



South Shore News & Tribune

Wednesday Subscribers: 7,698

Readership: 25,600

Males: 54%

Females: 46%

Median Age: 56

Median Income: \$74,000

Homeowners: 93%

Renters/Other: 7%

ZIP Codes: 33534, 33569, 33570, 33572, 33573, 33578, 33579, 33598.

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

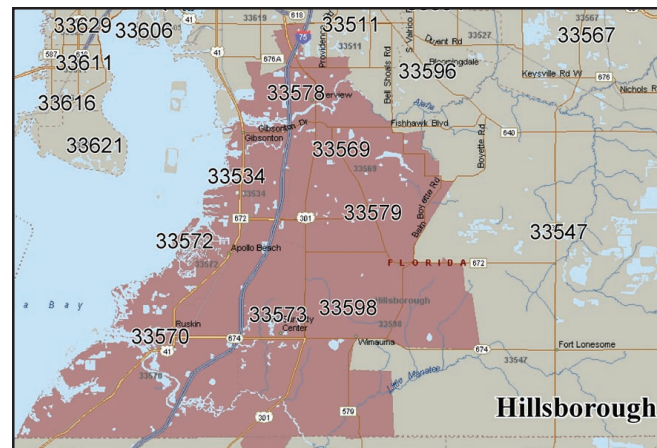
Investment Level	
Open	\$22.05
D	\$750 17.85
	1,950 16.80
	3,750 14.70
	7,250 13.65
C	14,000
	19,250 11.55
	26,750
	37,000
B	51,000
	61,750 9.45
	74,750
	90,750
A	110,000
	141,750 8.40
	182,750
	235,750
Frequency Level	
7 weeks	\$13.65
14 weeks	11.55
21 weeks	9.45
52 weeks	8.40

Color Rate

35% of Space Charge

Special Category Rate

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



South Shore Zone

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