



South & Central Tampa News & Tribune

Wednesday Subscribers: 18,680

Readership: 57,000

Males: 46%

Females: 54%

Median Age: 51

Median Income: \$47,700

Homeowners: 82%

Renters/Other: 18%

ZIP Codes: 33602 (split), 33603, 33604, 33605, 33606, 33607, 33608, 33609, 33610, 33611, 33616, 33621, 33629.

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

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

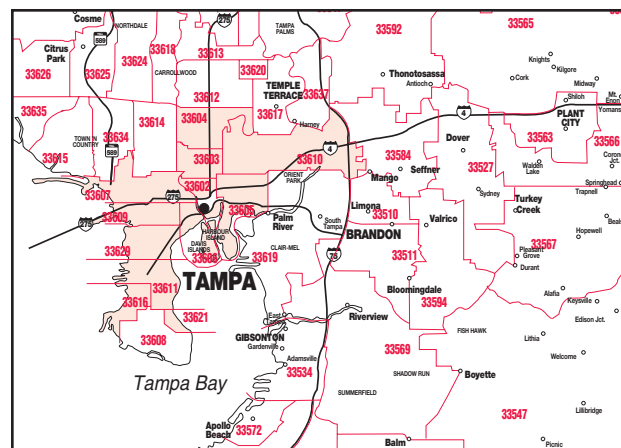
Investment Level		
	Open	\$37.80
D	\$750	28.35
	1,950	26.25
	3,750	24.15
	7,250	22.05
C	14,000	
	19,250	19.95
	26,750	
	37,000	
B	51,000	
	61,750	17.85
	74,750	
	90,750	
A	110,000	
	141,750	14.70
	182,750	
	235,750	
Frequency Level		
	7 weeks	\$22.50
	14 weeks	19.95
	21 weeks	17.85
	52 weeks	14.70

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.