

Preprinted Inserts



Cost per thousand	10K	50K	150K	300K+	
Single Page	\$36	\$35	\$34	\$32	
Single Page: up to 105 square inches (no fold)					
Broad	Tab	10K	50K	150K	300K+
	2	\$39	\$37	\$35	\$33
2	4	\$49	\$47	\$44	\$42
	6	\$54	\$52	\$49	\$48
4	8	\$59	\$57	\$55	\$54
6	12	\$71	\$68	\$65	\$64
8	16	\$80	\$77	\$74	\$73
10	20	\$85	\$81	\$79	\$77
12	24	\$94	\$88	\$86	\$85
14	28	\$97	\$92	\$89	\$88
16	32	\$102	\$99	\$94	\$93
18	36	\$109	\$106	\$100	\$99
20	40	\$113	\$110	\$102	\$101
22	44	\$118	\$112	\$107	\$106
24	48	\$122	\$116	\$111	\$110
+24		\$4 per additional 2 pages (88 pages max.)			
	+48	\$4 per additional 4 pages (176 pages max.)			

Broadsheet: More than 210 in² Tab: Less than 210 in²

Deadlines

Closing date for reservations, delivery and cancellation: noon, 10 days prior to publication.

Closing date for Thanksgiving reservations, delivery and cancellation: Noon, 14 days prior to publication.

Rates and Frequency Discounts

Inserts are billed per thousand circulation on the date scheduled. Rates are based on the total number of pages.

Quantity Requirements

- Quantities vary with the season; minimum is 10,000 or full ZIP code, whichever is greater.
- Preprints inserted on Monday, Tuesday or Thursday will be charged an additional \$10 cpm. Prior approval required.
- Inserts also available in **tbt**. All standard rules and rates apply. Insertion available Thursday only.

Design & Size Requirements

- Maximum size 12" x 11 3/8"
- Minimum size 7 3/4" x 5 1/4"
- Preprint maximum and minimum size measured from the fold/spine.
- 4-page tabs must be quarter-folded
- "Advertising Supplement to the *Tampa Bay Times*" must appear on each front. The word "advertisement" must appear on all news-style pages. Otherwise the State sales tax will apply unless the advertiser has a valid Florida Re-Sale certificate.
- Maximum thickness: 88-page standard or 176-page tabloid. Minimum thickness: Single sheet insert of 6/1000 inch.

Delivery Requirements

- Ship inserts to:
Insert Receiving
Tampa Bay Times
1301 34th Street N.
St. Petersburg, FL 33713
- Insert Receiving Hours Mon.-Fri.:
7:30 a.m. - 4 p.m.
- Preprints should be delivered no later than 10 days prior to insertion date. If you have any problem meeting these deadlines, contact your *Times* sales representative.
- For information regarding the delivery of preprints, contact Insert Receiving at 727-322-6952.

Bills of Lading & Pallet Tags

Include the following information:

- Name of publication
- Name of advertiser
- Insert run date
- Total number of inserts shipped
- Number of inserts on the pallet
- Total number of pallets in shipment
- Total gross weight of shipment, including pallets and shipping materials
- Name of printer and phone number

Packaging Requirements

The following specifications should be used to ensure your preprints on pallets (skids) are properly packaged:

- Preprints must be suitable for machine insertion with individual bundles containing a minimum of 25 pieces per turn. The preprints may be bound or tied with a minimum of 50 per bundle.
- All preprints must be stacked on pallets in consistent lifts and be well-jogged.
- Stacked preprints should cover the pallet and never protrude beyond limits of the pallet. Folded edges should be turned toward the inside of the load whenever possible.
- Preprints must be stacked on plastic Perfect Pallets or non-returnable wooden pallets. All pallets must be in good condition.
- A substantial protective cover should be placed on the pallet before stacking and another cover placed before topping.
- Cardboard sheets or suitable binder sheets, not waxed or coated, should be placed between layers.
- Banding should be tight without pulling down and bending the top turn or pulling loose pallet flooring. A minimum of four (4) bands should be placed on each load. Plastic wrapped pallets are appreciated.
- Floor clearance from floor to bottom of the pallet base must be a minimum of 4 1/2".
- Maximum allowable loaded pallet height is 5 1/2 feet measured from the floor to the pallet top. Maximum acceptable weight per loaded pallet is 2,500 lbs.
- There must be at least 1 pallet tag per skid.
- Do not double stack pallets on trucks.

