



MacDill Thunderbolt

Publishing Thursday

The MacDill Thunderbolt is the official publication of MacDill Air Force Base, reaching military and civilian personnel and their families. The Thunderbolt publishes relevant, timely articles prepared especially for the thousands of adults who read it each week.

Total Distribution: 8,540

ZIP code: 33621

Source: *The Tampa Tribune Cir. Dept. May 2010 and Claritas 2009.*

Full Page Ad

| | |
|---------------|-------|
| Black & White | \$270 |
|---------------|-------|

Deadlines

| Publication Date | Ad reservation | Ad Release |
|------------------|---------------------|--------------|
| Thursday | Noon Friday (prior) | Noon Tuesday |

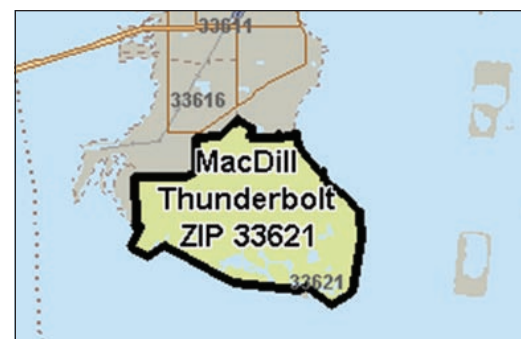
| Investment Level | | MacDill Thunderbolt |
|------------------|---------|---------------------|
| Open | | \$17.85 |
| D | \$750 | 14.70 |
| | 1,950 | |
| | 3,750 | |
| | 7,250 | |
| C | 14,000 | 13.65 |
| | 19,250 | |
| | 26,750 | |
| | 37,000 | |
| B | 51,000 | 12.60 |
| | 61,750 | |
| | 74,750 | |
| | 90,750 | |
| A | 110,000 | 11.55 |
| | 141,750 | |
| | 182,750 | |
| | 235,750 | |
| Frequency Level | | |
| 7 weeks | | \$14.70 |
| 14 weeks | | 13.65 |
| 21 weeks | | 12.60 |
| 52 weeks | | 11.55 |

Color Rate

35% of Space Charge

Special Category Rates

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



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