



## Stand out from your competition

Put the power of the *Tampa Bay Times* to work for you with a custom insert. You'll not only receive ZIP code pure distribution – so you can put your inserts exactly where you want them – but our team will provide creative advertising design that's sure to attract the customers you need. Ask your *Times* sales rep for ZIP code circulation estimates.

- 8 in 10 adults** acted on newspaper circulars or fliers in the past 30 days
- 60%** used it to compare prices
- 58%** clipped and saved a coupon
- 44%** used it to make an unplanned purchase

Source: NAA 2013 "How America Shops and Spends" report

### Publishes

Space/Copy Deadline

Sunday .....	Friday, 10:30 a.m. (16 days prior)
Monday* .....	Friday, 10:30 a.m. (16 days prior)
Tuesday* .....	Friday, 10:30 a.m. (18 days prior)
Wednesday .....	Friday, 10:30 a.m. (12 days prior)
Thursday .....	Friday, 10:30 a.m. (13 days prior)
Friday .....	Friday, 10:30 a.m. (14 days prior)
Saturday .....	Friday, 10:30 a.m. (15 days prior)

\* Monday or Tuesday insertion will be charged a premium of \$10 per thousand and require prior approval. Holiday deadlines may vary.

### A Times custom insert includes:

- Built-from-scratch advertising design
- Control over your content and featured offers
- A highly targeted audience
- The opportunity to stand out from other ads
- A variety of color options
- Gloss cover availability
- Price includes printing and inserting

Cost Per 1,000 printed and inserted. • Frequency discount requires a signed frequency agreement.

#### Uncoated Stock, 70# White Offset

		4 colors front & 1 color back				4 colors front & back				2 colors, front only			
		1x	6x	12x	24x	1x	6x	12x	24x	1x	6x	12x	24x
<b>Full Page • 8 1/2" X 11"</b> Build size: 8" x 10.5"	10,000-50,000	\$55	\$53	\$51	\$49	\$60	\$58	\$56	\$54	\$32	\$31	\$30	\$29
	50,000+	\$52	\$50	\$48	\$46	\$56	\$54	\$52	\$50	\$32	\$31	\$30	\$29
<b>Half Page • 5 1/2" X 8 1/2"</b> Build size: 5" x 8"	10,000-50,000	\$48	\$46	\$44	\$42	\$52	\$50	\$48	\$46	\$44	\$42	\$40	\$38
	50,000+	\$44	\$42	\$40	\$38	\$48	\$46	\$44	\$42	\$40	\$38	\$36	\$34

#### Coated Stock, 65# Gloss Cover

		4 colors front & 1 color back				4 colors front & back			
		1x	6x	12x	24x	1x	6x	12x	24x
<b>Full Page • 8 1/2" X 11"</b> Build size: 8" x 10.5"	10,000-50,000	\$79	\$77	\$75	\$74	\$85	\$83	\$81	\$80
	50,000+	\$72	\$70	\$68	\$66	\$77	\$75	\$73	\$71
<b>Half Page • 5 1/2" X 8 1/2"</b> Build size: 5" x 8"	10,000-50,000	\$60	\$58	\$56	\$55	\$67	\$65	\$63	\$61
	50,000+	\$55	\$53	\$51	\$49	\$59	\$57	\$55	\$53

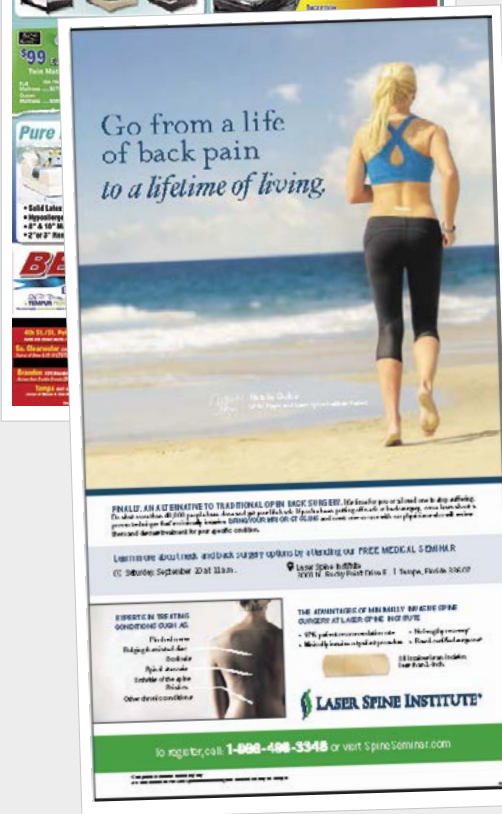
Inserts are printed on white paper.  
Color paper (golden rod, pink, blue, green) is available for an additional \$5/CPM.

