

### Business Builder Program

Investment Level	The Tampa Tribune	Bloomingdale Gazette	Brandon News	Carrollwood News	CENTRO	Hernando Today	Hernando Today Out & About	MacDill Thunderbolt	
Open	\$82.65	\$7.60	\$24.15	\$25.45	\$13.10	\$7.60	\$10.00	\$14.45	
<b>D</b>	\$750	61.70	5.50	15.50	16.55	8.95	6.55	9.00	11.00
	1,950								
	3,750								
	7,250								
<b>C</b>	14,000	58.55	4.45	13.15	14.45	7.60	5.50	8.40	10.00
	19,250								
	26,750								
	37,000								
<b>B</b>	51,000	56.20	3.95	12.10	12.10	6.55	4.45	6.55	9.00
	61,750								
	74,750								
	90,750								
<b>A</b>	110,000	54.00	3.40	11.00	10.00	5.50	3.40	6.00	7.60
	141,750								
	182,750								
	235,750								
Frequency Level									
7 weeks	58.55	5.50	15.50	16.55	8.75	6.55	9.00	11.00	
14 weeks	56.20	4.45	13.15	14.45	7.60	5.50	8.40	10.00	
21 weeks	54.00	3.95	12.10	12.10	6.55	4.45	6.55	9.00	
52 weeks	51.75	3.40	11.00	10.00	5.50	3.40	6.00	7.60	

Investment Level	Northeast News	Northwest News	Pasco Tribune	Plant City Courier	South/Central News	South Shore News	The Sun	
Open	\$16.55	\$17.60	\$15.50	\$12.10	\$34.10	\$18.65	\$14.45	
<b>D</b>	\$750	11.00	11.00	10.00	6.55	19.95	12.10	11.00
	1,950							
	3,750							
	7,250							
<b>C</b>	14,000	10.00	8.95	9.00	5.50	17.60	10.00	10.00
	19,250							
	26,750							
	37,000							
<b>B</b>	51,000	7.60	6.55	7.60	4.45	16.50	7.60	8.90
	61,750							
	74,750							
	90,750							
<b>A</b>	110,000	6.55	5.50	6.55	3.40	13.10	6.55	7.60
	141,750							
	182,750							
	235,750							
Frequency Level								
7 weeks	11.00	11.00	9.00	6.55	19.95	12.10	11.00	
14 weeks	10.00	8.95	7.60	5.50	17.60	10.00	10.00	
21 weeks	7.60	6.55	6.55	4.45	16.50	7.60	8.90	
52 weeks	6.55	5.50	5.50	3.40	13.10	6.55	7.60	

**Business Builder Criteria: 12 PCI maximum publishing a minimum of 10 ads within 30 days. One copy change permitted during each schedule. Advertiser may add 2 additional ads of up to 33 inches each.**

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

## Business Builder Program

Investment Level	Suncoast News Trinity Weekly	Suncoast News Pasco North	Suncoast News Pasco West	Pasco combo All 3 Sections:	Pinellas North:	Full Run SCN Combo All 5 Sections:	
Open	\$10.00	\$9.00	\$12.60	\$25.45	\$12.60	\$37.55	
<b>D</b>	\$750	10.00	9.00	12.60	25.45	12.60	37.55
	1,950						
	3,750						
	7,250						
<b>C</b>	14,000	10.00	9.00	12.60	25.45	12.60	37.55
	19,250						
	26,750						
	37,000						
<b>B</b>	51,000	10.00	9.00	12.60	25.45	12.60	37.55
	61,750						
	74,750						
	90,750						
<b>A</b>	110,000	10.00	9.00	12.60	25.45	12.60	37.55
	141,750						
	182,750						
	235,750						
<b>Frequency Level</b>							
7 weeks	10.00	9.00	12.60	25.45	12.60	37.55	
14 weeks	10.00	9.00	12.60	25.45	12.60	37.55	
21 weeks	10.00	9.00	12.60	25.45	12.60	37.55	
52 weeks	10.00	9.00	12.60	25.45	12.60	37.55	

**Business Builder Criteria: 12 PCI maximum publishing a minimum of 10 ads within 30 days. One copy change permitted during each schedule. Advertiser may add 2 additional ads of up to 33 inches each.**