



Suncoast News - Goldmine Pages

It's no secret. Consumers love to shop, clip and redeem coupons. And when it comes to saving money most shoppers get their coupons from newspapers. Give shoppers what they really want – coupons for your goods and services in the Goldmine Pages of The Suncoast News. Reach 91,433 homes in West Pasco County + 28,389 homes in North Pinellas with our newly revamped Goldmine product, running twice a month in FULL COLOR! As an added bonus, all advertisers will receive the reverse side of their ad in black & white at NO ADDITIONAL CHARGE!!!

Sources: NAA 2005 and Suncoast News 2007.

Deadlines

PUBLICATION DATE		AD RESERVATION		FINAL AD RELEASE	
West Pasco	North Pinellas				
1/11/12	1/12/12	1/4/12	5pm	1/9/12	5pm
1/25/12	1/26/12	1/18/12	5pm	1/23/12	5pm
2/8/12	2/9/12	2/1/12	5pm	2/6/12	5pm
2/22/12	2/23/12	2/15/12	5pm	2/20/12	5pm
3/7/12	3/8/12	2/29/12	5pm	3/5/12	5pm
3/21/12	3/22/12	3/14/12	5pm	3/19/12	5pm
4/4/12	4/5/12	3/28/12	5pm	4/2/12	5pm
4/18/12	4/19/12	4/11/12	5pm	4/16/12	5pm
5/2/12	5/3/12	4/25/12	5pm	4/30/12	5pm
5/16/12	5/17/12	5/9/12	5pm	5/14/12	5pm
5/30/12	5/31/12	5/23/12	5pm	5/28/12	5pm
6/13/12	6/14/12	6/6/12	5pm	6/11/12	5pm
6/27/12	6/28/12	6/20/12	5pm	6/25/12	5pm
7/11/12	7/12/12	7/4/12	5pm	7/9/12	5pm
7/25/12	7/26/12	7/18/12	5pm	7/23/12	5pm
8/8/12	8/9/12	8/1/12	5pm	8/6/12	5pm
8/22/12	8/23/12	8/15/12	5pm	8/20/12	5pm
9/5/12	9/6/12	8/29/12	5pm	9/3/12	5pm
9/19/12	9/20/12	9/12/12	5pm	9/17/12	5pm
10/5/12	10/4/12	9/26/12	5pm	10/1/12	5pm
10/17/12	10/18/12	10/10/12	5pm	10/15/12	5pm
10/31/12	11/1/12	10/24/12	5pm	10/29/12	5pm
11/14/12	11/15/12	11/7/12	5pm	11/12/12	5pm
11/28/12	11/29/12	11/21/12	5pm	11/26/12	5pm
12/12/12	12/13/12	12/5/12	5pm	12/16/12	5pm
12/26/12	12/27/12	12/19/12	5pm	12/24/12	5pm

Ad Rate

Sizes available:	West Pasco	North Pinellas	Combo
1 block:	\$129.00	\$79.00	\$179.00
2 blocks:	\$249.00	\$149.00	\$349.00
3 blocks:	\$359.00	\$199.00	\$509.00
4 blocks:	\$459.00	\$249.00	\$659.00
5 blocks:	\$549.00	\$299.00	\$799.00

Ad Specifications

Each Unit/block = 3 col (4.889") x 1.75"
 All prices include full color!
 Additional backside (black and white) is free!

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