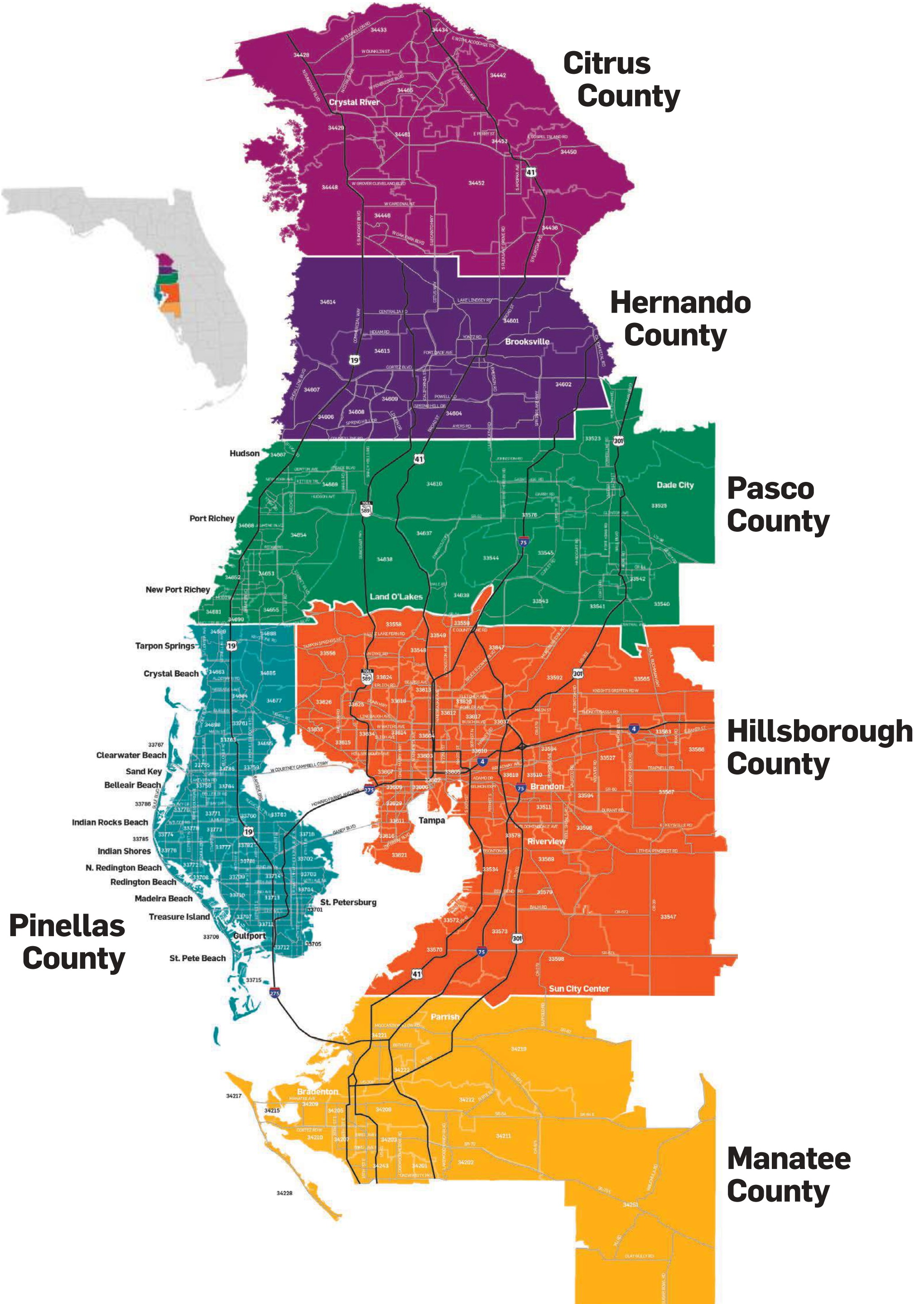
Card/Envelope Requirements

- Card and envelope supplements should be packed in cardboard boxes in rows with dividers between the rows. If more than one layer is packed in a box, cardboard separators must be used on top of each layer. Maximum weight per box is 40 lbs. All boxes should be strapped and wrapped to the pallets with plastic.

