

Non-Subscriber Insert Only Rates

Frequency discounts are not applicable. 50,000 minimum inserts required to count towards frequency contract fulfillment. Minimum charge \$300 per drop.

Cost Per Thousand Tabloid Sizes

Quantity Per Insertion	Single Sheet	4-8 pages	10-12 pages	14-16 pages	18-20 pages	22-24 pages
10,000-19,999	\$32	\$37	\$42	\$47	\$52	\$57
20,000-49,999	27	37	42	47	52	57
50,000-99,999	26	36	41	46	51	56
100,000-199,999	25	35	39	42	47	52
200,000+	24	33	38	40	45	50

Add \$1 per thousand for every page over 24.

Deadlines

Reservation and Ad Copy:	18 Days prior to distribution.
Final Ad Release:	14 Days prior to distribution.
Date Of Delivery To Warehouse:	7 Days prior to insertion.

Preprint Rating Formula

Standard: Any page size larger than 10 3/4" W x 13 1/2" D (145 square inches or more, per page), convert to tabloid rates above by multiplying page count by two.

Tabloid: Any page size up to 145 inches per page, no conversion is necessary. Rate grid above is for tabloid sizes.

Preprint Advertising Supplement Requirement

All inserts printed by any of our publications must include the following tagline: "Newspaper Advertising Supplement distributed in (one or more of the following publications) *The Tampa Tribune, Hernando Today, Highlands Today, Sunbelt Newspapers, Community Newspapers, CENTRO and Suncoast News*". Otherwise publication will charge and collect applicable sales tax on printing and insertion charges.