

# 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 Committee
- 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 throughout the areas where we feature our Branded Content, Homepage, News, business, Health and Things to Do.

TAP FOR MORE

**LATEST NEWS**

- Trump faces decision on letting Americans sue over Cuba property**  
12/05/16 | National | By Paul Guzzo, Times Staff Writer  
 Despite signals that President-elect Donald Trump may halt new relations with Cuba, those working to improve them say he'll have a hard time reversing two years of momentum set in motion by his predecessor.
- From the food editor: Breakfast forms the major holiday food traditions in my house**  
12/05/16 | Cooking | By Michelle Stark, Times Food Editor  
 I don't have a ton of holiday food traditions. Growing up, and even now, we tended to have the same sort of fare for our Christmas dinner each year, influenced by my Protestant German grandparents: ham, applesauce, scalloped potatoes, that sort of thing.
- SPONSORED CONTENT: Get Financially Fit This New Year**  
01/06/17 | By TEST  
 Whip your budget in shape this New Year with these five easy steps.....

**BENEFITS OF BRANDED CONTENT**

- Reach consumers and audiences in a format they enjoy and engage with.
- Create a relationship that encourages trust and loyalty with your customers. Branded Content is an essential part of building a network of devoted, repeat buyers. When brands associate the content of their message with the consumer's tastes and lifestyle, they improve their level of brand loyalty.
- Align your brand with content your target customer is already reading.
- Promote valuable custom content that educates and attracts new customers.

**MORE BUSINESS NEWS**

- SolarCity, largest U.S. solar panel installer, enters Florida after Amendment 1 defeat**  
12/05/16 | Energy | Times staff  
 SolarCity, the largest U.S. solar panel installer, is moving into Florida's residential market — emboldened by the state's voters rejection last month of a utility-backed ballot measure that critics said would make going solar more expensive.
- The talk at the Tampa auto show is how more of us are buying cars by email, text and vending machine**  
12/02/16 | Autos | By Alli Knothe, Times Staff Writer  
 TAMPA  
 What does it look like to buy a car in 2016?
- SPONSORED CONTENT: Flex Your Financial Muscles**  
01/06/17 | By TEST  
 Whip your budget in shape this New Year with these five easy steps.....

**HERNANDO**

**TEEN GIVEN THE CHANCE, P KIDS IN MIND**  
6 | By Ernest Hooper, Times Staff Writer

St. Johns County School District teachers and administrators gathered last week to celebrate the latest winners of the annual contest for a healthier generation. During the ceremony, they offered compelling testimonies about the importance of infusing health, nutrition and exercise into the school ...

**SPONSORED CONTENT**

**FLEX YOUR FINANCIAL MUSCLES**  
01/06/17 | By TEST

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