

Full Run National Rates

Net Annual Investment	Sunday	Daily	Daily Repeat
Open	\$500	\$330	\$217
\$10,000	490	320	217
25,000	480	310	217
50,000	470	300	217
100,000	450	285	200
150,000	425	265	200
200,000	400	240	200
300,000	375	225	175
400,000	350	210	175
500,000	330	200	175

Color Rate

35% of Space Charge

Daily Repeat Rates

Full run daily repeat ad must originate in full run at full rate. All daily repeat ads must be repeated within six days after original publication date. Minor changes permitted for timeliness of ad. Maximum of three repeat ads per full rate ad.

Holiday Rates

Sunday advertising rates will apply to Memorial Day, July 4th, Labor Day, Thanksgiving Day, Christmas Day and New Year's Day.

Full Run (Daily & Sunday)

Sunday circulation quantities above 181,000.

Daily circulation quantities above 94,000.

Part Run (Daily & Sunday)

Sunday circulation quantities 10,000-180,999.

Daily circulation quantities 10,000-93,999.

Minimum Preprint Quantities

- Tampa Tribune - 10,000 (Tues. - Sun.)
- Tampa Tribune - 100,000 (Monday)
- Non-Subscribers - 10,000
- Carrier - 6,000

Minimum Preprint Charge

\$300 minimum net charge on all inserts.

Insert Topping

Additional \$50 cpm net daily, \$80 cpm net on designated holidays (Memorial Day, July 4th, Labor Day, Thanksgiving Day, Christmas Day and New Year's Day). Sunday's are available for an additional \$100 cpm net. These charges are in addition to distribution cost. Minimum of 10,000. Only one Insert Topping available per day.

Carrier Inserts

Available Monday, Tuesday, Thursday, Friday and Saturday for an additional \$30 CPM net with a minimum of 6,000 preprints per insertion.

Insert Cost Per Thousand Tabloid Sizes

Number of pages	Daily Full Run	Daily Part Run	Sunday Full Run	Sunday Part Run
2	\$58	\$62	\$61	\$65
4	60	65	64	68
6	69	73	72	76
8	76	80	79	83
10	83	86	85	89
12	86	90	89	93
14	89	93	92	96
16	92	96	95	99
18	95	99	98	102
20	101	105	104	108
22	104	108	107	111
24	108	111	112	116
26	110	114	114	118
28	112	116	116	120
30	115	119	118	122
32	117	121	121	125
34	119	123	123	127
36	121	125	125	129

Add \$2 cpm for every 4 pages over 36.

Preprint Frequency Agreement

Preprints inserted in The Tampa Tribune with a minimum quantity of 10,000 and 50,000 minimum quantity in the non-subscriber publications will count separately toward frequency contract fulfillment. Frequency discounts apply to The Tampa Tribune rates. Discounts do not apply to multiple advertiser preprints. Press-fed inserts count toward frequency agreement. Preprint revenue in The Tampa Tribune and non-subscriber vehicles applies toward fulfillment of Annual Investment Agreement. Preprint frequency contract is required in advance of publication.

Preprint Rating Formula

Standard: Any page size larger than 10 3/4" W x 13 1/2" D (145 square inches or more, per page.)
Convert to tabloid rates above by multiplying page count by two.

Tabloid: Any page size up to 145 square inches per page, no conversion is necessary.

Product Samples

Rates are net and non-commissionable.

Weight of Product Sample	Monday - Wednesday CPM	Thursday - Saturday CPM
1 oz or less	\$76	\$86
1.1 oz - 2 oz.	91	96
2.1 oz - 3 oz.	106	111
3.1 oz - 4 oz.	121	126

Rates are effective Jan. 1, 2012. Rates are commissionable unless noted.