

the walton SUN waltonsun.com

Post Office Box 2363, 790 N. County 393 Suite C2, Santa Rosa Beach, Florida 32459
 Telephone: {850} 267-4555, Fax: {850} 267-0929 • e-mail: sunart@link.freedom.com • Web site: www.waltonsun.com

RETAIL ADVERTISING RATES

Effective Date - January 1, 2007

DISPLAY RATES

The Sun is a six column (11" x 20") format.
 Example: 1.73" wide x 1" deep = 1 column inch.

OPEN RATE \$10.36 / INCH

ANNUAL BULK CONTRACTS

200-499 inches	\$9.75
500-999 inches	\$9.14
1000-2999 inches	\$8.52
3000-4999 inches	\$7.85

BUSINESS BUILDER ADS

{Minimum Ad Size - 10 Inches}

6 week contract	\$9.75
13 week contract	\$9.14
26 week contract	\$8.52
52 week contract	\$7.85

COLOR RATE \$300.00 over 30 inches.

Color by the inch available for 10 inch to 30 inch ads at \$4.00 per column inch.

POLITICAL RATES

Open, annual bulk, or monthly earned rates apply. Political ads must meet all state and federal regulations. All ads will be approved by the publisher before publication. All ads require prepayment with copy.

CHURCH SIGNATURE PAGE

\$15.00 per week for a 1x2. Larger sizes available. Call for details.

CHARITABLE

\$7.85 per column inch. This rate applies to churches and charitable organizations.

PANAMA CITY NEWS HERALD

ROP \$15.04 per column inch Monday through Saturday. \$16.63 per column inch Sunday. Classified display \$11.12 per column inch Monday through Saturday. \$12.36 per column inch Sunday.

CLASSIFIED DISPLAY ADVERTISING RATES - \$7.69/INCH

LINE ADS

The Sun uses a nine column classified format.
 Example: 1 3/8" wide x 1" deep = 1 column inch.

PRE-PRINT INSERTION RATES

Standard [or] 4 page Tabloid	\$50.00
4-6 Standard [or] 8-12 page Tabloid	\$55.00
8-10 Standard [or] 16-20 page Tabloid	\$60.00
12-14 Standard [or] 24-28 page Tabloid	\$65.00
16-18 Standard [or] 32-36 page Tabloid	\$70.00

Rates for larger pre-prints available upon request.
 Inserts for The Sun cannot exceed 12"x 9.5"

INSERT RESERVATIONS - Reservations should be made 10 days prior to insertion and be delivered 7 days prior. Delivery hours are from 1-5 pm Monday through Friday. Shipped on skids or in boxes to:

**The Walton Sun c/o
 The News Herald
 501 W.11th Street
 Panama City, FL 32402**

TERMS AND BILLING All advertising is accepted on a cash with copy basis unless a credit account has been established with the Publisher. Where credit has been extended, invoices are payable on the 15th of the month following publication. Accounts not paid after 30 days will bear interest at the rate of 1.5 percent per month. Claims for error adjustment must be made in writing within seven days of error date. Notice of errors must be given in time for correction before additional insertions are made. Advertising is subject to the general policies stated in Policies and Conditions as well as Copy and Contract Regulations.

POLICIES AND CONDITIONS The Publisher reserves the right to revise advertising rates upon 30 days notice; all contracts are accepted subject to this policy. The Publisher has the right to edit, alter, or refuse any advertisement. Advertising agencies placing advertisements and receiving statements for their customers are acting as agents for the customer. Customers remain responsible for payment of account balances, signing of contracts, and for all other documents when such is received by their agents. Advertising rates are non-commissionable. The Newspaper will not be responsible for more than one incorrect insertion of an ad. The sole liability and obligation of the Newspaper for any failure to publish any advertiser or distribute any advertising insert shall be to refund any amounts 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 act of 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, under the provision hereof. Advertiser shall be liable for all costs incurred by the Newspaper in collecting past due accounts, to include a reasonable attorney's fee whether or not suit is filed. In the event the Advertiser does not use the amount of space agreed upon, the Advertiser agrees to accept and remit rate adjustment to earned contract rate.

CONTRACT AND COPY REGULATIONS The Newspaper will not be responsible for errors in advertisements proofread but not corrected by Advertiser. Advertising simulating news can be set in news style, but must carry the words "Paid Advertisement" both on the top and bottom of the advertisement. Proofs, when submitted, will be for typographical errors only.

CIRCULATION

Total Circulation.....12,000

Home Delivered FREE

To Permanently Occupied Single Family Households In South Walton And
 Destin Between The Destin Bridge And Inlet Beach South Of The Bay

PLUS Over 100 Rack, Condo and Resort Locations

THE WALTON SUN

Publisher.....	Rick Thomason
Advertising Director	Billy Kirk
Managing Editor	Gwen Break
Business Manager	Joan Kirkland
Circulation Manager	Mark Hurt