



GO! Thursday

GO! Thursday Preprint Distribution

ZIP Codes	City	Preprint Quantities
33510	Brandon	5,400
33511	Brandon	9,900
33525	Dade City	2,054
33540	Zephyrhills	1,395
33541	Zephyrhills	3,093
33542	Zephyrhills	3,244
33543	Wesley Chapel	2,304
33544	Wesley Chapel	4,146
33545	Zephyrhills	1,733
33547	Lithia	4,000
33548	Lutz	596
33549	Lutz	2,299
33556	Odessa	3,049
33558	Lutz	3,238
33559	Lutz	2,708
33565	Plant City	1,965
33566	Plant City	2,316
33569	Riverview	2,500
33572	Apollo Beach	1,500
33573	Sun City Center	3,843
33576	San Antonio	375
33578A	Riverview	5,000
33578B	Riverview	1,500
33579	Riverview	2,500
33584	Seffner	3,500
33594	Valrico	7,398
33596	Valrico	5,000
33606	Tampa	2,352
33609	Tampa	2,299
33611	Tampa	5,660
33615	Tampa	5,325
33617	Tampa	6,700
33618	Tampa	3,800
33624	Tampa	6,500
33625	Tampa	2,900
33626	Tampa	4,300
33629	Tampa	3,200
33647	Tampa	6,754
34610	Spring Hill	2,600
34637	Land O' Lakes	700
34638	Land O' Lakes	2,800
34639	Land O' Lakes	2,800
Total ZIP Codes		145,246

- GO! Thursday is an 8 page wrap that contains editorial, advertising and preprints and is delivered to 98,899 non-subscribers.
- GO! Thursday is delivered to Hillsborough and East/Central Pasco County non-subscribers driveways every Thursday.
- The section will include content on dining, entertainment and things to do.
- 10,000 minimum quantity distribution.
- Minimum \$300 per drop.
- Non-subscriber preprint rates apply.
- Increases household penetration to more than 60% in the most desirable zip codes reaching the most important households in the market.

GO! Thursday Display Ad Rates*

Frequency	¼ Page	½ Page	Full Page	Back Page	Inside Back	Double Truck
Open	\$500	\$900	\$1,200	\$1,620	\$1,500	\$3,600
13x	350	600	900	1,215	1,125	2,700
26x	280	500	750	1,015	935	2,250
52x	250	400	600	810	775	1,800

*Ads include full color and costs are per insertion.

GO! Thursday Strip & Ear Ads*

Frequency	Extreme Front Page 4col x 8"	Ear Ad
Open	\$1,995	\$350
13x	1,495	250
26x	1,295	225
52x	995	200

*Ads include full color and costs are per insertion.

GO! Thursday Display Ad Mechanicals

Ad Size/Position	Columns	Inches
Extreme Front Pg	4 col (6.556")	8"
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"
Double Truck	11 col (17,111")	10"

Source: Tampa Tribune Circulation Dept. September 2011. Note: All Non-subscribers preprints are delivered in Go! with the exception of zips 33510, 33511, 33547, 33578A, 33584, 33594 and 33596. These preprints are delivered in the appropriate community News and Tribune section to non-subscribers. 33578 is a split zip code. **Total Go distribution is 98,889.** All quantities are estimates. Please check with your Sales Representative for up to the date quantities.

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

GO! Thursday Display Pick-up Ad Rates*

Frequency	¼ Page	½ Page	Full Page	Back Page	Inside Back	Double Truck
Open	\$425	\$765	\$1,020	\$1,375	\$1,275	\$3,060
13x	298	510	765	1,033	956	2,295
26x	238	425	638	863	795	1,913
52x	213	340	510	689	660	1,530

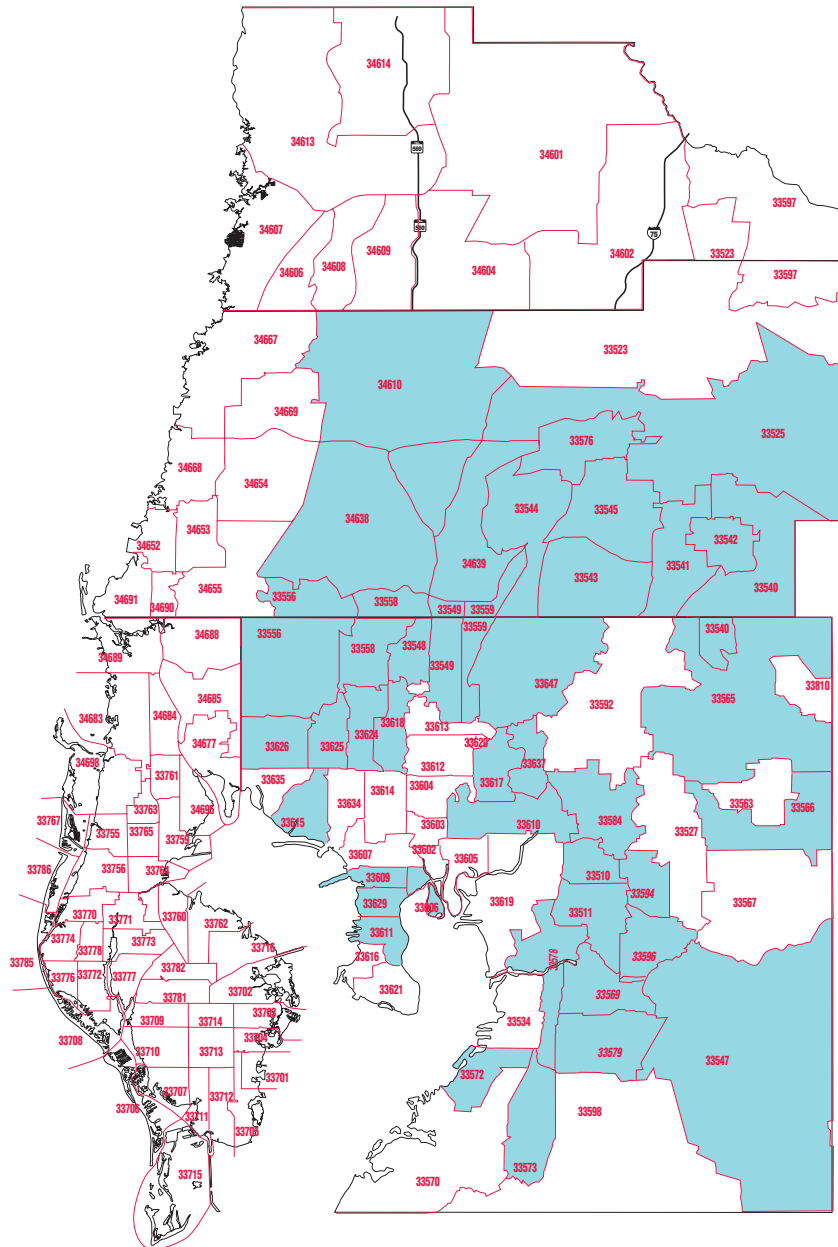
*Ads include full color and costs are per insertion.

GO! Thursday Strip & Ear Ads Pick-up Rates*

Frequency	Extreme Front Page 4col x 8"	Ear Ad
Open	\$1,696	\$298
13x	1,271	213
26x	1,101	191
52x	846	170

*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! Thursday. Ad must be identical size and same ad copy. Ads must be ordered at same time to earn pick-up rate.



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