



## TERMS, CONDITIONS & MECHANICALS

### Special Services

#### Advertising Art and Copy Service

Layout work and stock art work from a newspaper art service will be supplied at no extra cost to the advertiser.

#### Proofs

Proofs will be delivered to the advertiser's place of business upon request. Hard-copy requests require a minimum of an eighth page ad, copy must be submitted by the proof deadline of the newspaper and the added cost is \$20 per proof. Digital proofs, sent through e-mail in a PDF format are \$10.

#### Tearsheets

Tearsheets and Affidavits of Publication will be mailed monthly upon request; \$20 will be charged for each additional Tearsheet and affidavit that is requested. Digital copies, sent through e-mail in a PDF format are available.

#### Guaranteed Position

Positions sold and guaranteed at a +25% premium rate only. Written authorization required by the Publisher in advance.

#### R.O.P. Depth Requirements

A four column inch advertisement is the minimum size accepted. Advertising must be as many inches deep as columns wide. Advertising ordered 10.5" more in depth will be billed for full 11.125".

#### Contract and Copy Regulations

All advertising copy is subject to Publisher's approval. Independent Newspapers Incorporated, hereafter known as INI, reserves the right to edit or reject any copy. INI also reserves the right to cancel any advertisement at any time.

INI will not be liable for any error in advertising to greater extent than the cost of the space occupied by the item or items in the advertisement. INI will not be liable for error beyond the first insertion.

In the event of any error by INI in merchandise or services other than ordered, INI will furnish a letter to the advertiser to be posted noting the error and stating the correction, but will not assume any liability for goods sold at the incorrect price.

Advertising cancelled after composition, but before space is reserved will be charged at the cost of composition. Advertising cancelled after space is reserved will be charged at regular space rates.

INI reserves the right to omit all late copy when not obtained in time to conform with printing deadline, when production costs would be marginally increased by acceptance of same. No advertising contract is valid unless signed by the Publisher.

INI reserves the right to adjust rates within 30 days written notice, and all contracts are accepted subject to this reservation. In such event, advertiser may terminate without penalty.

Advertisements which resemble reading matter will have the word "Paid Advertisement" printed above the copy occupied by such advertisement.

Any invoice submitted to the advertiser or its agent shall be deemed conclusive as to the correctness of the items contained therein, unless advertiser or its agent make a written objection delivered to the Publisher within 20 days of such invoice. If there are disputes or discrepancies, advertiser must promptly pay all amounts not subject to dispute and present to the Publisher in writing a complete and detailed explanation of any payment withheld and reasons therefore. Advertiser agrees to cooperate with INI in the prompt resolution of disputes.

Failure to receive tearsheets or checking copies is NOT recognized as a valid reason to withhold payment. INI reserves the right to amend the terms and conditions stated herein.

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#### Electronic Requirements

Platform - Macintosh or PC

Supported Applications: InDesign; Microsoft Excel; Microsoft Word; Adobe Illustrator; Adobe Photoshop; Acrobat PDF

Supported File Formats: PDF\* version 1.2 or 1.4, EPS, TIFF, JPEG

Line Screen: 100 lpi, Half Tones: 200 dpi, Line Art 1200 dpi

All ads, classifieds and retail are to be built to the exact inch less 1/4" in depth. Supported Media: CD-ROM, E-mail, FTP to our own site, please call for log in and password.

Production Email: For Okeechobee News: okeecompo@newszap.com; For Caloosa Belle/Immokalee Bulletin: cbadsales@newszap.com

\*Please call for specific PDF settings

Newspaper	ROP ad deadlines	Classified Display Deadline	Publishing Day
Caloosa Belle	Noon Monday	4pm Friday	Thursday
Immokalee Bulletin	5 pm Monday	4pm Monday	Thursday
Lake Okeechobee News	5 pm Friday	5 pm Monday	Wednesday

AD SIZE	WIDTH	HEIGHT
Double Truck	21"	11.125"
Full Page	10"	11.125"
Half Page Vertical	4.9375"	11.125"
Half Page Horizontal	10"	5.5"
Third Page	4.9375"	8.18"
Quarter Page Vertical	2.4063"	11.125"
Quarter Page	4.9375"	5.5"
Quarter Page Horizontal	10"	2.6875"
Eighth Page Vertical	2.4063"	5.5"
Eighth Page Horizontal	4.9375"	2.6875"
Sixth Page	4.9375"	4.05"
Sixteenth Page Vertical	2.4063"	2.6875"
Sixteenth Page Horizontal	4.9375"	1.278"