

2012 marketplace rate card

EFFECTIVE 1.02.2012

USA TODAY CIRCULATION

NATIONAL CIRCULATION*	AVG. DAILY CIRCULATION*
Monday - Thursday	1,728,413
Friday Weekend Edition	1,981,016

*Source: 9/11 ABC Publisher's Statement

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2012 Marketplace Today Rates

MARKETPLACE TODAY

Marketplace Today is a trusted source for reaching USA TODAY's 3,000,000+ national readers. The daily feature provides a prime environment for business, real estate, career, financial, travel, auto, personal, announcement, product and service advertising.

LINE AD RATES

- Minimum ad size: 4 lines
- Rates are per line, per insertion

	MONDAY - THURSDAY	FRIDAY
1X	\$70	\$85
3X	\$61	\$71
5X	\$53	\$64
12X	\$50	\$62
20X	\$47	\$59
39X	\$40	\$49
65X	\$38	\$45
156X	\$36	\$43
260X	\$33	\$39
234-389 lines	\$40	\$49
390-935 lines	\$38	\$45
936-1559 lines	\$36	\$43
1560+ lines	\$33	\$39

Line Ad Enhancements

- Addition of reverse text: \$20
- Addition of box/standard border: \$20
- Addition of reverse text & box: \$30

DISPLAY AD RATES

- Minimum ad size: one column inch (1.25" W x 1" H)
- May purchase in 1/4" increments over one inch
- Rates are per column inch, per insertion

	MONDAY - THURSDAY	FRIDAY
1X	\$788	\$944
3X	\$670	\$802
5X	\$591	\$708
12X	\$567	\$680
20X	\$544	\$651
39X	\$457	\$548
65X	\$426	\$510
156X	\$394	\$472
260X	\$362	\$434
260 inches within 52 weeks	\$362	\$434

Note: All *Marketplace Today* business and career category ads run in the highlighted *Business Monday* section on Mondays. (Runs as a highlighted *Business Tuesday* section if the preceding Monday is a non-publishing date.)

2012 Marketplace Today Features

AUCTION SHOWCASE

Auction Showcase reaches an affluent, national audience of 3.3 million readers. USA TODAY works in partnership with the National Auctioneers Association (NAA), the world's largest professional association dedicated to professional auctioneers. National and regional advertising are available.

- **Minimum ad size / National run: One column (1.25") x 2.5"**
- **Minimum ad size / Regional run: Two columns (2.62") x 3"**
- **Ad sizes increase by column and 1/2" increments**

PUBLICATION SCHEDULE:

Tuesdays: National only

Fridays: National and Regional

***NAA Members receive 30% discount off open rates**

National	NAA MEMBER RATES		NON-NAA MEMBER RATES	
	Tues	Fri	Tues	Fri
Per inch, per issue	\$585	\$700	\$835	\$1,000

Regional (per region)	NAA MEMBER RATES		NON-NAA MEMBER RATES	
	Tues	Fri	Tues	Fri
Per inch, per issue	n/a	\$179	n/a	\$256

BUSINESS MONDAY

Business Monday runs as a highlighted section within **Marketplace Today** each Monday. The section provides a prime opportunity to showcase your business offering to more than 3 million readers.

See Marketplace Today rate section for ad size options, rates and frequency discounts.

CAMP TODAY

Camp Today provides an exclusive opportunity for camps across the USA to reach a national audience of millions. Each edition of **Camp Today** includes camp-related editorial submitted by the American Camp Association. **ACA Members** - Take advantage of USA TODAY's exclusive offer... Buy one ad on Friday and the ad will run on the following Monday at no additional charge. Advertise in the February and March features and receive a complimentary online tile ad on **USATODAY.com Classifieds** for 30 days.

- **Minimum ad size: one column inch (1.71" W x 1" H)**
- **May purchase in 1/4" increments over one inch**
- **Rates are per column inch, per package**

PUBLICATION SCHEDULE:

February 3 & 6

March 2 & 5

Per column inch	1X \$708	2X \$548
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*As space allows, runs in the Life or News section

CAREERS TODAY

Careers Today provides powerful reach to affluent, educated readers every Monday. Also available as part of a package buy in the **Marketplace Today** feature Tuesday through Friday.

