



## GO! Sunday

- GO! Sunday is an 8 page full color wrap that contains editorial, advertising and preprints in a magazine style format.
- The section will focus on family, lifestyles, health and fitness.
- Increases household penetration to 60% in the most desirable zip codes reaching the most important households in the market.

### GO! Sunday Display Ad Rates\*

Frequency	¼ Page	½ Page	Full Page	Back Page	Inside Back	Double Truck
Open	\$250	\$450	\$700	\$945	\$825	\$2,100
13x	175	300	500	675	625	1,500
26x	140	250	400	540	500	1,200
52x	125	200	300	405	375	900

### GO! Sunday Preprint Distribution\*\*

ZIP Codes	City	Preprint Quantities
33511	Brandon	5,343
33541	Zephyrhills	1,422
33544	Wesley Chapel	3,803
33556	Odessa	1,970
33558	Lutz	2,372
33565	Plant City	1,372
33566	Plant City	1,397
33569	Riverview	280
33572	Apollo Beach	788
33573	Sun City Center	920
33578	Riverview	4,992
33579	Riverview	1,998
33594	Valrico	1,076
33596	Valrico	1,589
33618	Tampa	1,197
33624	Tampa	5,017
33625	Tampa	2,224
33626	Tampa	4,108
33647	Tampa	5,550
34609	Spring Hill	4,259
<b>Total ZIP Codes</b>		<b>52,477</b>

\*\*All quantities are estimates. Please check with your sales representative for the most up to date quantities.

### GO! Sunday Strip & Ear Ads\*

Frequency	Extreme Front Page	
	4col x 8"	Ear Ad
Open	\$1,795	\$300
13x	1,295	200
26x	995	175
52x	775	150

\*Ads include full color and costs are per insertion.

### GO! Sunday Display Ad Mechanicals

Ad Size/Position	Columns	Inches
Extreme Front Pg	4 col (6.556")	8"
Page 2	6 col (9.889")	5"
Ear Ad	2 col (3.222")	1.25"
1/4 page	3 col (4.889")	5"
1/2 page horz	6 col (9.889")	5"
1/2 page vert	3 Col (4.889")	10"
Full page	6 col (9.889")	10"
Page 3	6 col (9.889")	10"
Double Truck	11 col (17,111")	10"

### Preprint Rates

- The Tampa Tribune preprint rates apply
- 5,000 minimum quantity distribution
- Minimum \$300 charge per drop

### GO! Sunday Display Pick-up Ad Rates\*

Frequency	¼ Page	½ Page	Full Page	Back Page	Inside Back	Double Truck
Open	\$213	\$383	\$595	\$803	\$701	\$1,785
13x	149	255	425	574	531	1,275
26x	119	213	340	459	425	1,020
52x	106	170	255	344	319	765

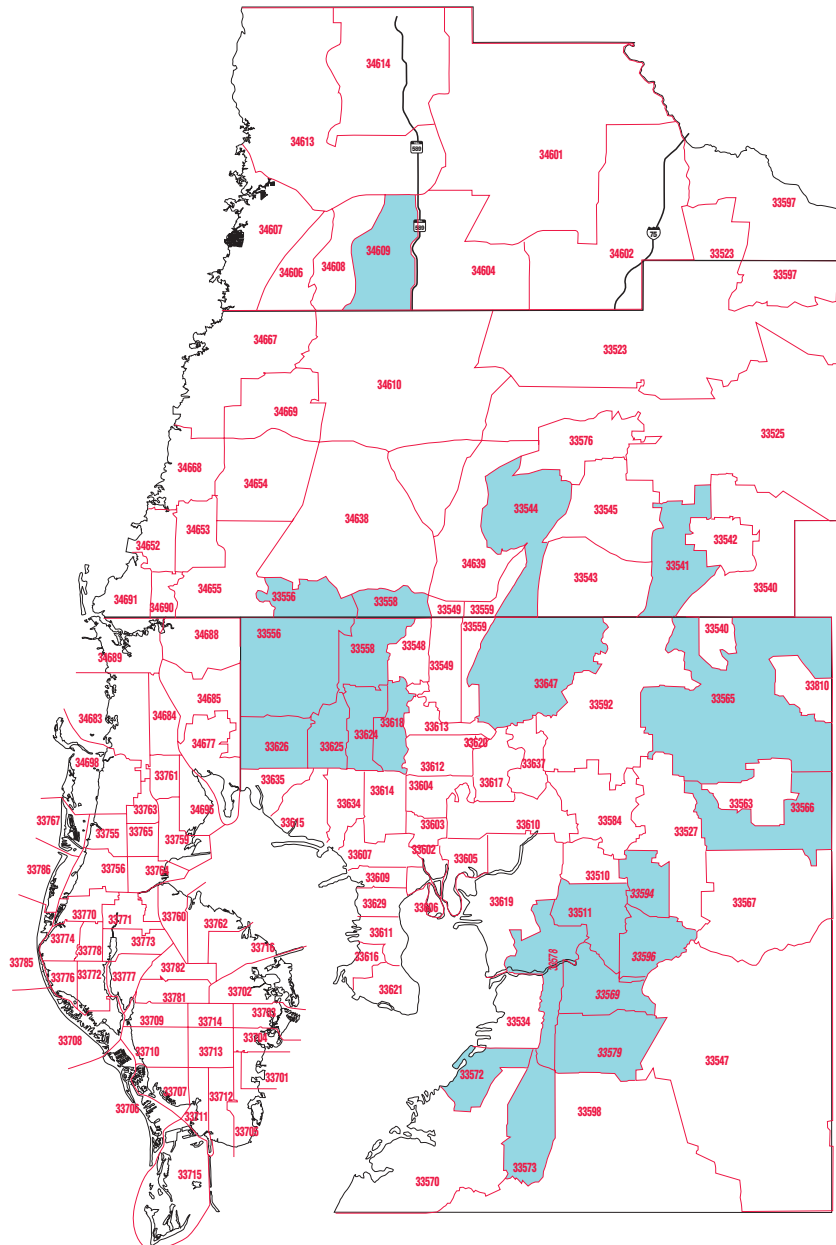
\*Ads include full color and costs are per insertion.

### GO! Sunday Strip & Ear Ads Pick-up Rates\*

Frequency	Extreme Front Page 4col x 8"	Ear Ad
Open	\$1,526	\$255
13x	1,101	170
26x	846	149
52x	659	128

\*Ads include full color and costs are per insertion.

When advertiser picks up any ad from any Florida Communications Publication they will receive the following discounted rate above in GO! Sunday. Ad must be identical size and same ad copy. Ad must be ordered at same time to earn pick-up rate.



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