



Carrollwood News & Tribune

Wednesday Subscribers: 12,851
 Readership: 35,800
 Males: 40%
 Females: 60%
 Median Age: 59
 Median Income: \$66,400
 Homeowners: 82%
 Renters/Other: 18%

ZIP Codes: 33548 (split), 33549 (split), 33558 (split), 33612 (split), 33613 (split), 33618, 33624.

(Source: ABC Audit 2010 and Scarborough 2011 and 2010 Release 1)

Full Color Front Page Banner

Size	Rate
6 columns x 1"	\$205

Full Page Ad

Black & White	\$470
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Deadlines

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

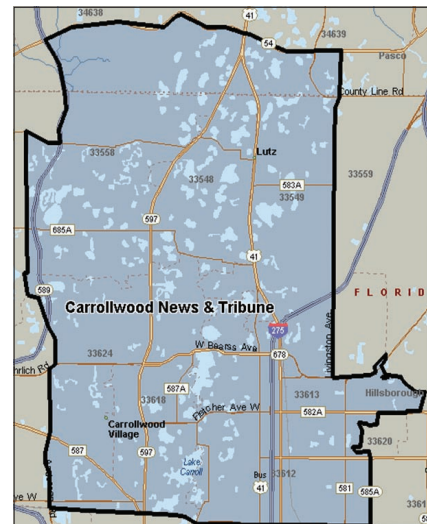
Investment Level		
	Open	\$28.35
D	\$750	22.05
	1,950	21.00
	3,750	19.95
	7,250	17.85
C	14,000	
	19,250	15.75
	26,750	
	37,000	
B	51,000	
	61,750	13.65
	74,750	
	90,750	
A	110,000	
	141,750	11.55
	182,750	
	235,750	
Frequency Level		
	7 weeks	\$17.85
	14 weeks	15.75
	21 weeks	13.65
	52 weeks	11.55

Color Rate

35% of Space Charge

Special Category Rate

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



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

For additional information, please go to TBO.com, Keyword: Rates or www.TampaAds.net