- Minimum ad size: 14 column inches
- May purchase in 1/4" increments over one inch
- Rates are per column inch, per insertion
- Maximum ad size: 6 columns wide x 10.5" high (10.86"W x 10.5" H)

PUBLICATION SCHEDULE:

Monday Careers Today	1X	3X	5X	12X	20X	39X
Per column inch	\$725	\$616	\$544	\$522	\$500	\$421
Monday Careers Today & Friday Marketplace Today						
Per column inch	\$1,195	n/a	n/a	n/a	n/a	n/a
Monday Careers Today & Tuesday - Friday Marketplace Today Package						
Per column inch	\$1,319	n/a	n/a	n/a	n/a	n/a

*As space allows, runs in the Money or News section

EDUCATION TODAY

Education Today provides powerful reach to an audience of higher education seekers and those desiring to prepare for new careers and enhance their current knowledge.

- Minimum ad size: 14 column inches
- May purchase in 1/4" increments over one inch
- Rates are per column inch, per insertion
- Maximum ad size: 6 columns wide x 14" high (10.86"W x 14" H)

PUBLICATION SCHEDULE:

The last Wednesday of every month in the Life or News section.

	1X	3X	5X	12X
Per column inch	\$725	\$616	\$544	\$522

*As space allows, run in the Life or News section

GOLF TODAY

Golf Today reaches affluent golf enthusiasts and is a one-stop source for golf schools, travel packages, golf gifts, golf equipment, and more. Buy one ad on Friday and the ad will run on the following Monday at no charge. Features are published to coincide with key tournaments (when golf is top-of-mind with readers) and the winter holiday season. Buy one ad on Friday and the ad will run on the following Monday at no additional charge. You will also receive a complimentary online ad on **USATODAY.com Classifieds** for 30 days.

- Minimum ad size: 1 column inch (1.71"W x 1"H)
- May purchase in 1/4" increments over one inch
- Rates are per column inch, per insertion

PUBLICATION SCHEDULE:

April 6 & 9 (Masters)	July 20 & 23 (British Open)
May 11 & 14 (Players Championship)	August 10 & 13 (PGA Championship)
June 15 & 18 (U.S. Open)	November 16 & 19 (Holiday Gifts)

Friday/Monday Package	1X	3X	5X
Per column inch	\$708	\$602	\$531

*As space allows, runs in the Sports section

REAL ESTATE MARKETPLACE

Real Estate Marketplace runs as a highlighted section within **Marketplace Today** each Friday. The section provides a targeted location for listing homes and property for sale, investment opportunities, rentals, timeshares, and more.

See **Marketplace Today** rate section for ad size options, rates and frequency discounts.

SHOP FOR GIFTS TODAY

Shop For Gifts Today is a powerful one-stop source for goods and services and is published surrounding key gift-buying holidays. Reach 3,139,000 readers who have spent +\$1.66 billion on merchandise in the past year. Buy one ad on Friday and the ad will run on the following Monday at no charge. For each Friday print feature scheduled, receive a complimentary online tile ad on **USATODAY.com Classifieds** for 30 days.

- **Minimum ad size: one column inch (1.71" W x 1" H)**
- **May purchase in 1/4" increments over one inch**
- **Rates are per column inch, per package**

PUBLICATION SCHEDULE:

January 13 & 16 (Valentine's Day)

April 27 & 30 (Mother's Day)

June 1 & 4 (Father's Day)

November 23 & 26 (Black Friday & Cyber Monday)

December 7 & 10 (Last Minute Holiday Gifts)

Friday/Monday Package
Per column inch

1X
\$708

3X
\$602

5X
\$531

Source: GfK MRI Spring 2011. Includes USA TODAY print or online readers who have shopped through mail, phone or internet in the last 12 months.