Frequency Discount..... Inserts Per Year

12%	53+
10%	41-52
8%	27-40
6%	13-26
4%	4-12

Frequency discount requires a signed frequency agreement. Press-fed inserts will count toward frequency contract fulfillment. Partial pages, gatefold or flaps up to 1/2 page preprint size will be charged as one additional page. Sizes exceeding 1/2 page size will be charged as two additional pages. An envelope or card affixed to a preprint is charged as an extra page. Preprints over 8 ounces each will be priced individually.



**Citrus
County**

**Hernando
County**

**Pasco
County**

**Hillsborough
County**

**Manatee
County**

**Pinellas
County**

Preprint Buys • By Local Section Zones

Full Run

	Sunday	Daily
Readership	884,800	558,900
Circulation	390,912	239,913

West Pasco/Hernando/Citrus

	Sunday	Daily
Readership	152,600	106,000
Circulation	69,133	40,728

ZIPs: 34654, 34667, 34668, 34669, 34652, 34653, 34655, 34690, 34691, 34601, 34636, 34661, 34602, 34604, 34606, 34607, 34608, 34609, 34613, 34614, 34428, 34429, 34446, 34448, 34433, 34434, 34442, 34461, 34465, 34436, 34450, 34452, 34453, 34610, 34449 (Levy County), 33513 (Sumter County)

Pinellas

	Sunday	Daily
Readership	332,700	208,400
Circulation	147,090	94,924

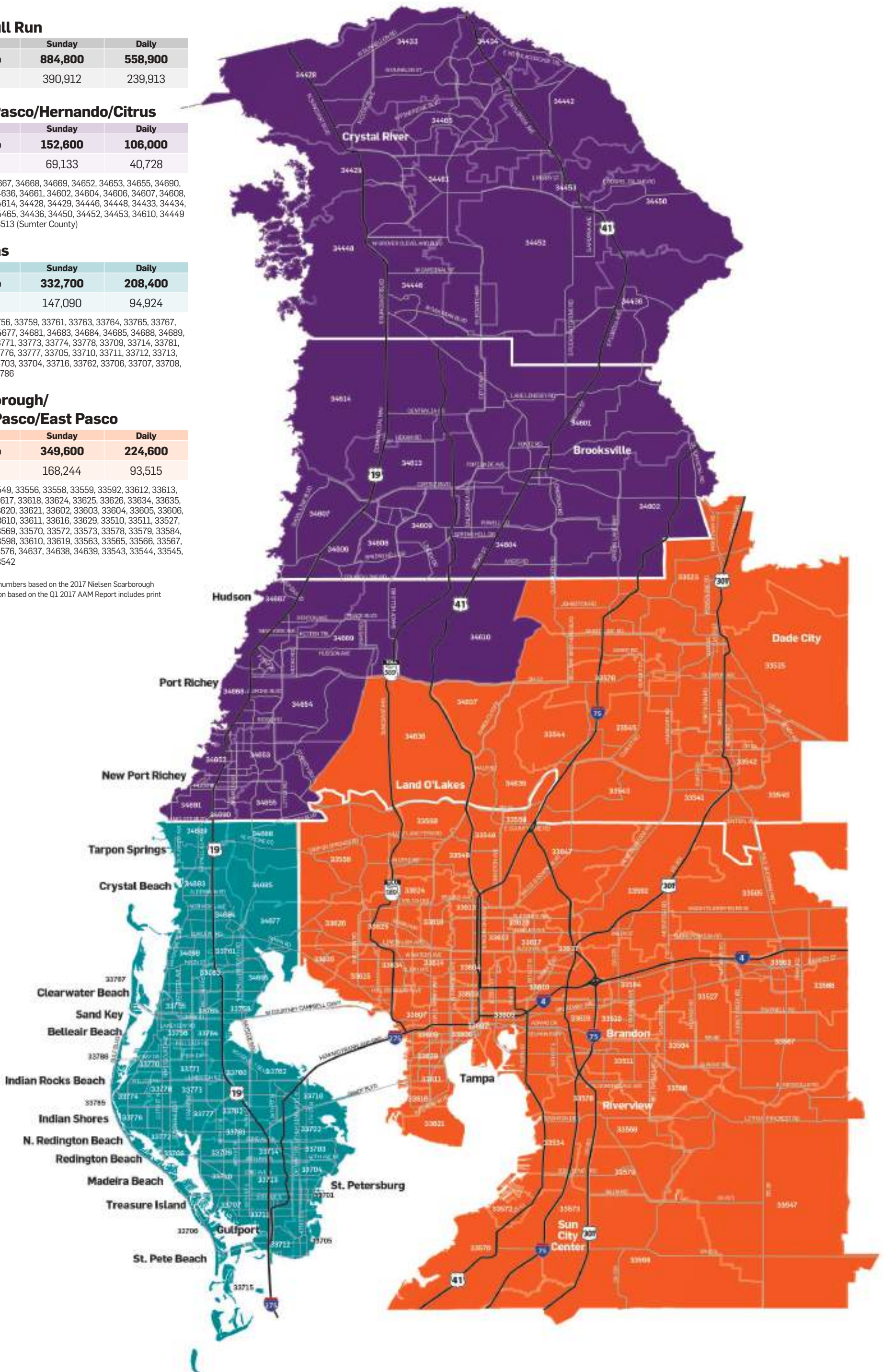
ZIPs: 33755, 33756, 33759, 33761, 33763, 33764, 33765, 33767, 34695, 34698, 34677, 34681, 34683, 34684, 34685, 34688, 34689, 33760, 33770, 33771, 33773, 33774, 33778, 33709, 33714, 33781, 33782, 33772, 33776, 33777, 33705, 33710, 33711, 33712, 33713, 33701, 33702, 33703, 33704, 33716, 33762, 33706, 33707, 33708, 33715, 33785, 33786

