped at the same time, each publication date's inserts should be skidded and labeled separately. All inserts should carry: "Advertising Supplement to the Orlando Sentinel (date of publication)." Slicks of the Newspaper's masthead supplied on request. Maximum pallet size to be no larger than 48" wide and 44" long. Roto inserts must be powdered to avoid adhesion. Maximum stacking height of 5 feet and maximum weight of 2500 lbs. Pallets must be non-returnable, preferably with platform top and bottom and constructed to withstand double stacking. Sections should be brick-stacked and double strapped on all sides. Product should be stacked so that it does not protrude beyond the limits of the skid.

A protective cover should be placed on the skid before stacking and another before topping. Cardboard sheets or suitable binder sheets that are not waxed or coated are to be placed between layers. Complete copy of shipping and receiving guidelines available upon request.

### Preprint Rate Policies

#### Preprints Policy

Preprint distribution costs are based on a cost per thousand and are calculated based on preprint size (page count or weight), total quantity of distribution per single insertion, annual volume, contract level and any active special discount program that may apply.

#### Preprints Quantities

Preprint quantity billed is based on the delivery quantity requirements provided by Publisher to Advertiser. Delivered quantity requirements are based on an estimate of circulation ordered plus provision for unsold copies of the newspaper, estimated shipment and machine damage, and a margin to provide for unpredictable fluctuations. Circulation is variable; therefore, it is recommended that the advertiser confirm quantity requirements with their Advertising Sales Representative just prior to printing. However, the Publisher will not be responsible, nor provide rate adjustments, for shortages or overages realized through circulation fluctuations, or for circulation missed which is caused through shortages in the advertiser's insert quantity delivered.

## Terms and Conditions

### 1. ADVERTISING ACCEPTANCE

The Newspaper accepts advertising only by publishing it and reserves the right to edit, reject or cancel any copy for any reason. The Newspaper also 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. Subject to management approval, upside down copy will be accepted if in context with the ad. Sideways copy accepted only in full-page increments.

### 2. LAWFUL ADVERTISING

Advertiser warrants and represents that any material submitted to the Newspaper is original, does not violate any law, does not infringe the copyrights, trademarks, trade names, or patents of any person, does not constitute unfair competition and contains no matter which is libelous, an invasion of privacy or publicity, an unlawful appropriation of the name or likeness of, or is otherwise injurious to the rights of any person, and that Advertiser has obtained all necessary consents for publication prior to submission to the Newspaper. Advertiser assumes all liability for all content of advertisements (including but not limited to texts, representations, names, photographs, and illustrations) and agrees to indemnify and hold the Newspaper, its Publisher, and their agents and employees harmless against any and all liability, loss, and expense, including attorneys' fees, costs, and legal expenses in any tribunal, arising for claims for libel, unfair competition, infringements of trademarks, copyrights, and other proprietary rights, violations of rights of privacy or publicity, and any other claims of any nature arising from or attributable to the publication of any advertisement submitted by or on behalf of the Advertiser.

### 3. COPYRIGHTS

All property rights, including any copyright interest to any advertisements produced by Orlando Sentinel using artwork and/or typography furnished or arranged, shall be the property of Orlando Sentinel. No such advertisement or any part thereof may be reproduced without prior written consent of Orlando Sentinel. Advertiser grants the Newspaper an irrevocable, non-exclusive worldwide license to publish any and all advertising content created by the Advertiser or its agents or Orlando 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.

### 4. POSITION REQUESTS

Position requests will be entertained; however under no circumstance is position, either section of paper or position within section, guaranteed. Billing adjustments will not be made based on position.

### 5. PUBLISHING RIGHTS

The sole liability and obligation of the Newspaper for any failure to publish any advertisement or distribute any advertising insert shall be to refund any amount paid to the Newspaper for such advertisement or insert. The liability and obligation of the Newspaper for any other breach of these policies and conditions or any other act or omission of the Newspaper with respect to an advertisement or insert, including without limitation any mistake or error in a published advertisement or insert or untimely publication or distribution of an advertisement or insert, shall not exceed the cost of any such advertisement or insert charges by the Newspaper for distribution under the provisions hereof. In no event shall the Newspaper be liable to the Advertiser or to any other parties for any further damages of any kind arising from any breach of these policies and conditions or any advertising or insertion contract, written or oral, or act or omission of the Newspaper with respect to an advertisement or insert, including, but not limited to, direct, indirect, special, consequential, or punitive damages.

### 6. ERRORS & OMISSIONS

The Newspaper assumes no financial responsibility for errors or omissions in advertisements or preprinted inserts. Adjustments for errors will be made in the form of advertising space in an amount equal to the erroneous advertisement. No allowances will be made for errors that do not materially affect the value of the advertisement. Credits for errors in advertisements materially affected by the error are allowed for the first insertion only. Notice of errors must be given in time for correction before additional insertions are made. The Newspaper will not be responsible for more than one incorrect insertion of an ad. Claims for error adjustments must be made within seven days of date of publication of ad. The Newspaper will not be responsible for errors in advertisements proofread but not corrected by Advertisers.

