



Suncoast News

With a focus on local news, people, entertainment and community development, The Suncoast News has served the fast-growing communities of West Pasco and North Pinellas counties for more than fifty years.

**Pasco County Distribution: 93,185 (Wed)
89,928 (Sat)**

Pinellas County Distribution: 26,015

Total: 209,128

(Source: Suncoast News Circulation Dept. 2011)

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Investment Level	Pinellas North	Pasco North	Trinity Weekly	Pasco West
Open	\$29.30	\$22.70	\$23.65	\$29.30
D				
\$750	15.35	11.75	12.10	15.35
1,950				
3,750				
7,250				
C				
14,000	14.85	11.40	11.75	14.85
19,250				
26,750				
37,000				
B				
51,000	14.40	11.15	11.45	14.40
61,750				
74,750				
90,750				
A				
110,000	14.00	10.75	11.15	14.00
141,750				
182,750				
235,750				
Frequency Level	Pinellas North	Pasco North	Trinity Weekly	Pasco West
7 weeks	\$15.35	\$11.75	\$12.10	\$15.35
14 weeks	14.85	11.40	11.75	14.85
21 weeks	14.40	11.15	11.45	14.40
52 weeks	14.00	10.75	11.15	14.00

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

Pasco North
Hudson & Port Richey
Distribution, 33,012
Zip Codes: 34654 (split), 34667, 34668 (split) & 34669

Pinellas North
Tarpon Springs, Palm Harbor, Dunedin & East Lake
Distribution, 26,015
ZIP Codes: 34683, 34684, 34685, & 34689

Pasco West
New Port Richey & Holiday
Distribution, 40,640
ZIP Codes: 34652, 34653 (split), 34655 (split), 34668 (split), 34690 & 34691

Trinity Weekly (Pasco East)
Trinity & East New Port Richey
Distribution, 20,033
ZIP Codes: 34653 (split), 34654 (split) & 34655 (split). Includes 3,757 direct mailed in zips 34655 and 33556. On Wednesdays only.