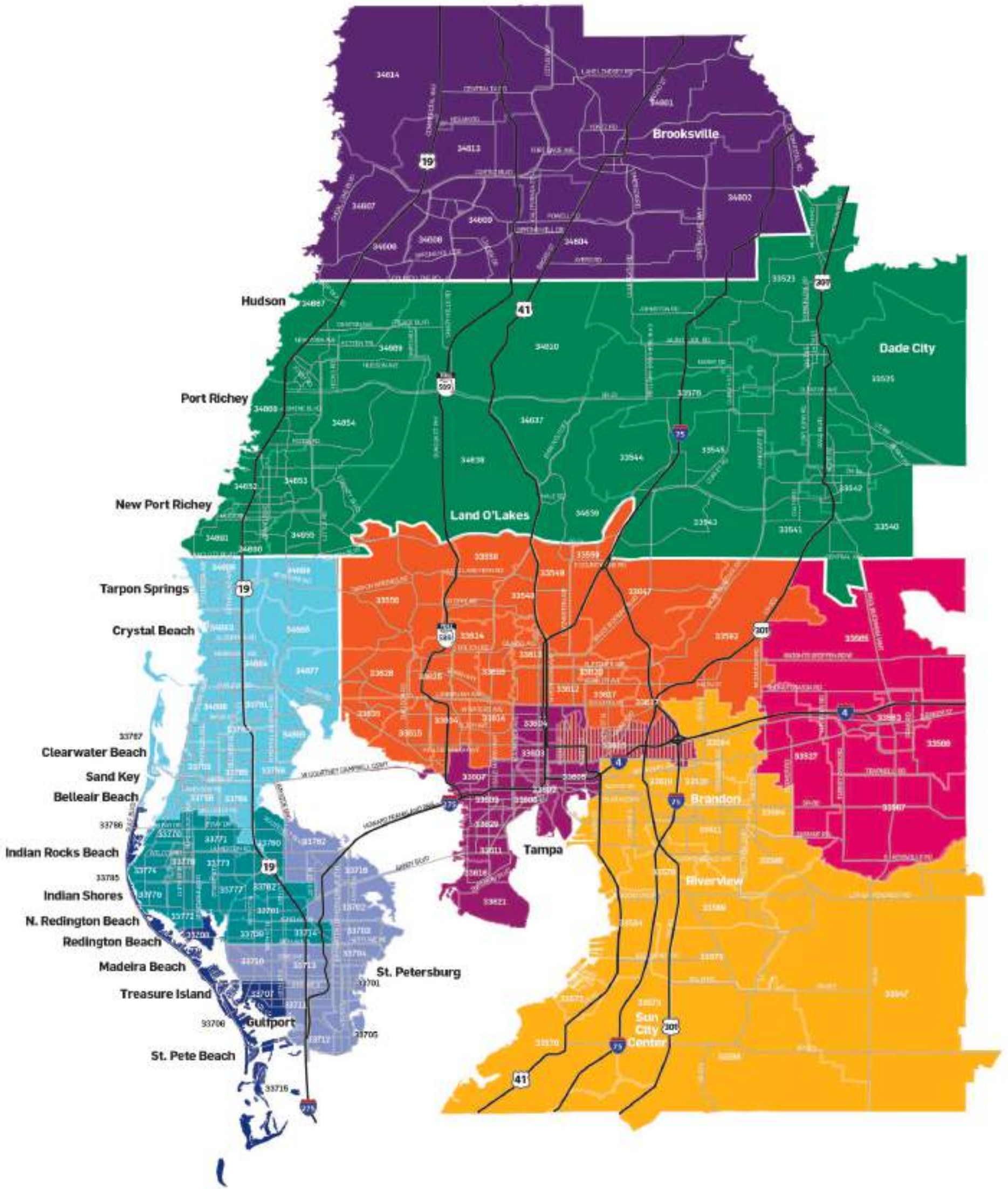
**Hillsborough/
Central Pasco/East Pasco**

