



Investment Level	Open	Retail
D	\$750	\$13.65
	1,950	
	3,750	
	7,250	
C	14,000	12.60
	19,250	
	26,750	
	37,000	
B	51,000	11.55
	61,750	
	74,750	
	90,750	
A	110,000	10.50
	141,750	
	182,750	
	235,750	
Frequency Level		Retail
	7 weeks	\$13.65
	14 weeks	12.60
	21 weeks	11.55
	52 weeks	10.50

CENTRO Tampa

Publishing: Friday (Home Delivery & Single Copy)

Every week more than 40,000 issues reach nearly 100,000 readers in Hillsborough County - according to a readership survey conducted by NORS in 2007 (an independent research company specializing in Hispanic research.) If your business has not focused on this promising market, it is time to talk to us.

Color Rate

35% of Space Charge

Deadlines

Space / Copy Reservation	Final Release
Retail	Friday 5 p.m. Tuesday 5 p.m.

Page Format

Retail
6 columns x 10"

Front Page Banner, Full Color

6 columns x 1" \$370

Premium Banner Sections, Full Color

6 columns x 1"
 • Zona Rosa (Entertainment) \$265
 • Deportes (Sports) \$265

Premium Ear Positions, Full Color

• Front Cover* (2 col x 1.75") \$210
 • Zona Rosa (Entertainment - 2 col x 1.25") \$99
 • Deportes (Sports - 2 col x 1.25") \$99
 *Excludes attorney category

Back Page

6 columns x 10" (Full color) 25% Premium
 Contact Advertising Rep for Details

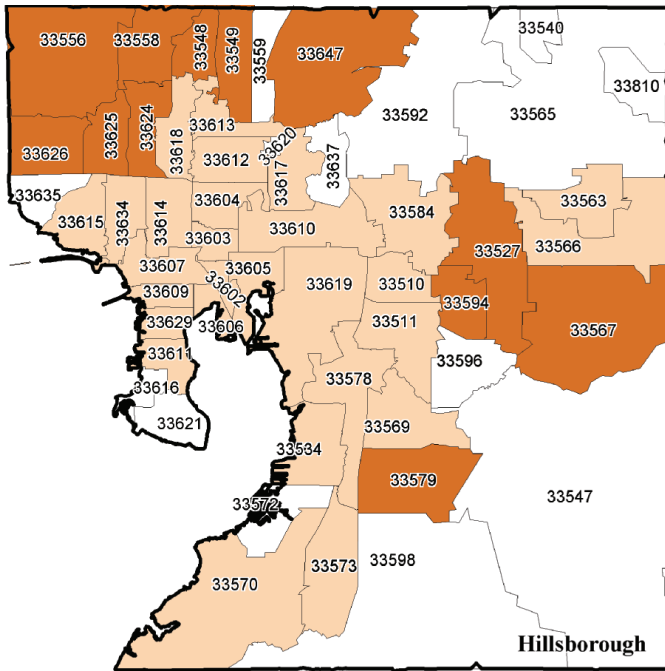
Spadea

Wraps around newspaper (including partial front cover)
 Full Color \$6,000 per insertion



Rates are effective Jan. 1 through Feb. 29, 2012. Rates are net and non-commissionable.

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



Home Delivery	32,325
Racks Only	9,185
Total	41,510

Hillsborough County Zip Codes 33510, 33511, 33527, 33534, 33548, 33549, 33558, 33559, 33563, 33565, 33566, 33567, 33569, 33570, 33573, 33578, 33579, 33584, 33594, 33602, 33603, 33604, 33605, 33606, 33607, 33609, 33610, 33611, 33612, 33613, 33614, 33615, 33616, 33617, 33618, 33619, 33624, 33625, 33626, 33629, 33634, 33647.

Source: ABC Audit Sept. 30, 2011

CENTROtampa.com / Products

ROS Ad Rates

Commitment	Open	3 mos.
Leader Board 728 x 90	\$220	\$180
Rectangle 300 x 250	\$240	\$200
Deal Of The Month (DOM) 234 x 60	\$99	\$79

ROS Ad Rates

Commitment	Open	12 mos.
Sliding Billboard	\$300/daily	\$500/2 - days

m.CENTROtampa.com

Mobile Ad Banner
Cost per Thousand - \$20
(Only one ad per page)



CENTROtampa.com

The Tampa Bay area's Hispanic gathering place, this unique website provides the latest news about local events, things to do, resource guides, weather, classifieds, plus much more.

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