*As space allows, runs in the Life or News section

SHOP TODAY

Shop Today provides an opportunity to deliver goods and services to the 3,139,000 USA TODAY readers who have spent more than \$1.66 billion on merchandise in the past year. **Shop Today** runs as a highlighted section in **Marketplace Today**.

- **Minimum ad size: 2 column wide by 1 inch high (2.62" W x 1" H)**
- **May purchase in 1/4" increments over one inch**
- **Rates are per column inch**

	MON - FRI PACKAGE	FRIDAY
1X	\$1,205	\$708
3X	n/a	\$602
5X	n/a	\$531
12X	n/a	\$510
20X	n/a	\$489
39X	n/a	\$411
65X	n/a	\$382
156X	n/a	\$354
260X	n/a	\$326

Source: GfK MRI Spring 2011. Includes USA TODAY print or online readers who have shopped through mail, phone or internet in the last 12 months.

USATODAY.COM Classifieds

USATODAY.com is viewed by 26.1 million unique visitors each month. **USATODAY.com Classifieds** provides a prime opportunity to extend your print ad reach. Online-only advertising is also offered.

Online Listing with Print Ad

	Weekly Rate	4-Week Rate
Basic Line Ad	\$40	\$120
Luxury Line Ad	\$65	\$200
Display Ad	n/a	\$200

Online Only Listing

	4-Week Rate
Basic Line Ad	\$200
Luxury Line Ad	\$250
Tile Ad (120 x 60)	\$425
Banner Ad (234 x 60)	\$550

(Choose any two options / receive 25% discount)

Basic Line Ad: Regular placement in search results and in online database

Luxury Line Ad: Basic line ad plus highlighted / priority listing in search results

Display Ads: Only available as part of a print ad schedule. Ad is displayed as it would be in print with a highlighted / priority text listing in search results plus a 120 x 60 tile ad rotated throughout **USATODAY.com Classifieds** and priority placement on category-specific pages.

Source: comScore Media Metrix August 2011

USATODAY.COM Classifieds – COMPANY PROFILE

Company Profiles are personalized promotional web pages that describe your company, service or product offering. The profile page includes text and an image. Advertisers also receive a personalized banner ad on **USATODAY.com Classifieds** that links to the company profile. Design services are available.

4-Week Cost: \$750

FREQUENCY DISCOUNTS FOR ONLINE ADVERTISING AND COMPANY PROFILES:

12 Weeks: 30%

26 Weeks: 35%

52 Weeks: 40%

2012 Non-Publishing Dates

Memorial Day	Monday, May 28, 2012	Thanksgiving Day	Thursday, November 22, 2012
Fourth of July	Wednesday, July 4, 2012	Christmas Day	Tuesday, December 25, 2012
Labor Day	Monday, September 3, 2012	New Years Day	Tuesday, January 1, 2012

Production Specifications

Requirements for 8 column width		Requirements for 6 column width	
Column widths	Decimal	Column widths	Decimal
1 column	1.25	1 column	1.71
2 columns	2.62	2 columns	3.54
3 columns	3.99	3 columns	5.37
4 columns	5.36	4 columns	7.2
5 columns	6.73	5 columns	9.03
6 columns	8.10	6 columns	10.86
7 columns	9.47		
8 columns	10.84		

File types accepted: Adobe Photoshop, Adobe Illustrator (when sending EPS files, save all text as outlines). High resolution PDF file (distilled through Acrobat Distiller with fonts embedded). QuarkXpress or InDesign with all resource files (logo, graphics) and screen/printer fonts (postscript fonts only, no true-type fonts) included. Black and white ads are set using black only, zero-100% (do not use a CMYK breakdown); 300 dpi resolution, saved as PDF, Tiff or EPS. Send ads via email to: production@russelljohns.com with a copy to your sales account representative indicating the advertising feature in which the ad is being placed in the subject line, or send on disk. FTP site information is available upon request. If sending a file type other than a Tiff or PDF, please send a PDF for proofing purposes or fax a copy of the ad to: 727-445-9380 (clearly stating which publication you are working with). Reproduction quality is at the advertiser's risk if requirements are not met.