### 7. CONTRACTS, RATES, ADJUSTMENTS

The Newspaper reserves the right to revise advertising rates and/or zones at any time.

### 8. PAYMENT TERMS

Orlando Sentinel invoices are due and payable in accordance with the due date and terms stated on the invoice. Standard terms for credit accounts are net 30 days from invoice date. Credit privileges may be suspended on accounts that are not paid in accordance with terms. For prepaid accounts, payment in the form of check, credit card or ACH must be received in advance of space deadline from accounts which have not established credit with Orlando Sentinel. Insertion orders containing disclaimers are not accepted and agencies are responsible for payment of invoices for advertising placed by them on their own behalf or on behalf of their clients. Advertisers with established credit terms wishing to pay their account by using a credit card must make payment by the due date on the invoice.

Advertiser agrees that in the event the Advertiser fails to make payment in accordance with the terms stated on the invoice and publisher is forced to place the account with a third party for collection, advertiser shall be liable for all associated collection/attorney fees in addition interest on the past due account equal to the lesser of 18% per annum or the maximum allowed by law.

### 9. ART WORK

Publisher is not responsible for advertising material after it has published. Furnished work may be reused if within 10 days of previous publication. If outside this time frame, artwork must be re-submitted. Changes cannot be made to camera ready art, electronically submitted art, or furnished negatives.

### 10. TAXES

Advertiser shall pay all applicable taxes, including state and local sales and use tax from this contract and all amounts paid or payable by Orlando Sentinel in discharge of the taxes. This provision shall survive the termination of the contract.

### 11. COLLECTIONS

Advertiser shall be liable for all costs incurred by the Newspaper in collecting past due accounts, to include a reasonable attorneys' fee whether or not suit is filed.



## 1. RETAIL RATES POLICY

Retail rates are applicable only to advertising placed by qualified retail outlets located within the Orlando retail trading zone selling merchandise and/or services direct to customers. Separate rates are available for certain categories of advertising, including but not limited to movie studios, movie theaters, and travel.

## 2. GENERAL RATES POLICY

Anyone placing an advertisement who does not have a permanent retail outlet located within the Orlando retail trading zone selling merchandise and/or services direct to customers will be billed at the current General advertising rates. General Advertising rates are 15% commissionable (gross) to approved advertising agencies (unless otherwise indicated). General Advertising will also be applied to the following types of business categories regardless of location: Financial, Package Goods, Airlines, Cruise lines, Tour Operators, Auto Rentals, Automotive Manufacturers and Dealer Associations, Insurance, Mail Order, Utilities, Gasoline & Oil Products, State and Federal Government Agencies, Telecommunications, Internet Service Providers, Manufacturers and Wholesalers. Further sub-categories are available upon request. In calculating lineage, revenue or frequency for contract fulfillment, the Newspaper shall include only advertising placed by and for the individual Advertiser. Advertising identified as not qualifying for a Retail rate at the time of publication will be rerated to the appropriate General contract level.

## 3. CLASSIFIED POLICIES

By placing classified advertising in the Newspaper in conformity with the contract and its policies and conditions, Advertiser assigns to the Newspaper, its successors and assigns, its interest to all copyrights of such classified advertising. The Newspaper licenses to the Advertiser any and all additional use of such classified advertising. Advertiser also agrees that the Newspaper shall have the right to publish such classified advertising in any media presently known or unknown, including but not limited to its electronic publications on the internet. The Newspaper reserves the right to change classification of classified advertisements to conform to the policies of the Newspaper.

## 4. CANCELLATIONS OR CORRECTIONS

The Newspaper is not responsible for errors involving orders, cancellations or corrections given verbally. Written or confirmation of orders, cancellations or corrections must be received prior to deadline. The Newspaper will insert and bill all orders not canceled prior to deadline. Advertising canceled after composition but before space is reserved will be charged cost of composition. Advertising canceled after space deadline will be charged at regular space rates.

## 5. SCHEDULES

All advertising schedules must include a final run date.

## 6. COPY REVISIONS

Advertiser changes in copy/layout, if set as originally ordered, will be charged an additional amount to be determined by the Newspaper.

## 7. ACCEPTANCE OF RATES AND TERMS

Forwarding of an order is construed as an acceptance of all rates, policies and conditions in effect at time of publication including but not limited to those expressly set forth here. Failure to make order correspond in price or otherwise, with the rate card is regarded only as a clerical error and publication is made and charged at the rates and terms in effect at the time of publication without further notification.

Orlando Sentinel Communications Company, LLC will not accept insertion orders with a sequential liability disclaimer. Both advertiser and agency are liable for any advertising placed. Alternatively, an agency may supply us with a letter stating that this liability does not apply to insertion orders placed with us.

## 8. SET COPY

When publisher sets copy by request of Advertiser or Agency, charge will be for actual space occupied, even though it may be greater than size indicated on Advertiser's insertion form.

