

# 2014 MEDIA KIT





### GROWTH

For 25 years the South Florida Times continues to be the most influential weekly newspaper in South Florida serving the African American, Caribbean and Haitian communities. The South Florida Times is the only African American newspaper in this market that has won awards competing against all of the mainstream newspapers in South Florida in the categories of Breaking News, Enterprise, and Community Impact. The quality of our journalism has resulted in our news stories appearing in the Miami Herald, New York Times, Sun Sentinel, Washington Post, and other major papers across the country, as well as television stations, including NBC 6 and CBS 4. No other weekly newspaper has garnered such acclaim.

### ONLINE

SFLTIMES.com is an interactive site with Breaking News, Videos, and Blogs

**Monthly Hits: Average Over 2.2 Million**

**Monthly Unique Visitors: Over 48,000**

### SOCIAL MEDIA NETWORK

- Daily Facebook and Twitter updates about breaking news and events in the community
- Advertising sponsorship opportunities throughout social media network

### EVENTS

The South Florida Times provides several opportunities throughout the year for businesses to have promotional partnerships at events with local organizations enabling them to positively impact the community and issues that directly affect them.



### Affluence and Influence



#### Miami-Ft Lauderdale DMA

Miami and Ft Lauderdale are unlike any other metropolitan area in the United States. In addition to African Americans, the area's black population includes Bahamians, Haitians, Jamaicans and those from other Caribbean nations – each with their own tastes, cultural traditions and consumer habits.

#### Expanding our Reach

With 26% growth over the last year, we reach a community of over 91,000 readers each week in this niche market.

**Expose your business to this niche market which has a growth rate that outpaces the total population by almost 30%.**

#### Who We Reach

<b>Median age</b>	37.8
<b>Gender</b>	51.3% women 48.7% men
<b>Household Income</b>	\$54.8k 22% of black adults in the DMA have a household income of 75k+
<b>Home Ownership</b>	52%
<b>College Educated</b>	35.1%

The African-American population has an estimated buying power of nearly \$1 trillion.



Census data illustrates a trend of increasing educational achievements, household incomes, and population which correlate to an increase in their affluence and influence.

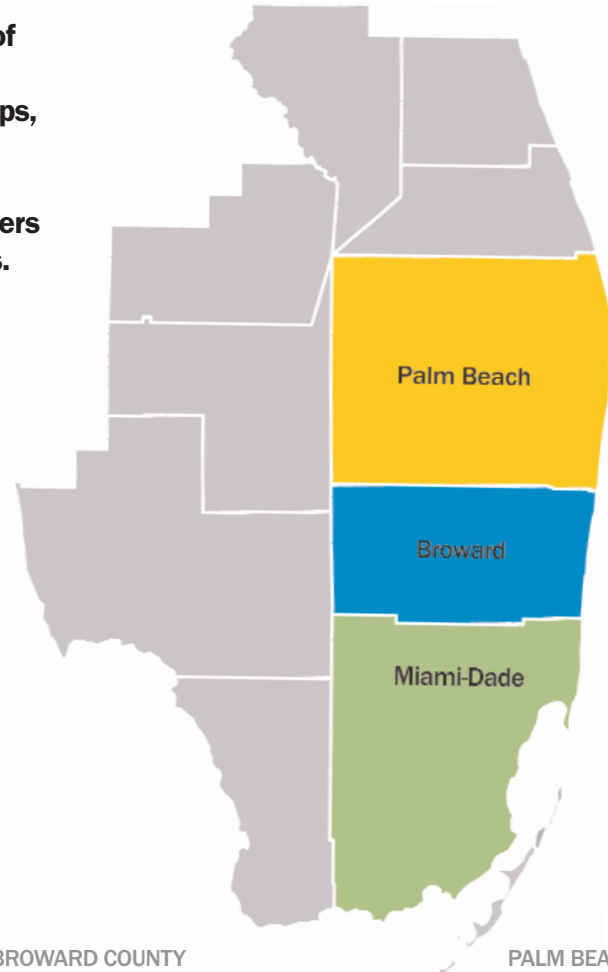


### Effectively reaching this niche market

■ **Our circulation includes the delivery of 29,300 papers directly to locations where this niche market lives, worships, works, and socializes. This approach maximizes our reach into the black community in South Florida and delivers your message to over 95,000 readers.**