Sample Advertising Units

Marketplace Today, Business Monday, Real Estate Marketplace, Shop Today
8-column format

**1 column
x
1 inch
1.25" x 1"**

**2 columns
x
2 ½ inches
2.62" x 2.5"**

**3 columns
x
5 inches
3.99" x 5"**

Sample Advertising Units

Auction Showcase, Camp Today, Careers Today, Education Today,
Golf Today, Shop For Gifts Today
6-column format

**1 column
x
1 inch
1.71" x 1"**

**2 columns
x
2 ½ inches
3.54" x 2.5"**

**3 columns
x
5 inches
5.37" x 5"**

Payments

Checks (drawn upon a U.S. bank in U.S. Funds), MasterCard, Visa, American Express, Discover, and PayPal are accepted for payment. Make checks payable to USA TODAY/Russell Johns Associates, LLC. Returned checks will be subject to penalties pursuant to Florida law. Credit card number, CVV code, expiration date, authorized amount, billing address, and signature of cardholder are required for credit card payments. Additional identification may be requested. Display advertising credit will be based on approved credit application after prepayment of first insertion. All invoices are payable net 30 days. Invoices not paid according to terms will be subject to a 5% late payment charge. Tearsheet available only upon request. Please send payments to:

Russell Johns Associates, LLC • 1001 S. Myrtle Ave., Suite 7 • Clearwater, FL 33756

AGENCY COMMISSION AND BILLING

15% to recognized advertising agencies for display ads only. No cash discount.

Hours, Deadlines and Regulations

HOURS OF OPERATION

Monday — Friday, 8:30 a.m. – 6:00 p.m. (EST)

DEADLINES

All Marketplace advertising, including line ads and display ads, close at 4 pm (EST) three business days prior to publication date. Please allow ample time for ad copy and payment issues to be processed prior to these deadlines.

COPY & CONTRACT POLICIES

A. PUBLISHER and/or Russell Johns Associates, LLC (RJA) reserves the right at its absolute discretion, and at any time, to cancel any advertising order or reject any advertising copy, whether or not the same has already been acknowledged and/or previously published. In addition, PUBLISHER and/or RJA reserves the right to remove from selected copies of the publication advertisements containing matter that subscribers have deemed objectionable or fraudulent. In the event of such cancellation or rejection by PUBLISHER and/or RJA, advertising already run shall be paid for at the rate that would apply if the entire order were published. Cancellation of any portion of any advertising order or contract by or on behalf of the Advertiser or failure to have published the specified number of pages automatically nullifies any rate discount, including for previously published advertisements, and may result in a short-rate. In such event, the Advertiser and/or Agency must reimburse PUBLISHER or RJA for the short-rate within 30 days of invoice therefore.

B. PUBLISHER and/or RJA do not guarantee ad placement.

C. Ads requiring money to be sent through the mail by the reader must include a money-back guarantee.

D. All real estate advised herein is subject to the Federal Fair Housing Act of 1968 as amended and is available on an equal opportunity basis.

E. Orders that contain rates that vary from the rates listed herein shall not be binding on PUBLISHER or RJA and may be inserted and charged for at the actual schedule of rates.

F. Advertisements that simulate editorial content must be clearly defined and labeled "ADVERTISEMENT" and PUBLISHER and/or RJA may, at their sole discretion, so label such copy.

G. In the event of errors in advertisements that have not been approved by the Advertiser or its Agency or omissions of any advertisement(s), PUBLISHER's and/or RJA's liability shall not exceed a refund of amounts paid to PUBLISHER or RJA for the advertisement. The Advertiser is responsible for checking the accuracy of their published advertisement in the first issue in which it appears and reporting any errors immediately following publication of said issue. No compensation will be made for errors not reported immediately following publication of the first issue in which the advertisement appears. Neither PUBLISHER nor RJA are responsible for errors in key numbers or for any error due to illegibly written copy. Neither the PUBLISHER nor RJA will be liable for errors in advertisements that are submitted and/or approved by the Advertiser or its Agency.

