

SOUTH FLORIDA TIMES

GROWTH

For 29 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

Sftimes.com is an interactive site with breaking news, local and national stories, events, recipes, home design and more.

SOCIAL MEDIA NETWORK

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

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 the issues that directly affect them.



SOUTH FLORIDA TIMES



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 95,000 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%.



The African-American population has an estimated buying power of nearly \$1.2 trillion.

Who We Reach

Median age	37.8
Gender	51.3% women 48.7% men
Household Income	\$59.4k <i>22% of black adults in the DMA have a household income of 75k+</i>
Home Ownership	52%
College Educated	55.1%



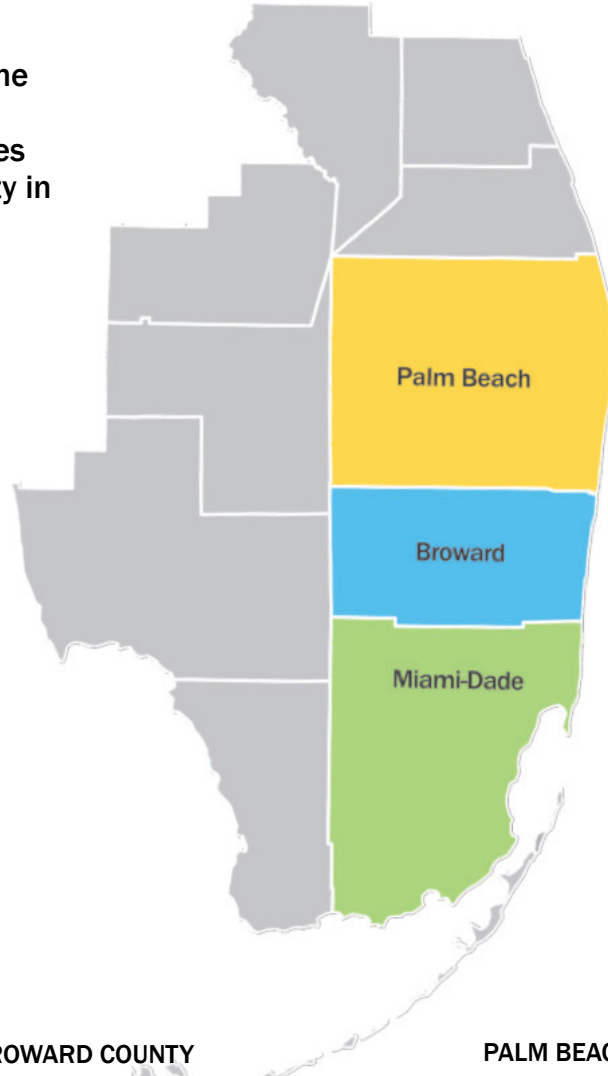
Census data illustrates a trend of increasing educational achievements, household incomes, and population which correlate to an increase in their affluence and influence.

Effectively reaching this niche market

South Florida Times is distributed directly to locations where this niche market lives, worships, works, and socializes. This approach maximizes our reach into the black community in South Florida.

Distribution Channels:

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



MIAMI-DADE COUNTY

- Aventura
- Carol City
- Coconut Grove
- 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
- Perrine
- South Miami
- Sunny Isles Beach
- Sweetwater

BROWARD COUNTY

- Coconut Creek
- Cooper City
- Coral Springs
- Dania
- Dania Beach
- Davie
- Deerfield Beach
- Fort Lauderdale
- Hallandale
- Hallandale Beach
- Hollywood
- Lauderale 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
- Haverhill
- Jupiter
- Lake Park
- LakeWorth
- Lantana
- Loxahatchee
- PalmBeach Gardens
- Riviera Beach
- Royal PalmBeach
- Wellington
- West PalmBeach

MONROE COUNTY

- Key West

January	Issue Date	Deadline	Artwork Deadline
Martin Luther King Jr. Tribute	Jan 12	Dec 15	Dec 28
February			
Black History Month	Feb 2	Jan 12	Jan 18
March			
Women's History	March 9	Feb 22	Feb 28
Business & Finance	Mar 16	Feb 23	Mar 8
April			
Summer Camp - Special Content	Apr 6	Mar 16	Mar 29
Health & Fitness	Apr 27	Mar 30	Apr 12
May			
Mother's Day - Special Content	May 11	Apr 20	May 3
June			
Black Music Month	Jun 1	May 11	May 24
Hurricane Guide	Jun 8	May 18	May 31
Caribbean American Heritage - Special Content	Jun 15	May 18	Jun 7
July			
Health & Fitness	Jul 20	Jun 29	Jul 12
Back to School	Jul 27	June 29	Jul 13
August			
Football Preview	Aug 3	Jul 13	Jul 26
September			
Arts Season Preview	Sep 14	Aug 17	Aug 30
Home & Design	Sep 21	Aug 31	Sep 13
October			
Healthy Living	Oct 5	Sep 7	Sep 20
Basketball Preview	Oct 19	Sep 28	Oct 11
November			
Thanksgiving - Feasts, Family, & Fun	Nov 9	Oct 19	Nov 1
Holiday Gift Guide	Nov 23	Oct 26	Nov 8
December			
Kwanzaa	Dec 14	Nov 16	Nov 29

