

The Anna Maria Island SUN

is the Island's award-winning weekly newspaper focusing on the people and events of the Island's three cities - Bradenton Beach, Holmes Beach and Anna Maria, as well as the village of Cortez.

At The SUN, we strive to provide our readers with comprehensive, insightful, well-balanced coverage of what goes on in our Island community, always keeping in mind that we are just that - a community, full of people, in the businesses, in the schools, at the council meetings, in all the places where news occurs.

The SUN advantage.

When you advertise in the **The SUN**, you get the benefit of our award-winning graphics art team and our professional sales staff. Our graphic artists design eye-catching ads for your business - ads that are proven winners. And our sales associates give you the personal attention you need to help your business grow. Plus, your ad will be seen by an average of nearly 30,000 avid readers each and every week.

CIRCULATION

The SUN, is a **FREE** newspaper displayed in select locations, on business counters and in news boxes throughout Anna Maria Island, Cortez, Bradenton and Longboat Key.

Anna Maria Island SUN



Island Sun Plaza, 9801 Gulf Drive
PO Box 1189
Anna Maria, FL 34216-1189
Phone: (941) 778-3986
Fax: (941) 778-6988
E-mail: ads@amisun.com



RATE CARD 2007

COLOR & INSERTS

Color is available on a limited basis. Charges are in addition to the per-column-inch cost.

MECHANICALS

Full page: 6 columns x 13 inches.

Column widths	Points	Inches
1	120	1.7"
2	252	3.5"
3	382	5.3"
4	515	7.1"
5	647	9.0"
6	776	10.8"

GUIDELINES

Any ads exceeding 10 inches in depth will be billed for a full page depth of 13 inches. All ad rates are non-commissionable.

Artwork and photos can be TIFF, JPG or EPS at 300 dpi for desired size or 3x the desired size at 72 dpi. EPS files require TIFF preview with binary coding. Text can be sent as a Microsoft Word document, a TXT file or pasted into an email.

Ready made ads should be CMYK and 150 dpi. We accept PDF files, Illustrator Photoshop and Indesign files (up to CS2) and QuarkExpress 4.0 files. Embedded images or fonts must be CMYK or grayscale and any linked files should be included.

Emails of 10 MB or less can be sent to ads@amisun.com.

AD RATES

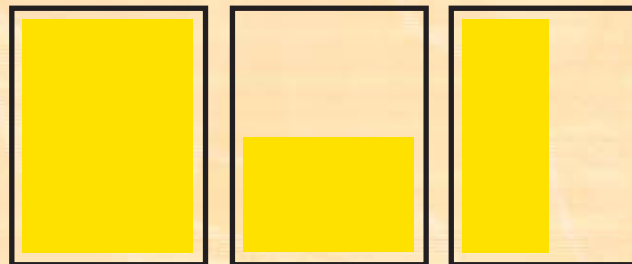
These rates are designed for advertisers who want to realize the value in customer response and cost savings by placing their ads with some level of frequency.

Open Rate	26x	52x
10.90	10.10	9.50

CLASSIFIED RATES

- Minimum of \$10.00 for up to 21 words.
 - Additional word over 21 is 50¢.
 - Add \$3.00 for a boxed classified.
- All classified advertising must be paid in advance. Phone orders taken with credit card or check card only.
- Display classified: \$10.90 per column inch.

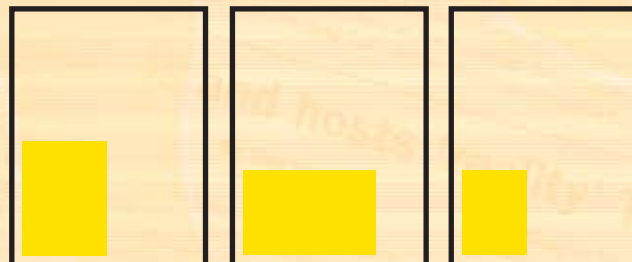
STANDARD LAYOUTS



Full page

Half page h

Half page v



1/4 page v

1/4 page h

1/8 page v

TERMS & CONDITIONS

The SUN does not knowingly accept ads which intend to defraud or mislead our readers. All advertising is subject to our publisher's approval. Notify **The SUN** immediately if an error should occur in your ad. All adjustments will be considered on first insertion only and will not exceed the value of the ad. **The SUN** cannot be liable for typographical errors that do not reduce the value of the ad.

DEADLINES

- **The SUN** is published every Wednesday.
- Ads requiring a proof must be submitted by 5 pm Wednesday.
- Corrected proofs are due back no later than 3 pm Friday.

POLICIES

Payment

As the sale of advertising is our main source of revenue and we want to keep our ad rates as low as possible, we prefer cash or credit cards in advance on the Friday prior to publication.

Ad Placement

The SUN will try to honor requests for ad position, but we cannot guarantee it. No refunds or adjustments are possible concerning any ad placement or position.

