



Ear Advertising Positions

Hernando Today - Full Color

Section	Day
Hernando Today	Wed - Sat
Size	Rate
2 columns x 2.25"	Open \$128
	13+ Consecutive Weeks \$77

Section	Day
Hernando Today	Sun
Size	Rate
2 columns x 2.25"	Open \$153
	13+ Consecutive Weeks \$102

Section	Day
Out and About	Fri
Size	Rate
2 columns x 2.25"	Open \$179
	13+ Consecutive Weeks \$128

Suncoast News Premium Ad (Ear) - Full Color

Section	Day
SCN 3 Pasco Zones	Wed or Sat
Size	Rate
1 columns x 1.5"	\$75

Section	Day
SCN Pinellas	Thurs
Size	Rate
1 columns x 1.5"	\$50

Full Run - Full Color

Section	Day
Metro	Mon - Sun
Views	Sun
Business	Sun
Sports	Mon - Sun
Baylife & Travel	Sun
Size	Rates
2 columns x 1.25"	Mon-Sat: \$245
	Sunday: \$305

Full Run - Black & White

Section	Day
Main Page 2	Mon - Sun
Business (Inside Position)	Mon - Sat
Size	Rates
2 columns x 1.25"	Mon - Sat: \$205
	Sunday: \$245

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