



### Pasco Tribune

**Daily: 21,329. Sunday: 48,554.**

The Pasco Tribune publishes Wednesday-Sunday and is distributed in Pasco County to New Port Richey, Hudson, Land O' Lakes, Wesley Chapel, Ridge Manor, San Antonio, Zephyrhills, and Dade City. It reaches 56,300 adult readers daily and 74,500 on Sunday.

ZIP CODES: 33523, 33525, 33540, 33541, 33542, 33543, 33544, 33556, 33558, 33559, 33576, 33597, 34639, 34652, 34653, 34654, 34655, 34667, 34668, 34669, 34690, 34691, 34637, 34638.

Source: ABC Audit 2010.

### Full color Front Page Banner

Size	Wed-Sat	Sun
6 col x 2"	\$230	\$305

### Half Page Ad (6 col x 10.5")

	Daily	Sun
Black and White	\$400	\$580
Full Color	\$540	\$783

### Color Rate

**35% of Space Charge**

### Deadlines

Publication Day	Space / Copy Reservation	Copy Release
Wednesday	5 p.m. Friday	5 p.m. Monday
Thursday	5 p.m. Monday	5 p.m. Tuesday
Friday	5 p.m. Tuesday	5 p.m. Wednesday
Saturday	5 p.m. Wednesday	5 p.m. Thursday
Sunday	Noon Thursday	5 p.m. Friday

### Special Category Rates

Category	Investment
Political	3,750
Non-Profit	7,250
Church	37,000

Investment Level	Daily	Sunday	Double Play (2x)	Triple Play (3x)	Action Ad (4x)
Open	\$19.95	\$27.30	\$21.00	\$17.85	\$15.75
<b>D</b>					
\$750	16.80	22.05			
1,950	14.70	19.95	13.65	11.55	10.50
3,750	13.65	18.90			
7,250	12.60	16.80			
<b>C</b>					
14,000					
19,250	10.50	14.70	11.55	9.45	9.45
26,750					
37,000					
<b>B</b>					
51,000					
61,750	9.45	12.60	9.45	8.40	8.40
74,750					
90,750					
<b>A</b>					
110,000					
141,750	8.40	10.50	8.40	7.35	7.35
182,750					
235,750					
Frequency Level	Daily	Sunday	Double Play (2x)	Triple Play (3x)	Action Ad (4x)
7 weeks	\$12.60	\$16.80	\$11.55	\$9.45	\$9.45
14 weeks	10.50	14.70	9.45	8.40	8.40
21 weeks	9.45	12.60	8.40	7.35	7.35
52 weeks	8.40	10.50	7.35	6.30	6.30

Rates are effective Jan. 1, 2012. Rates are net and non-commissionable.\*Rates are per inch, per ad within 7 days, same ad copy and size.