#### Distribution Channels:

- 7-Eleven
- Publix Super Markets
- Winn-Dixie
- Walmart
- Ethnic Grocery Stores
- CVS/pharmacy
- Walgreens
- Dollar General
- Barnes & Noble
- Fresh Markets
- Cumberland Farms
- News Racks
- Over 150 Churches
- Salons, Barber Shops, Spas
- Gas Stations
- Colleges and Universities
- Libraries
- Restaurants
- Fraternal Lodges



#### MIAMI-DADE COUNTY

Aventura  
Carol City  
Coral Gables  
Cutler Bay  
Florida City  
Hialeah  
Homestead  
Kendall  
Miami  
Miami Beach  
Miami Gardens  
Miami Lakes  
Miami Shores  
North Bay Village  
North Miami

North Miami Beach  
Opa-Locka  
South Miami  
Sunny Isles Beach  
Sweetwater

#### BROWARD COUNTY

Coconut Creek  
Cooper City  
Coral Springs  
Dania Beach  
Davie  
Deerfield Beach  
Fort Lauderdale  
Hallandale  
Hollywood  
Lauderdale Lakes  
Lauderdale by the Sea  
Lauderhill  
Lighthouse Point  
Margate  
Miramar

North Lauderdale  
Oakland Park  
Pembroke Park  
Pembroke Pines  
Plantation  
Pompano Beach  
Sunrise  
Tamarac  
Weston  
Wilton Manors

#### PALM BEACH COUNTY

Belle Glade  
Boca Raton  
Boynton Beach  
Delray Beach  
Greenacres  
Jupiter  
Lake Park  
Lake Worth  
Lantana  
Loxahatchee  
Palm Beach Gardens  
Riviera Beach  
Royal Palm Beach  
Wellington  
West Palm Beach

#### MONROE COUNTY

Key West



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## special sections 2014

January	Issue Date	Deadline	Artwork Deadline
Martin Luther King Jr. Tribute	Jan 16	Dec 20	Dec 27
February			
Black History Month	Feb 6	Jan 13	Jan 22
March			
Business & Finance	Mar 20	Feb 28	Mar 6
April			
Summer Camp - Special Content	Apr 3	March 21	March 28
May			
Mother's Day	May 8	Apr 17	Apr 24
June			
Caribbean American Heritage	Jun 5	May 15	May 22
Hurricane Guide	Jun 19	June 10	June 12
July			
Health & Fitness	Jul 17	July 9	July 11
August			
Education - Back to School	Aug 7	Jul 23	Jul 30
Home & Design	Aug 21	Jul 31	Aug 7
September			
Football Preview	Sep 4	Aug 14	Aug 21
October			
Season of the Arts	Oct 2	Sep 24	Sep 26
Health & Fitness	Oct 9	Sep 30	Oct 2
November			
Thanksgiving - Feasts, Family, & Fun	Nov 13	Oct 30	Nov 3
Holiday Gift Guide	Nov 20	Nov 6	Nov 12
December			
Kwanzaa	Dec 18	Dec 3	Dec 10

\*All content is subject to change

10/08/14

Beatty Media, LLC



## 2014 national rates

### Display Open Rates

COLUMN INCHES	\$38.37 PCI
Full Page	\$4,834.62
Half Page	\$2,417.31
Quarter Page	\$1,208.66
Eighth Page	\$604.33

#### Deadlines

Space reservation	Friday 1pm
Camera-ready artwork	Friday 2pm
Ads to be created	Friday 1pm

#### Holidays

Space reservation	Thursday 12pm
Camera-ready artwork	Thursday 2pm
Ads to be created	Thursday 12pm

### Display Contract Rates

COLUMN INCHES	PCI RATE
750 Inches	\$37.25
1500 Inches	\$36.25
3275 Inches	\$35.25
6550 Inches	\$34.00

*All Rates are NET*

- For information regarding contracts/policies/terms, please refer to Policies.
- For information regarding mechanical requirements, please refer to Mechanical Requirements.
- Email camera-ready artwork to your South Florida Times Account Executive.