*All content is subject to change

Display Open Rates

COLUMN INCHES	\$26.76 PCI
Full Page	\$3,371.76
Half Page	\$1,685.88
Quarter Page	\$842.94
Eighth Page	\$421.47

Display Contract Rates

COLUMN INCHES	PCI RATE
750 Inches	\$25.50
1500 Inches	\$24.50
3275 Inches	\$23.50
6550 Inches	\$22.50

All Rates are NET

Color Ads

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

Full Color (4/color): \$700.00

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

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.

Deadlines

Space reservation	Thursday 4pm
Camera-ready artwork	Friday 1pm
Ads to be created	Wednesday 1pm

Holidays

Space reservation	Wednesday 11pm
Camera-ready artwork	Wednesday 1pm
Ads to be created	Tuesday 12pm

- For information regarding contracts/policies/terms, please refer to Policies.

- For information regarding mechanical requirements, please refer to Mechanical Requirements.

- **Email camera-ready artwork as 200 DPI PDF to Displayads@SFLTimes.com.**

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.

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

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	\$500
2 wks	\$1300	\$510	\$1115	\$800
3 wks	\$1975	\$850	\$1620	\$1075
4 wks	\$2600	\$1080	\$2020	\$1325

Fixed Position		Fixed Position	
Commitment	Medium Rectangle Ad	Commitment	Half Page Ad
13 weeks	\$600/wk	1 week	\$950/wk
26 weeks	\$550/wk	2 weeks	\$905/wk
39 weeks	\$475/wk	3 weeks	\$875/wk
53 weeks	\$400/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	2468 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.

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

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	Thursday 4pm EST
Camera-ready artwork	Friday 1pm EST
Ads to be created	Wednesday 1pm EST

Holidays

Space reservation	Wednesday 11pm EST
Camera-ready artwork	Wednesday 1pm EST
Ads to be created	Tuesday 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 Advertising@SFLTtimes.com

Broadsheet

FULL PG 6 COL X 21" 10.24" X 21"	HALF PG HORIZONTAL 6 COL X 10.5" 10.24" X 10.5"	HALF PG VERTICAL 3 COL X 21" 5.06" X 21"	SECTION FRONT BANNER AD 6 COL X 3" 10.24" X 3"
QUARTER PG VERTICAL 3 COL X 10.5" 5.06" X 10.5"	1/8 PG 3 COL X 5.25" 5.06" X 5.25"	JUNIOR PG 5 COL X 18" 8.513" X 18"	JEWEL BOX 2 COL X 4" 3.33" X 4"
DOUBLE TRUCK 13 COL X 21" 21.511" X 21"		DOUBLE BOTTOM BANNER AD 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 an 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: InDesign, QuarkXPress, Illustrator, Photoshop, and Acrobat.

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 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

FULL PG 6 COL X 10" 10.24" X 10"	HALF PG VERTICAL 3 COL X 10" 5.06" X 10"	HALF PG HORIZONTAL 6 COL X 5" 10.24" X 5"	QUARTER PG 3 COL X 5" 5.06" X 5"
2/3 PG 4 COL X 10" 6.79" X 10"	DOUBLE TRUCK 13 COL X 10" 21.511" X 10"	1/6 PG 1 COL X 10" 1.601" X 10"	
1/3 PG VERTICAL 2 COL X 10" 3.33" X 10"	1/3 PG HORIZONTAL 4 COL X 5" 6.79" X 5"	1/8 PG 3 COL X 2.50" 5.06" X 2.50"	1/12 PG 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, 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 invoiced 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 Thursday 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 Wednesday at 2pm.

HOLIDAYS

Display ad deadline to reserve space is Wednesday by 11am. Ads that need to be created, all content is due by Tuesday at 12pm. Camera-ready ads are due by Wednesday at 1pm. Classified ad deadline to reserve space is Monday 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
Info@SFLTimes.com

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 invoiced 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.

DISPLAY ADS

Reserve ad space by Thursday at 1pm. Ads that need to be created by SFT, all content is due by Thursday at 2pm. Camera-ready ads are due by Friday 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 Wednesday by 11am. Ads that need to be created, all content is due by Tuesday at 12pm. Camera-ready ads are due by Wednesday 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 14 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
Info@SFLTimes.com