



4you is a weekly news section of Saturday's Tampa Tribune that uses visually appealing elements found in today's magazines. It focuses on information about health, nutrition, fitness and improving one's personal appearance.

4you is the largest circulated health and fitness magazine in the Tampa Bay market.

4you is distributed in Hillsborough, Pasco and Hernando Counties.

4you Rates

Investment Level	1/8	1/4	1/2	Full
Open	\$445	\$820	\$1,455	\$2,585
D				
\$750				
1,950	410	750	1,335	2,370
3,750				
7,250				
C				
14,000				
19,250	375	685	1,215	2,155
26,750				
37,000				
B				
51,000				
61,750	325	595	1,055	1,875
74,750				
90,750				
A				
110,000				
141,750	290	515	920	1,635
182,750				
235,750				
Frequency Level	1/8	1/4	1/2	Full
7 weeks	\$375	\$685	\$1,215	\$2,155
14 weeks	325	595	1,055	1,875
21 weeks	290	515	920	1,635

Premium Positions

Back Page	+ 20%
Page 3	+ 10%

Readership

Saturday: 313,300

(Source: Scarborough Research 2011, Release 1)

Full Color Ad Sizes

Full Page	9.889" W x 10" H
1/2 Horizontal	9.889" W x 5" H
1/2 Vertical	4.889" W x 10" H
1/4 Page	4.889" W x 5" H
1/8 Page	4.889" W x 2.5" H

Deadlines

Space Reservation and Copy Deadline:

10 a.m. Tuesday

Final Ad Release:

Noon Thursday

Local One Location Rates

Investment Level	1/8	1/4	1/2	Full
Open	\$370	\$570	\$950	\$1,530
D				
\$750				
1,950	270	420	700	1,130
3,750				
7,250				
C				
14,000				
19,250	240	380	630	1,020
26,750				
37,000				
B				
51,000				
61,750	210	340	550	890
74,750				
90,750				
A				
110,000				
141,750	180	280	470	760
182,750				
235,750				

Frequency Level	1/8	1/4	1/2	Full
7 weeks	\$240	\$380	\$630	\$1,020
14 weeks	210	340	550	890
21 weeks	180	280	470	760

Front Page Banner - Full Color

Size

6 Columns x 1"

Rates

Open Rate	\$750
7 weeks	\$700
14 Weeks	\$650
21 weeks	\$600

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