### Color Ads

Spot color minimum ad size: 30 inches.  
Customer must supply PDF files.

**Full Color (4/color):** \$700.00  
**One Color:** \$250.00

**NOTE:** Color charge is an add-on to rates above

### Section Front Strip Ads

A fixed 6 col. X 3" strip ad at the bottom of a section's front page provides advertisers with guaranteed placement on the front page of a section of the South Florida Times. Contact your South Florida Times Account Executive for more information or call 954-356-9360.

### Jewel Box

A 2 col. X 4" ad at the bottom right of the front page provides advertisers the most premium position and exposure on the front page of the South Florida Times. Contact your South Florida Times Account Executive for more information or call 954-356-9360.

### Premium Positions

A fixed 2 col. x 7" space on page 2 of Section A offers advertisers guaranteed placement in one of the paper's most widely read sections. Positions are available every week. Rates are equal to your achieved contract level rate plus a premium charge depending on the frequency of your contract.

### Front Page Strip Ads

A fixed 6 col. X 1.5" strip ad at the bottom of the front page provides advertisers with guaranteed placement on the front of the South Florida Times. Contact your South Florida Times Account Executive for more information or call 954-356-9360.

### Insert Rates - Full Run Only

1-8 pages:	\$85.00 per thousand
10-16 pages:	\$112.00 per thousand
18-24 pages:	\$146.00 per thousand
26-32 pages:	\$180.00 per thousand

For each additional 4 pages add \$30.00

## 2014 SoFlo LIVE rates

### Display Open Rates

Tabloid

60 Total Column Inches

COLUMN INCHES	\$31.57 PCI
Full Page	\$1894.14
Half Page	\$947.10
Quarter Page	\$473.55
Eighth Page	\$236.78
1/16 Page	\$118.39

### Display Contract Rates

COLUMN INCHES	PCI RATE
390 Inches	\$29.00
780 Inches	\$28.00
1560 Inches	\$27.00
3120 Inches	\$26.00

All Rates are NET

### Color Ads

Spot color minimum ad size: 30 inches.

Customer must supply PDF files.

**Full Color (4/color): \$700.00**

**One Color: \$250.00**

**NOTE:** Color charge is an add-on to rates above

### Section Front Strip Ads

A fixed 6 col. X 3" strip ad at the bottom of the front page provides advertisers with guaranteed placement on the front of SoFlo LIVE.

### Insert Rates - Full Run Only

1-8 pages:	\$85.00 per thousand
10-16 pages:	\$112.00 per thousand
18-24 pages:	\$146.00 per thousand
26-32 pages:	\$180.00 per thousand
For each additional 4 pages add \$30.00	

### Deadlines

Space reservation	Friday 1pm EST
Camera-ready artwork	Friday 2pm EST
Ads to be created	Friday 1pm EST

#### Holidays

Space reservation	Thursday 12pm EST
Camera-ready artwork	Thursday 2pm EST
Ads to be created	Thursday 12pm EST

- For information regarding contracts/policies/terms, please refer to Policies.
- For information regarding advertising specs, please refer to Mechanical Requirements.
- Email camera-ready artwork to your South Florida Times Account Executive.





