

2019 Advertising Rate Card



12.19.18

USA TODAY NETWORK CIRCULATION

NATIONAL CIRCULATION*	AVG. DAILY CIRCULATION*
Monday - Thursday	633,488
Friday Weekend Edition	711,812

*Source: September 2018 AAM Publisher's Statement

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2019 MARKETPLACE TODAY RATES

MARKETPLACE TODAY

Marketplace Today is a trusted source for reaching USA TODAY's 4,500,000 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 (1.30" W x 1" H)
- May purchase in 1/4" increments over 1"
- 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

Source: GfK MRI Spring 2018; Base = Age 18+

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

2019 MARKETPLACE TODAY FEATURE RATES

AUCTION SHOWCASE

Auction Showcase reaches an affluent, national audience of nearly 2.9 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 is available.

- **National and Regional minimum ad size: two column inches (1.88"W x 2"H or 3.91"W x 1"H)**
- **Ads may be purchased in 1/2" increments over 2"**
- **Rates are per column inch, per insertion**

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

Source: 2013 Mendelsohn Affluent Survey, HHI \$100K+.

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. Camp Today is sold in a buy Friday, get Monday for free package offer.

- **Minimum ad size: two column inches (1.88"W x 2"H or 3.91"W x 1"H)**
- **Ads may be purchased in 1/2" increments over 2"**
- **Rates are per column inch, per insertion**

PUBLICATION SCHEDULE:

April 5 & 8

May 3 & 6

	1X	2X
Per column inch	\$708	\$548

*As space allows, runs 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. 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.

- **Minimum ad size: two column inches (1.88"W x 2"H or 3.91"W x 1"H)**
- **Ads may be purchased in 1/2" increments over 2"**
- **Rates are per column inch, per insertion**

PUBLICATION SCHEDULE:

April 12 & 15 (Masters)

July 12 & July 15 (John Deere Classic)

May 17 & 20 (Players Championship)

August 23 & 26 (PGA Championship)

June 14 & 17 (U.S. Open)

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

*As space allows, runs in the Sports section

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 2,900,000 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.

- **Minimum ad size: two column inches (1.88"W x 2"H or 3.91"W x 1"H)**
- **Ads may be purchased in 1/2" increments over 2"**
- **Rates are per column inch, per insertion**

PUBLICATION SCHEDULE:

April 26 & April 29 (Mother's Day)

Nov. 22 & 25 (Black Friday & Cyber Monday)

May 31 & June 3 (Father's Day)

December 6 & 9 (Last Minute Holiday Gifts)

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

Source: 2012 Mendelsohn Affluent Survey, adults 18 or older, HHI \$100,000 or more; 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

2019 MARKETPLACE TODAY FEATURES

USA TODAY ONLINE CLASSIFIEDS

USATODAY.com has more than 80 million unique visitors per month. Include your ad listing on USA TODAY Online Classifieds and reach millions of web browsers.

Online Only Listing	4-Week Rate
Text Listing (1,000 character max.)	\$280
Featured Listing Upgrade*	\$100
Online Listing with Free Print Ad	
4 line text listing	\$500
Banner Advertising	
Button 2 (120 x 60)	\$450
Medium Rectangle (300 x 250)	\$750

*Featured Listings are highlighted in blue and appear at the top of selected category listing and relevant search results. Upgrade cost is per listing in addition to Text Listing rate.

Digital Source: comScore Media Metrix, October 2013

2019 NON-PUBLISHING DATES

Memorial Day	Monday, May 27, 2019	Thanksgiving Day	Thursday, November 28, 2019
Fourth of July	Wednesday, July 4, 2019	Christmas Day	Tuesday, December 25, 2019
Labor Day	Monday, September 2, 2019	New Years Day	Tuesday, January 1, 2020

PRODUCTION SPECIFICATIONS

Requirements for 7 column width

(Marketplace Today)

Column widths	Decimal
1 column	1.30
2 columns	2.74
3 columns	4.18
4 columns	5.63
5 columns	7.07
6 columns	8.51
7 columns	9.96

Requirements for 5 column width

(Auction Showcase, Camp Today, Careers Today, Education Today, Golf Today and Shop For Gifts Today)

Column widths	Decimal
1 column	1.88
2 columns	3.91
3 columns	5.94
4 columns	7.97
5 columns	10

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). 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.

ONLINE SPECIFICATIONS

Sizes: 300x250 (Medium Rectangle), 120x60 (Button 2)

File Type: gif/jpg/png/animated gif*/SWF**

File Size Max: 300x250 – 40k, 120x60 20k

Animated Ads: max 3 frames, max 3 animation loops, ending on a branded frame (350x250 ads only)

Max Speed: 18 FPS**

ClickTag command into GetURL action.**

Please allow 3 business days for ad creation.

*Medium Rectangle only.

