



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	Thursday, 10:30 a.m. (17 days prior)
Monday*	Thursday, 10:30 a.m. (18 days prior)
Tuesday*	Thursday, 10:30 a.m. (19 days prior)
Wednesday	Thursday, 10:30 a.m. (13 days prior)
Thursday*	Thursday, 10:30 a.m. (14 days prior)
Friday	Thursday, 10:30 a.m. (15 days prior)
Saturday	Thursday, 10:30 a.m. (16 days prior)

* Monday, Tuesday or Thursday 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
Full Page • 8 1/2" X 11" 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
Half Page • 5 1/2" X 8 1/2" Build size: 5" x 8"	10,000-50,000	\$48	\$46	\$44	\$42	\$52	\$50	\$48	\$46				
	50,000+	\$44	\$42	\$40	\$38	\$48	\$46	\$44	\$42				

Coated Stock, 65# Gloss Cover

		4 colors front & 1 color back				4 colors front & back			
		1x	6x	12x	24x	1x	6x	12x	24x
Full Page • 8 1/2" X 11" 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
Half Page • 5 1/2" X 8 1/2" 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	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)	

- 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 ■ ■ ■ ■	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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- Control over your content and featured offers
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