



The Sun

Publishing Wednesday

Serving the Sun City Center community for more than 25 years, The Sun provides a lively mix of local news, features, opinions and advertising to local residents. Sun City Center is Florida's premier retirement community for active seniors. Retirement provides time for fun, community involvement and shopping, all of which you find at your place in The Sun.

Wednesday free and paid distribution: 8,524

ZIP Code: 33573

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

Full Color Front Page Banner

6 columns x 1" \$205

Full Page Ad

Black and White \$350

Deadlines

Publication Date	Ad reservation	Ad Release
Wednesday	5 p.m. Wednesday	5 p.m. Friday

Investment Level		
	Open	\$16.80
D	\$750	13.65
	1,950	
	3,750	
	7,250	
C	14,000	12.60
	19,250	
	26,750	
	37,000	
B	51,000	11.55
	61,750	
	74,750	
	90,750	
A	110,000	10.50
	141,750	
	182,750	
	235,750	
Frequency Level		
	7 weeks	\$13.65
	14 weeks	12.60
	21 weeks	11.55
	52 weeks	10.50

Color Rate

35% of Space Charged

Special Category Rates

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