**Flash Ads Only. Please also supply a back up GIF, JPG, or PNG.

SAMPLE ADVERTISING UNITS

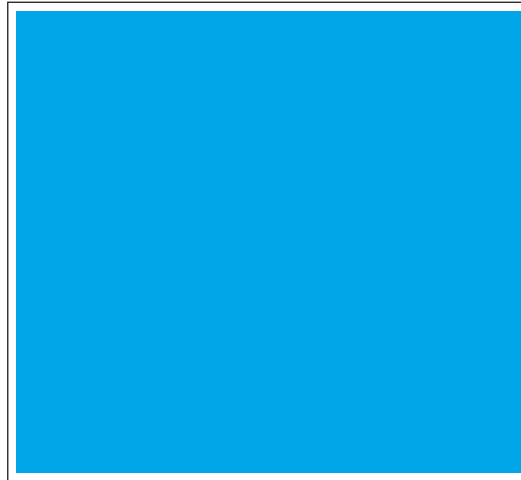
Marketplace Today
7-column format

1 Column x 1 inch



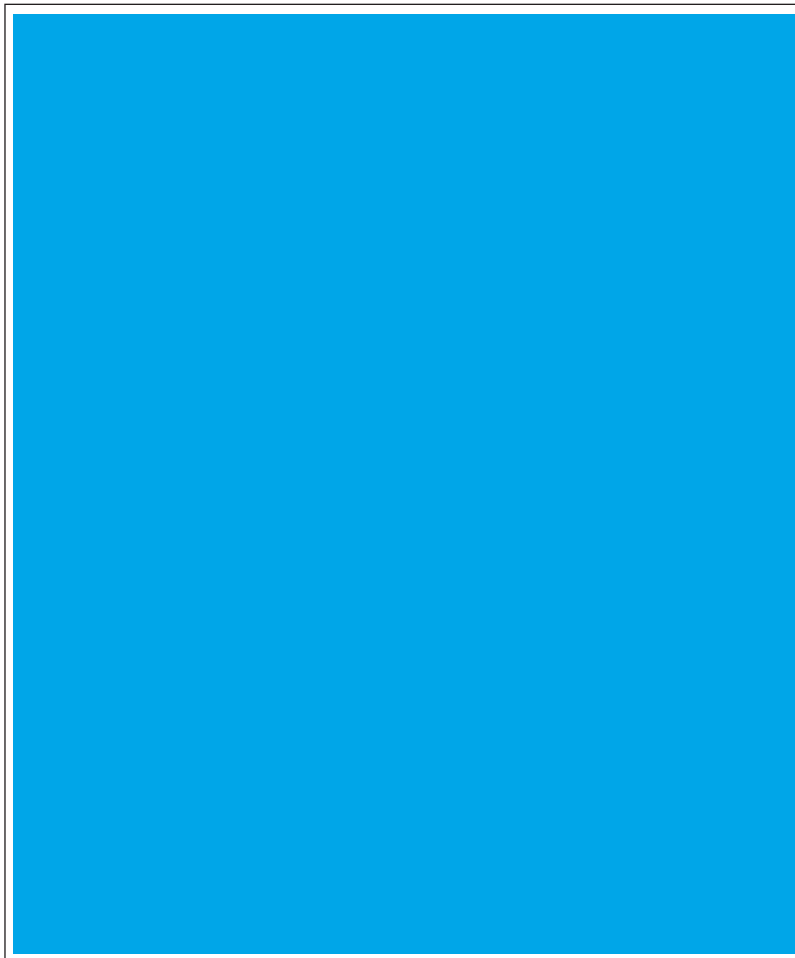
1.30" x 1"

2 Columns x 2-½ inches



2.74" x 2.5"

3 Columns x 5 inches



4.18" x 5"

SAMPLE ADVERTISING UNITS

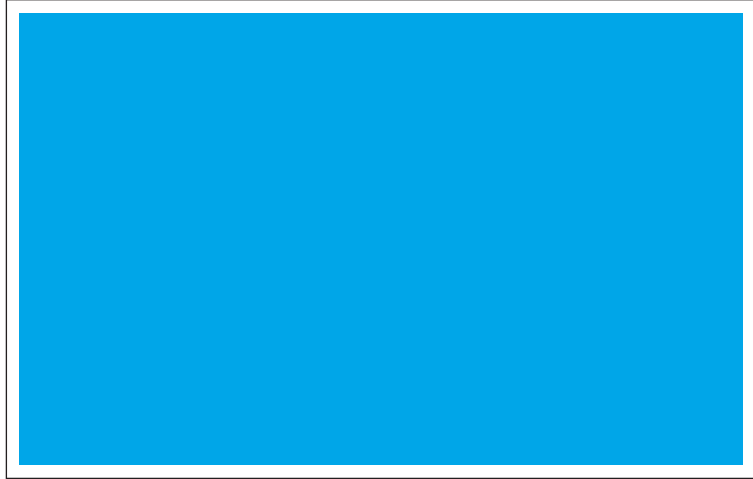
Auction Showcase, Camp Today, Careers Today, Education Today, Golf Today, Shop For Gifts Today
5-column format

1 Column x 1 inch



1.88" x 1"

2 Columns x 2-½ inches



3.91" x 2.5"

3 Columns x 5 inches



5.94" 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. 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:

MCA Russell Johns • 17110 Gunn Hwy, Odessa, FL 33556

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. – 5:00 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, (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 agrees 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, 2019 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

MCA Russell Johns, 17110 Gunn Hwy, Odessa, FL 33556

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

USA TODAY is represented by Russell Johns Associates for Marketplace Today, Camp Today, Careers Today, Education Today, Golf Today, Shop for Gifts Today and USA TODAY Online Classifieds advertising.