#### Color Choices

PROCESS PROC ■ ■ ■ ■

AQUA PMS325 (A325)	DARK BLUE PMS294 (B294)	BLACK (BLK) counts as choice	Green PMS362 (G362)	BLUE Process Blue (PBLU)
ORANGE PMS165 (O165)	YELLOW Process Yellow (PYEL)	RED PMS199 (R199)		

- Perforations available. Rate: \$130 set-up fee + \$2/M additional
- Storage \$.50/M for orders with multiple insert dates beyond 1 week (30 days maximum)
- Minimum quantity 10,000 (less than 10,000 will bill minimum)
- Overruns subtract \$4/M – must accompany a minimum of 10,000 inserted into the *Tampa Bay Times*.
- All cards inserted in the *Times* must include the following statement: "Advertising supplement to the *Tampa Bay Times*," otherwise the state sales tax will apply unless the advertiser has a valid Florida Re-Sale certificate.



## Stand out from your competition

Put the power of the *Tampa Bay Times* to work for you with a kraft insert. You'll not only receive ZIP code pure distribution – so you can put your inserts exactly where you want them – but our team will provide creative advertising design that's sure to attract the customers you need. Ask your *Times* sales rep for ZIP code circulation estimates.

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### Single Sheet Kraft

Cost Per 1,000	4 color, front & back					1 color front & back				
	1x	6x	12x	26x	52X	1x	6x	12x	26x	52X
25K	\$96	\$74	\$67	\$63	\$59	\$88	\$68	\$61	\$58	\$54
50K	\$83	\$64	\$58	\$54	\$51	\$77	\$59	\$53	\$50	\$47
100K	\$77	\$59	\$53	\$50	\$47	\$72	\$55	\$50	\$47	\$44
200K	\$73	\$56	\$50	\$48	\$45	\$68	\$52	\$47	\$44	\$42
300K+	\$70	\$54	\$49	\$46	\$43	\$66	\$51	\$46	\$43	\$41

- Frequency discount requires a signed frequency agreement.
- Minimum quantity 25,000 (less than 25,000 will bill minimum)
- 6 col. x 21.5" front and back build size is 11.5" x 21.16"
- All krafts inserted in the *Times* must include the following statement: "Advertising supplement to the *Tampa Bay Times*," otherwise the state sales tax will apply unless the advertiser has a valid Florida Re-Sale certificate.

Color Choices	PROCESS PROC <span style="color: cyan;">■</span> <span style="color: magenta;">■</span> <span style="color: yellow;">■</span> <span style="color: black;">■</span>	BLACK (BLK) counts as choice	Green PMS362 (G362)	BLUE Process Blue (PBLU)
AQUA PMS325 (A325)	DARK BLUE PMS294 (B294)	ORANGE PMS165 (O165)	YELLOW Process Yellow (PYEL)	RED PMS199 (R199)

### Publishes

Space/Copy Deadline

Sunday .....	Tuesday, 10:30 a.m. (12 days prior)
Monday* .....	Tuesday, 10:30 a.m. (13 days prior)
Tuesday* .....	Tuesday, 10:30 a.m. (14 days prior)
Wednesday .....	Tuesday, 10:30 a.m. (8 days prior)
Thursday .....	Tuesday, 10:30 a.m. (9 days prior)
Friday .....	Tuesday, 10:30 a.m. (10 days prior)
Saturday .....	Tuesday, 10:30 a.m. (11 days prior)

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