## 9. ORDER ACCEPTANCE

The Newspaper accepts orders for advertising space with the understanding that (a) the terms and conditions set forth above shall apply to all advertising ordered unless modified, superseded or otherwise altered by a written instrument signed by an authorized representative of the Newspaper and (b) the terms and conditions set forth above shall prevail over any inconsistent terms and conditions set forth in any order or contract form of any Advertiser or its advertising agency and (c) insertion orders containing disclaimers are not accepted.

## 10. BROKERING

The Orlando Sentinel does not accept any Advertising that contains more than a single local retailer. Multi-retailer advertising that is directly billed by the Orlando Sentinel to each individual business may be accepted. All proposed materials and content must be submitted to the newspaper in advance for approval. We reserve the right to reject any proposed multi-retailer advertising for any reason.

## 11. COUPONS

Manufacturer's coupons placed in a retail advertisement will be billed at the national rate unless coupons are redeemable at the individual retail outlet only. The address and following disclaimer must be carried within the borders of the national manufacturer's coupon: "Coupon good only at participating retail store" in no less than 10-point type. Retail outlets must have the product or products featured in the manufacturer's coupons available and in stock at their retail locations.

## 12. POLITICAL ADVERTISING

Political advertising copy must be paid for in advance of publication by campaign account. All copy must be submitted for approval. Orlando Sentinel reserves the right to refuse any copy. All advertisements must be labeled "Paid Political Advertising." By law, a disclaimer is required on all political advertising.

## 13. SEPARATE OFFERS

From time to time the Newspaper will provide Advertisers separate offers representing selected advertising opportunities. The terms and conditions set forth above shall relate to every and all such opportunities.

## 14. DIGITIZED PRINT

All Run of Press (ROP) advertisers within the Orlando Sentinel (including special sections/supplements) will be included in a print digitization, which is designed to extend your print ad online at OrlandoSentinel.com. This will increase search visibility of each ad. Digitization will appear in addition to the above rates as a \$20 line item rate for full run and \$10 for part run (zoned) ads.

## Contract and Copy Regulations

Annual retail display revenue and frequency advertising contracts are available to Advertisers. Revenue applied to this contract are all Orlando Sentinel products & services excluding Recruitment, Postage & Commercial printing that is unrelated to Publisher's products.

Contracts will not automatically renew and may be cancelled by either party. In addition to the right to cancel for non-payment, Publisher also reserves the right to review the volume of advertising placed on a quarterly basis and amend and/or cancel this contract to the earned rate at its sole discretion. Failure of Publisher to review the volume of advertising or cancel the contract for any reason shall not be deemed a waiver of the right to cancel in the future or to impose any applicable rate adjustment.

Contracts are personal to Advertiser and may not be assigned without the prior written consent of Publisher, to be exercised or not exercised in Publisher's sole discretion. Advertiser may not assign to, nor utilize for the benefit of another person or entity, any of the advertising required to be purchased by Advertiser hereunder without Publisher's prior written consent, to be exercised or not exercised in Publisher's sole discretion.

Advertisements for the promotion of a common theme or event involving two or more Advertisers are not permitted without prior approval of the Publisher. This policy allows an advertiser to run an advertisement for their own business in a joint-venture advertisement, and requires that participants be individually billed for the space occupied by the advertisement or advertisement schedules at their individual contract level.

### Customer Service

For questions regarding your bill please call 1-800-435-1232  
Mon.-Fri. 8:30 a.m. - 5:00 p.m.

### Advertorial Copy Requirements

The definition of "advertorial section" used in these guidelines includes all outside-produced advertorial sections to be distributed by the Newspaper including single- and multi-sponsor sections, and single- and multi-market sections.

1. All proposed advertorial material must be submitted to the Newspaper in advance for approval.
2. The Newspaper acceptance process for advertorial sections includes, but is not limited to, the following:
  - Content approval by the Advertising Department
  - Content approval by the Editorial Department
  - Mechanical approval by the Operations Department
  - Availability approval by Advertising Make-up
3. Each proposed advertorial material will include a copy of the last advertorial section; or, if it is a first-time effort, a mock-up and a detailed mission statement of content.
4. The submission will also include copies of any collateral material that will be used in the sale of the advertorial section.
5. The Newspaper reserves the right to reject any proposed advertorial section for any reason; including, but not limited to sections where subject matter duplicates or overlaps with an existing or planned editorial product or special section.
6. Each advertorial section must have a clearly and prominently displayed logo on the front which identifies it as a special advertising section or supplement. In the case of an advertorial section prepared specifically for Orlando Sentinel, it must include a similar logo on each inside page as well.
7. The Newspaper must approve the release to and use by an advertorial sponsor of any marketing information in the form of circulation figures or demographic data.
8. The Newspaper will determine when advertising set to resemble news matter must carry the word "advertisement" at the top of the advertisement in 10-point type above each two columns of width. The Orlando Sentinel news headline type cannot be used nor can bylines be used.