Share of Voice Branded Content on tampabay.com

Customize your message

Be a part of tampabay.com's Branded Content

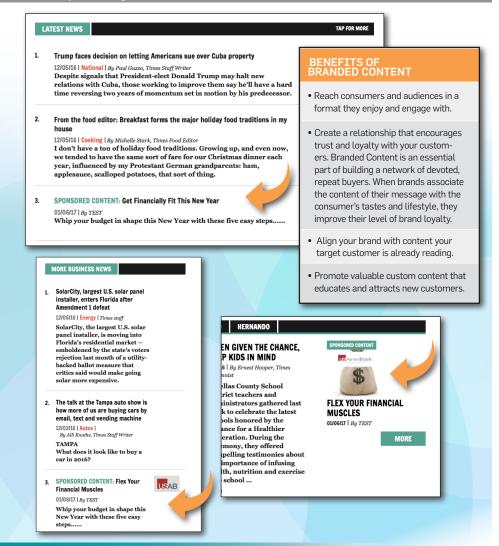
Branded Content advertising is the perfect solution for expanding your brand message to the Tampa Bay market. Leverage the power of **tampabay.com**, Tampa Bay's most trusted news source to provide consumers with news that is important to your brand. Customize your message with content, video, and banner ads to reach an engaged editorial audience.

Duration	SOV*	Flat Fee	SOV*	Flat Fee
1 Week	10%	\$1,500	20%	\$2,500
2 Weeks	10%	\$2,750	20%	\$4,750
1 Month	10%	\$5,000	20%	\$9,000

Included in Branded Content Packages:

- Headline (120 character max)
- 200-500 word article (5000 characters) Must be approved by the Tampa Bay Times Approval Commitee
- Customer's logo on page
- Companion banner ads (1) 300x250 (1) 728x90 and (1) 320x50
- · Links to customer's website and Facebook page
- •:15 or:30 video (where applicable)

'SOV is measured throught the areas where we feature our Branded Content, Homepage, News, business, Health and Things to Do.



Contact your Times representative about these opportunities today, or call 800-333-7505 ext. 8725.

