

CONTRACTS REGULATIONS PAYMENT TERMS

RETAIL/CLASSIFIED/NEWSCHIEF/REPORTER/POLK VOICE

THE LEDGER PUBLISHING COMPANY will not be liable for any error in advertisements to a greater extent than the cost of the space occupied by the error. In the event of a Publisher's error, advertising goods at less than the specified price, the Publisher will furnish a letter to the advertiser to be posted, noting the error and stating the correct price but will not assume any liability for goods sold at the incorrect price. Typographical accuracy shall be at the risk of the advertiser on copy received for publication after deadline.

Claims for adjustments of errors must be made not later than ten (10) days after publication date upon which said error occurred.

Guaranteed position when available (50" ad size minimum, 25% additional).

Rebates/Short Rates: If after one year or contract period, the advertiser shall have used fewer inches than agreed upon in contract to the extent that a different rate would be applicable according to THE LEDGER'S current rate card, the advertiser rate for all space used during the year will be increased to the appropriate rate earned on the current rate schedule. Should advertiser have used more inches than agreed upon, a rebate will be allowed for up to one bracket above actual usage. Rebates will be given in the form of credit toward future advertising to be used in the following sixty (60) days. It is a condition precedent to advertiser's right to receive a rebate that the advertiser is current on all advertising billings. Publisher may, in its sole discretion, offset any rebate due against amounts owed to it by the advertiser.

The Publisher's schedule of copy and proof deadlines must be observed in order to assure publication. For the mutual protection of its newspaper, its advertisers and its readers, THE LEDGER PUBLISHING COMPANY reserves the right to edit, reject or reclassify any advertisement.

Advertising set to resemble news matter must carry the word "advertisement" at the top of the advertisement. Standard LEDGER editorial type faces shall not be used in such advertisement.

Advertiser agrees to indemnify Publisher for all expenses it may incur to enforce collection of any amount due under this agreement and Advertiser agrees to pay reasonable attorney's fees and court costs incurred in such collection.

Advertiser and advertising agency assume liability, jointly and severally, for all content (including but not limited to text, photographs, graphic representations and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom made against THE LEDGER. The advertiser and advertising agency agree, jointly and severally, to indemnify and hold THE LEDGER harmless from all costs, expenses (including reasonable attorney's fees), liabilities and damages resulting from publication of any advertisement placed by the advertiser and the advertising agency. The advertiser and advertising agency grant to THE LEDGER the copyright in the advertisement.

Publisher is not responsible and does not assume liability for damage or loss to materials supplied for publication. Publisher is not responsible for insertion of Box or Key numbers unless part of printing material furnished by the advertiser or agency. Publisher is not responsible for errors when correct proof does not accompany insertion order or for incorrect velox supplied by another newspaper or Publication. THE LEDGER accepts no liability for failure to insert an advertisement.

Publisher reserves the right to change rates upon 30 days notice. If such revision is not acceptable, advertiser has the right to terminate a contract (in writing) without further obligation. No brokered advertising will be accepted.

WWW.THELEDGER.COM

www.theledger.com offers a variety of advertising opportunities for local businesses to reach a quality local or relocating audience. In addition to publishing all classified and display advertising online, TheLedger.com offers specialized programs for Automotive, Real Estate and Employment advertisers. Retail advertisers can take advantage of premium banner and sponsorships positions throughout the news site to deliver timely messages to our quality audience. The Ledger Commercial Development Division offers custom technology solutions for web sites, database, email, video and data storage solutions. Please contact Internet Marketing at 863-802-7357 for a free consultation.

TERMS OF PAYMENT

RETAIL, CLASSIFIED, POLK VOICE

Payment due on or before the 15th of the month following publication. A delinquent charge of 1.5%, 18% per annum, will be applied to all accounts not paid by the 25th of the month following billing. Advertising is non-commissionable.

CLASSIFIED TERMS (Lakeland)

Volume discounts apply only to "Monthly Volume Rates" and apply only if entire account is current and payment is made by the 15th of the month following publication. A delinquent charge of 1 1/2, 18% per annum, will be applied to all accounts not paid

by the 25th of the month following billing. Classified advertising rates are non-commissionable unless otherwise noted.

GENERAL

A 15% agency commission applies to all of the herein printed rates for recognized agencies with camera read material, except where otherwise noted, if the account is paid in full by the 15th of the month following the statement.

A delinquent charge of 1 1/2, 18% per annum, will be applied to all accounts not paid by the 25th of the month following billing.