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## 2014 online ad rates

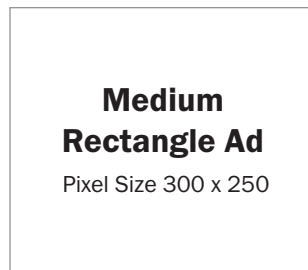
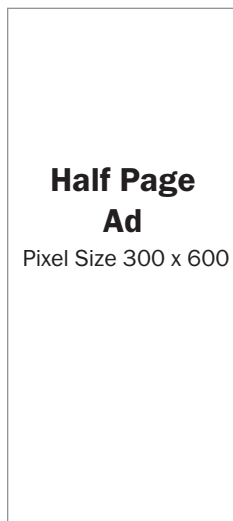
### Reach our internet savvy readers

SFLTimes.com averages over 2.2 million hits per month and over 48,000 unique visitors per month. Ads are sold for a fixed period of time. Pricing stated is for online ads purchased with print ads. Contact your South Florida Times Account Executive for more information about online only ads.

Run of Channel				
	Leaderboard 1	Leaderboard 2	Half Page Ad	Medium Rectangle Ad
1 wk	\$700	\$300	\$625	\$300
2 wks	\$1300	\$510	\$1115	\$510
3 wks	\$1975	\$850	\$1620	\$850
4 wks	\$2600	\$1080	\$2020	\$1080

Fixed Position		Fixed Position	
Commitment	Medium Rectangle Ad	Commitment	Half Page Ad
13 weeks	\$375/wk	1 week	\$950/wk
26 weeks	\$350/wk	2 weeks	\$905/wk
39 weeks	\$325/wk	3 weeks	\$875/wk
52 weeks	\$300/wk	4 weeks	\$850/wk

### Ad sizes



### Mechanical Specifications

Ad	Pixel Size	Inches
Medium Rectangle Ad	300 x 250	4" x 3.33"
Half Page Ad	300 x 600	4" x 8"
Leaderboard 1	728 x 90	9.71" x 1.12"
Leaderboard 2	468 x 90	6.24" x 1.12"

All Ads must be submitted as a 72 DPI RGB JPEG. Online ads should be emailed to your advertising sales rep.



## mechanical requirements

### Broadsheet

<b>FULL PG</b> 6 COL X 21" 10.24" X 21"	<b>HALF PG HORIZONTAL</b> 6 COL X 10.5" 10.24" X 10.5"	<b>HALF PG VERTICAL</b> 3 COL X 21" 5.06" X 21"	<b>SECTION FRONT BANNER AD</b> 6 COL X 3" 10.24" X 3"
<b>QUARTER PG VERTICAL</b> 3 COL X 10.5" 5.06" X 10.5"	<b>1/8 PG</b> 3 COL X 5.25" 5.06" X 5.25"	<b>JUNIOR PG</b> 5 COL X 18" 8.513" X 18"	<b>JEWEL BOX</b> 2 COL X 4" 3.33" X 4"
<b>DOUBLE TRUCK</b> 13 COL X 21" 21.511" X 21"		<b>DOUBLE BOTTOM BANNER AD</b> 13 COL X 3" 21.511" X 3"	

### PHOTOS/ART

All art files must be 200 DPI TIFF, PDF, or EPS format and included on the disk. Color Photos and ads must be in CMYK.

### FONTS

Fonts other than those in the Adobe library will not be accepted unless they are embedded in an Acrobat PDF or PostScript file. They may also be outlined in any illustration application. If a ad comes in on its final deadline and some fonts are missing or uses fonts other than those in the Adobe library, we reserve the right to substitute with a similar font.

### PROGRAMS

Accepted Programs: Current versions of: QuarkXPress, Illustrator, Photoshop, Acrobat, and InDesign.

### Mechanical Specification Rights

The Newspaper reserves the right to alter any advertising material due to press/production requirements. This reservation of right includes the Newspaper's right to reduce the size of any advertisement as long as the advertisement maintains the same proportion of the entire page. Advertising will be billed based on the space reserved/ordered.

