



### Brandon News & Tribune

Wednesday Subscribers: 18,682  
 Wednesday Non-subscribers: 41,318  
 Readership: 83,700  
 Males: 62%  
 Females: 38%  
 Median Age: 48  
 Median Income: \$73,700  
 Homeowners: 85%  
 Renters/Other: 15%  
 ZIP Codes: 33510, 33511, 33547, 33578, 33584, 33594, 33619, 33596, 33610, 33619.  
 (Source: 3rd quarter estimated circulation projection)

### Full Color Front Page Banner

Size	Rate
6 columns x 1"	\$205

### Full Page Ad

Black & White	\$580
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### Deadlines

Publication Date	Ad reservation	Ad Release
Wednesday	5 p.m. Wednesday	5 p.m. Friday

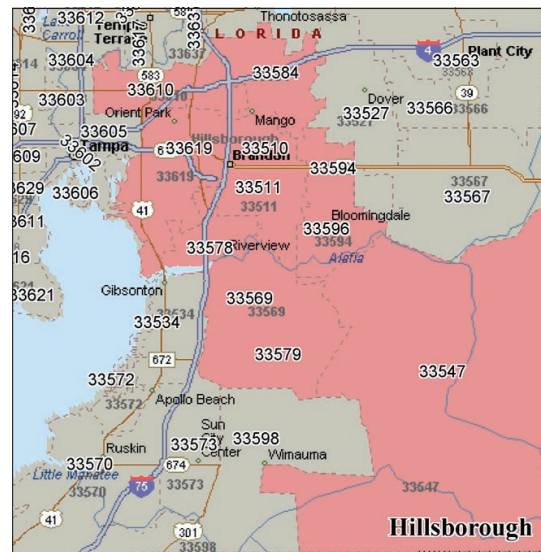
Investment Level		
	Open	\$27,30
<b>D</b>	\$750	23.10
	1,950	19.95
	3,750	18.90
	7,250	16.80
<b>C</b>	14,000	
	19,250	14.70
	26,750	
	37,000	
<b>B</b>	51,000	
	61,750	13.65
	74,750	
	90,750	
<b>A</b>	110,000	
	141,750	12.60
	182,750	
	235,750	
Frequency Level		
	7 weeks	\$16.80
	14 weeks	14.70
	21 weeks	13.65
	52 weeks	12.60

### Color Rate

35% of Space Charge

### Special Category Rate

Political	3,750
Non-Profit	7,250
Church	37,000



Brandon News

Rates are effective Jan. 1, 2012. Rates are net and non-commissionable.