

2020 MEDIA KIT

In local markets, weekly newspapers are increasingly taking over the role that used to be filled by fading dailies – keeping readers up-to-date on what’s going on in their communities, and providing in-depth coverage of issues that matter. This is the story behind the success of our publications, as we continue to expand our news coverage, providing the very best print platform for advertisers.

All you need to know about what is happening in local daily newspapers all over the country is that print advertising in December 2019 was once again DOWN by a double figure amount over December of 2018.

In our three weekly papers – which blanket the most coveted neighborhoods in Indian River and St. Lucie Counties – advertising in December of 2019 was UP 4.7 percent!

Why? Because print advertising in quality newspapers drives results.

Vero Beach 32963, one of the country’s leading weekly newspapers, is your best way to reach the most qualified consumers in Indian River County. **Vero Beach 32963** has been the indispensable source of information for beachside residents since its debut in 2008. Our advertisers, many of whom have been with us since the beginning, have benefited from this trusted position. **Vero Beach 32963** is mailed free to all 11,700+ residences and businesses in zip code 32963 – the highest median net worth zip code in Florida. Copies of our print edition are available on Wednesdays at newsstands, leading hotels and restaurants on the Vero Beach barrier island, and arrive in residential mailboxes each week on Thursdays.

Our mainland newspaper, **Vero News/Sebastian River News**, is the largest circulation newspaper in Indian River County. It is mailed weekly to 21,350 demographically targeted mainland homes on postal carrier routes with a median income of \$59,407. An additional 3,000 copies are available at newsstands, medical offices, and local businesses.

The combined mail circulation of **Vero News/Sebastian River News** and **Vero Beach 32963** is more than 33,000. This is almost three times the Indian River County circulation of the daily newspaper. Our advertising rates for the print papers are the most cost-effective way of targeting the 17,000+ residents of zip code 32963 and the 50,000+ residents of Indian River County’s upscale mainland communities.

VeroNews.com, our breaking news website, provides up-to-the-hour coverage of Indian River County with its own reporting staff as well as stories and features by the reporters of our print publications, **Vero News/Sebastian River News** and **Vero Beach 32963**. With an average of more than 70,000 unique visitors each month, **VeroNews.com** is the best and most affordable local option in digital advertising. **VeroNews.com** advertisers rotate through the site for maximum exposure and more guaranteed impressions. The result: more visitors to our customers’ sites.

St. Lucie Voice provides hyperlocal coverage of the rapidly growing area west of the Florida Turnpike in St. Lucie County and affords advertisers a unique opportunity to reach every home in the affluent neighborhoods of St. Lucie West, Tradition and PGA Village. **St. Lucie Voice** is mailed each week to all 15,100 homes and businesses in the most desirable area of St Lucie County.

As an added bonus, **Vero Beach 32963** and **St. Lucie Voice** have full electronic publication versions available online. Non-profit charitable and civic organizations are invited to inquire about advertising at the 52x print rate.

In order to assure our timeliness, space reservation and ad copy are due by noon on Thursday for the following week’s publication. Camera ready ads are due by the end of day on Friday.

PRODUCTION REQUIREMENTS

COLOR, ARTWORK AND PHOTOGRAPHY

All color images must be prepared for process color (CMYK) separations. RGB images will not produce in color. Do not use spot color. Supplied images should be in digital format and be at least 300 dpi. Images must be in .TIFF or .EPS format. A high resolution PDF, EPS, TIFF, or JPEG may be submitted if it meets the color and resolution requirements. No GIFs or compression. LZW can cause problems. Embed all fonts and art.

FONTS

Please make sure to embed fonts or change to outlines before saving your file. Open file fonts may require substitution. Avoid type sizes below 8 points. Gradients and tints of under 30% are recommended for surprinted type. **Reverse Type:** Boldface sans serif typefaces are recommended. Type smaller than 10 points should not be reversed on a four-color background or a single color background. Reverse type should not be used in color images. Minimum of 2 points for reverse rule lines.

CREATING A PDF FILE

Creating a PDF is best done through use of Adobe Acrobat Distiller, which will give you the best reproduction quality. Printing to Adobe PDF or other PDF shortcut methods (PDF Writer, PDF plug-ins) are not recommended as some settings are unavailable for quality press reproduction. If you are using applications other than Acrobat Distiller to create a PDF file, please prepare your file using a press optimized setting.

Please preflight your PDF files for problems. Always view PDF after creation to verify file is correct. Even after you preflight, there are still a few things you should check manually.

- Is the size of the ad correct? Are you adding the bleed size to the ad size? (See Ad formats and sizes)
- Are your color separations correct? No PMS colors mixing with your CMYK or the other way around.
- Are you exporting with registration marks? (For bleeds)
- Are the image resolutions good enough (300 dpi)?

Vero Beach 32963 will not be responsible for errors after printing when a PDF file is used.

SOFTWARE AND ACCEPTED FILE FORMATS

We are able to accept your file in multiple software applications, some of which include: InDesign, Photoshop and Illustrator. Microsoft Word, WordPerfect, Excel, Powerpoint, Publisher files or other formats not mentioned are not supported. Please check with us about formats not listed here by emailing 32963adserver@gmail.com.

PRODUCTION REQUIREMENTS Continued

SENDING FILES

Attach your file to an email addressed to: **32963adserver@gmail.com**. Please include account or agency name, contact information with phone number, ad size and publication date.

DEADLINES

Space reservation and ad copy are due no later than noon Thursday for the following week's publication. If a contract advertiser has not submitted an ad by the deadline, **Vero Beach 32963** will run the previous week's ad in its place.

DESIGN FEES

All ads must be supplied per these specifications. Any extra production charges incurred in ad preparations will be billed to the advertiser at \$50 per hour, 1 hr. minimum. If you'd like our artists to design your ad for you, please email us: **32963adserver@gmail.com**.

PAYMENT POLICIES

Advertisers without approved credit application on file with **Vero Beach 32963** must provide full payment when placing advertising. All advertisements must be prepaid by noon Thursday of the week preceding publication. Invoices for advertising are due and payable upon receipt. Bills outstanding 30 days from the date of billing will incur a monthly charge of 1.5 %.

TERMS AND CONDITIONS

Vero Beach 32963 Media LLC reserves the right to cancel or reject any advertisement at any time. No advertising may be cancelled by an advertiser after deadline.

Vero Beach 32963 Media LLC accepts no liability for its failure, for any cause, to insert an advertisement. Liability for any error appearing in an advertisement is limited to the cost of the space actually occupied. No allowance, however, will be granted for an error made by the advertiser or that does not materially affect the value of the advertisement.

To qualify for an adjustment, any error must be reported within 15 days of publication date. Credit for errors is limited to first insertion.

Drawings, artwork and articles for reproduction are accepted only at advertiser's risk and should be clearly marked to facilitate return.

Advertisements are accepted upon the representation that the advertiser and/or its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold **Vero Beach 32963 Media LLC** harmless against any expense and/or loss by reason of any claims arising out of publication.

Vero Beach 32963 Media LLC is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by any governmental entity, fire, flood, earthquake, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any manner.

Vero Beach 32963 Media LLC shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising which advertiser or its agent ordered and which advertising was published.

Vero Beach 32963 Media LLC reserves the right to revise its advertising rates at any time. Announcement of an increase shall be made four weeks in advance to contract advertisers and shall not take effect until the end of the contract then in effect. Conditions other than rates are subject to change by **Vero Beach 32963 Media LLC** without notice.