### IMAGE SIZE

Broadsheet	10.24"x21"
Tabloid	10.24"x 10"

Columns	BROADSHEET	TABLOID
1	1.601"	1.601"
2	3.33"	3.33"
3	5.06"	5.06"
4	6.79"	6.79"
5	8.513"	8.513"
6	10.24"	10.24"
DT	21.511"	21.511"

### Tabloid

<b>FULL PG</b> 6 COL X 10" 10.24" X 10"	<b>HALF PG VERTICAL</b> 3 COL X 10" 5.06" X 10"	<b>HALF PG HORIZONTAL</b> 6 COL X 5" 10.24" X 5"	<b>QUARTER PG</b> 3 COL X 5" 5.06" X 5"
<b>2/3 PG</b> 4 COL X 10" 6.79" X 10"	<b>DOUBLE TRUCK</b> 13 COL X 10" 21.511" X 10"		<b>1/6 PG</b> 1 COL X 10" 1.601" X 10"
<b>1/3 PG VERTICAL</b> 2 COL X 10" 3.33" X 10"	<b>1/3 PG HORIZONTAL</b> 4 COL X 5" 6.79" X 5"	<b>1/8 PG</b> 3 COL X 2.50" 5.06" X 2.50"	<b>1/12 PG</b> 2 COL X 2.50" 3.33" X 2.50"

### Advertising Terms & Conditions

There are no representations or warranties other than those set forth in a contract between the advertiser and South Florida Times (SFT). If there is a separate advertising contract, the advertising contract shall constitute the entire agreement between SFT and the advertiser and shall supercede any prior understandings and/or agreements, whether oral or written.

### Rights regarding Mechanical Specs

SFT reserves the right to alter any advertising material in order to meet current mechanical specifications. This reservation of right includes the Newspaper's right to reduce the size of any advertisement as long as the advertisement maintains the same proportion of the entire page.

Advertisements cancelled after published deadlines will be billed to the advertiser.

### Rates

SFT reserves the right to revise rates, terms and specifications contained in the current rates cards. Special positions for advertising are not guaranteed. However, some special positions are available for a premium and may be agreed to in writing.

### Late Ads

Advertising copy must be submitted to SFT prior to our published deadlines as may be revised. We retain the right to omit all late copy when not received in time to conform with our schedules.

### Ownership of Ads

SFT retains all rights of ownership in and to all advertisements designed or created by SFT. Advertiser grants SFT a non-exclusive license to publish all camera-ready advertisements provided by Advertiser (or provided on Advertiser's behalf) to SFT. SFT is not obliged to return ads or ad materials to Advertiser and SFT is not responsible for any damage or loss to any ads, copy, drawings, art or any other materials provided by Advertiser.

### Acceptance/Rejection of Advertising

SFT reserves the right to revise, alter or reject any advertisement for any reason whatsoever, or to omit ads without notice. SFT may cancel any ad at its sole

discretion, even if previously accepted for publication. Advertising copy not timely submitted by Advertiser will be excluded.

### Earned Rating

Advertisers will be billed at the earned rate for advertising purchased. If an advertiser satisfies the lineage, revenue or frequency level required of their contract and qualifies for a lower earned rate, they will be billed the lower earned rate beginning the next billing period. No advertiser will receive an automatic rebate on past advertising purchases solely by qualifying for a lower earned rate during the contract term.

### Errors and Omissions

SFT is not liable for any omission of all or any portion of any ad, nor is SFT responsible for orders, cancellations or corrections given by telephone, facsimile or telegraph. SFT is also not liable for any error in a published ad unless an advertising proof is requested in writing. Advertiser clearly marks any error in the advertising proof for corrections, and SFT is notified of the error in sufficient time before publication, in which case Advertiser's sole remedy is an appropriate credit to the extent of the error up to the cost of the first insertion of the error (if there is more than one incorrect insertion, credit shall be allowed only for the first incorrect insertion).

### Copyrights

Advertiser hereby grants a non-exclusive license to SFT for all copyrights and other ownership rights in any advertisement of Advertiser which is submitted for insertion in any publication of SFT, including the right to publish, reproduce, display, adapt, transmit, or produce derivative works in any medium, including any digital electronic medium. Advertiser authorizes SFT to bring suit in SFT's discretion and at SFT's expense for any unauthorized use, reproduction, display, distribution, or performance of the advertisement as it appears in the Newspapers or for its unauthorized alteration.