	Sunday	Daily
Readership	349,600	224,600
Circulation	168,244	93,515

ZIPs: 33548, 33549, 33556, 33558, 33559, 33592, 33612, 33613, 33614, 33615, 33617, 33618, 33624, 33625, 33626, 33634, 33635, 33637, 33647, 33620, 33621, 33602, 33603, 33604, 33605, 33606, 33607, 33609, 33610, 33611, 33616, 33629, 33510, 33511, 33527, 33534, 33547, 33569, 33570, 33572, 33573, 33578, 33579, 33584, 33594, 33596, 33598, 33610, 33619, 33563, 33565, 33566, 33567, 33523, 33525, 33576, 34637, 34638, 34639, 33543, 33544, 33545, 33540, 33541, 33542

Source: Readership numbers based on the 2017 Nielsen Scarborough Report (r1), circulation based on the Q1 2017 AAM Report includes print and digital replica.





Hernando Times
 Readership 41,800 Circulation 15,168

34601 34636 34661 34602 34604 34606 34607 34608 34609 34613 34614
 33513 (Sumter County)

Pasco Times
 Readership 88,500 Circulation 36,192

34610 34654 34667 34668 34669 33523 33525 33576 34652 34653 34655
 34690 34691 34637 34638 34639 33543 33544 33545 33540 33541 33542

North Pinellas & Clearwater Times
 Readership 82,100 Circulation 35,876
 33755 33756 33759 33761 33763 33764 33765 33767 34695 34698 34677
 34681 34683 34684 34685 34688 34689

St. Pete Times Mid-County
 Readership 62,800 Circulation 24,471
 33760 33770 33771 33773 33774 33778 33709 33714 33781 33782 33772
 33776 33777

St. Pete Times Beaches
 Readership 30,700 Circulation 13,932
 33706 33707 33708 33715 33785 33786

St. Pete Times St. Pete
 Readership 54,600 Circulation 22,127
 33705 33710 33711 33712 33713 33701 33702 33703 33704 33716 33762

Tampa Tribune - North
 Readership 66,400 Circulation 20,628
 33548 33549 33556 33558 33559 33592 33612 33613 33614 33615 33617
 33618 33624 33625 33626 33634 33635 33637 33647 33620

Tampa Tribune - City
 Readership 35,200 Circulation 10,930
 33621 33602 33603 33604 33605 33606 33607 33609 33610 33611 33616
 33629

Tampa Tribune - Southeast
 Readership 68,200 Circulation 21,176
 33510 33511 33527 33534 33547 33569 33570 33572 33573 33578 33579
 33584 33594 33596 33598 33610 33619 33563 33565 33566 33567

Source: Readership numbers based on the 2019 Scarborough Report (r1), circulation based on the Q1 2018 AAM Report.