H. All issues relating to advertising will be governed by the laws of the State of Florida applicable to contracts to be performed entirely therein. Any action relating to advertising must be brought in the state or federal courts in Clearwater, Florida and the parties hereby consent to the jurisdiction of such courts.

I. The Advertiser and its Agency, if there be one, each represent that any advertising (including product samples) submitted complies with all applicable laws and regulations and does not violate the rights of, and is not harmful to, any person, corporation or other entity. As part of the consideration to induce PUBLISHER to publish such advertisement, the Advertiser and its Agency, if there be one, each agree jointly and severally to indemnify and save harmless PUBLISHER and/or RJA, together with their employees and representatives, against all liability, loss, damage, and expense of any nature, including attorney's fees, arising out of any claims for libel, invasion of privacy, copyright or trademark infringement and/or any other claim or suit that may arise out of the copying, printing, publishing, distribution or transmission of such advertisement.

J. In the event an order is placed by an Agency on behalf of the Advertiser, such Agency warrants and represents that it has full right and authority to place such order on behalf of the Advertiser and that all legal obligations arising out of the placement of the advertisement will be binding on both the Advertiser and the Agency.

K. The Advertiser and its Agency, if there be one, agree to be jointly and severally liable for the payment of all bills and charges incurred for each advertisement placed on the Advertiser's behalf. Advertiser authorizes PUBLISHER and/or RJA, at its election, to tender any bill to the Agency, and such tender shall constitute due notice to the Advertiser of the bill and such manner of billing shall in no way impair or limit the joint and several liability of the Advertiser and Agency. Payment by the Advertiser to the Agency shall not discharge the Advertiser's liability to PUBLISHER or RJA. The rights of PUBLISHER or RJA shall in no way be affected by any dispute or claim between the Advertiser and the Agency.

L. The Advertiser or Agency may not use any advertising space either directly or indirectly for any business, organization, enterprise, product, or service other than that for which the advertising space is provided by PUBLISHER and/or RJA, nor may the Advertiser or Agency authorize any others to use any advertising space.

M. PUBLISHER reserves the right to use any of the commercially accepted printing processes.

N. The Advertiser and/or Agency agrees to reimburse PUBLISHER or RJA for its attorneys' fees and costs in collecting any unpaid charge or portion of the charge for any advertisement.

O. The copyright in any unpublished advertisement created by RJA is owned by RJA, and may not be otherwise used by the Advertiser without RJA's prior written consent. The Advertiser and/or Agency agree that any advertisements published may, at RJA's and the PUBLISHER's option, be included in all media, whether now in existence or hereafter developed, in which the issue containing the advertisement is published, reproduced, distributed, displayed, performed, or transmitted, in whole or in part.

P. Rates and units of space are effective with the January, 1 2012 issue. Announcement of any change in rate will be made 30 days in advance of the closing date for the first issue affected by such new rates. Orders for issues thereafter will be at the rates then prevailing.

Q. The foregoing terms and conditions shall govern the relationship between PUBLISHER and/or RJA and the Advertiser and/or Agency. Neither PUBLISHER nor RJA has made any representations to the Advertiser or Agency that are not contained herein. Unless expressly agreed to in writing by PUBLISHER or RJA, no other terms or conditions in contracts, orders, copy, instruction, or otherwise will be binding on PUBLISHER or RJA.

Contact Information

Russell Johns Associates, LLC, 1001 S. Myrtle Avenue, Suite 7, Clearwater, FL 33756

Phone toll free: 1-800-397-0070 • Fax: 1-866-332-1795 • Email: USATODAY@russelljohns.com • Web: www.russelljohns.com

USA TODAY is represented by Russell Johns Associates, LLC for Marketplace Today, Business Monday, Camp Today, Careers Today, Education Today, Golf Today, Real Estate Marketplace, Shop Today, and Shop for Gifts Today advertising.