### Impossibility of Performance

SFT is not liable for failure to publish ads or distribute its publications because of flood, fire, riots, strikes, terrorists, storms, shortages of material, orders of government, failure of transportation, acts of God or other causes beyond SFT's control. In such an event,

## policies cont'd

this Agreement will be extended for a period equal to the time during which such performance was not possible.

### Obligations of the Advertiser

Advertiser agrees to indemnify SFT for any and all costs, claims, damages, and/or liability claimed against or incurred by SFT as a result of SFT's publication of any ad copy submitted by Advertiser (or submitted on behalf of Advertiser) to SFT. Advertiser represents, warrants and guarantees that any ad copy so submitted to SFT is accurate, truthful and in compliance with all copyright laws and all other applicable laws and regulations.

### Payment

All invoices are due on the 20th of the month following insertion(s) and if not paid by the 30th day of the month following the date of insertion(s) will be late (except for accounts designated by SFT as weekly which are due within 7 days of the invoice date). Late amounts will bear interest at 1.5%. Advertiser shall pay all applicable taxes. If any invoice is not timely paid, then SFT reserves the right to suspend its performance at any time and/or cancel this Agreement without notice. In the event of such a cancellation, all charges for advertising since the 1st Run Date will be reinvoiced to reflect the Corrected Rate, as described under "Contract Terms" in Advertising Terms and Conditions, in respective advertising agreement. All disputes of any kind must be reported in writing to SFT no later than 30 days from the date the invoice containing such disputed item or such item will be deemed correct and conclusively accepted by Advertiser. Advertiser waives any claim after said 30-day period. Submission of a written dispute notice by Advertiser shall not relieve Advertiser of its obligation to timely pay all undisputed amounts. Credits, refunds or payments must be used or claimed within 1 year from the date of such credit, refund or payment or shall be deemed to have been earned and correctly applied or paid. Unless agreed in writing, multiple discounts shall not apply for the same advertising purchase. SFT is not obligated to extend credit to Advertiser unless in writing. If Advertiser breaches this Agreement, Advertiser agrees to pay all of SFT's collection agency fees and expenses, investigation, court and litigation expenses along with attorney fees equal to the greater of: (i) 25% of the amount owed, or (ii) the amount awarded by the court.

### Credit Cards

You may charge your ads to your Visa, MasterCard, or Discover card.

### Deadlines

#### DISPLAY ADS

Reserve ad space by Friday at 1pm. Ads that need to be created by SFT, all content is due by Friday at 2pm. Camera-ready ads are due by Monday at 1pm.

#### CLASSIFIEDS

Reserve ad space by Tuesday at 1pm. Ads that need to be created, all content is due by Tuesday at 1pm. Camera-ready ads are due by Tuesday at 2pm.

#### HOLIDAYS

Display ad deadline to reserve space is Friday by 12pm. Ads that need to be created, all content is due by Thursday at 12pm. Camera-ready ads are due by Thursday at 2pm.

Classified ad deadline to reserve space is Tuesday at 11am. Ads that need to be created, all content is due by Friday 3pm. Camera-ready ads are due by Tuesday at 1pm.

#### INSERTS DEADLINE

Space reservations: Two weeks prior to insertion date in writing. Material for inserts must be received no less than 1 week, prior to publication. During holidays our deadline moves up one day to Thursday of the week before the insert runs.

Materials: Please deliver materials no earlier than 21 days prior to insertion date, and no later than 7 days prior to insertion date to:

Sun Newspapers  
Attn: James O'Gorman  
200 East Venice Avenue  
Venice, FL 34285

### Contact Information

**LOCAL & NATIONAL ADVERTISING** - 954-356-9360  
**CLASSIFIED ADVERTISING** - 954-356-9344  
[AdInfo@SFLTimes.com](mailto:AdInfo@SFLTimes.com)