

The background of the entire page is a photograph showing the silhouettes of several palm trees and a city skyline of skyscrapers against a bright, hazy sky at sunset or sunrise. The sun is low on the horizon, creating a warm glow. The palm trees are of varying heights, and the buildings are dark against the light sky.

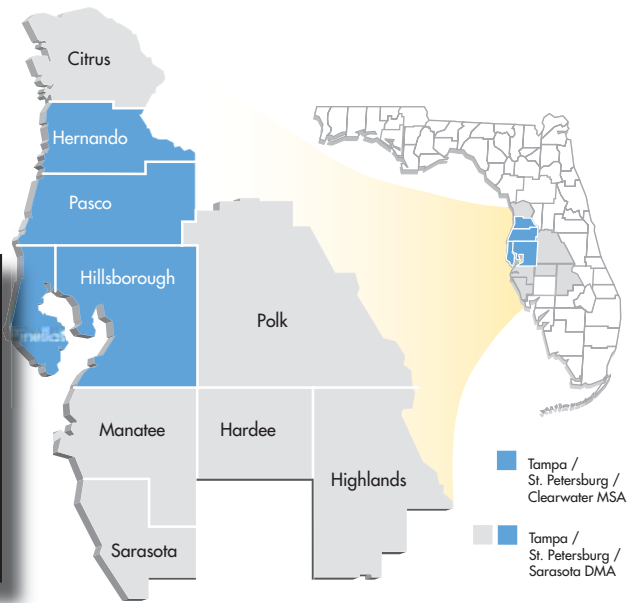
# 2007 ROP Rates

» Communications

**St. Petersburg Times**

In the know. In the Times.

[tampabay.com](http://tampabay.com)



## COMMUNICATIONS RATE CARD

• Telecommunications • Broadcast / Radio

### Payment Terms

All rates are net cash with order unless credit has been approved. Where credit is extended, invoices are payable on terms stipulated. Advertisers will be invoiced on a monthly or cash basis depending on financial condition and known credit data. No prompt payment discount.

Accounts that are past due will be charged 18% annual interest and may incur additional expense should the use of a collection agency attorney or both be required. Claims for errors in billing must be made within 30 days of date of invoice to be considered. Rates can be revised with 30 days written notice.

### Agency Commission

A 15% commission will be given to recognized advertising agencies and agents.

### Holiday Circulation

Sunday circulation and ad rates will apply to the following holidays: Memorial Day, July 4, Labor Day, Thanksgiving Day, Christmas Day and New Year's Day.

### Additional Information

- Rates are per column inch, black & white unless otherwise stated.
- Rates are contract rates requiring a 12-month agreement at an investment or frequency level unless

specified otherwise.

**• 30% Ad Flight Pick-Up Discount** — Ask your sales representative about the following Ad Flight program: Repeat an identical full-run ad within 6 days after the original ad runs and receive the Pick-Up Discount. Ads may be picked up as many as 5 times in a 6-day period. Discounts apply to full-run space only. Sunday Ads do not qualify for the Pick-Up Discount.

### Rate Policy - Telecommunications

Advertising placed by businesses providing any of the following services:

1. Telephone (local access and long distance)
2. Telephone listings (print and electronic)
3. Cellular / Wireless / PCS
4. Paging / Messaging
5. Cable Television
6. Television / Cable / Radio stations offering internet access or online non-paid service to viewers or listeners
7. Internet Access
8. Satellite Dish TV Programming
9. Satellite System Communications Services

### Rate Policy - Broadcast / Radio Affiliates

Advertising placed by local television / radio stations offering non-paid services to viewers / listeners and local cable television providers when advertising television programming

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For additional information please see the Advertising Rate Card shell or contact your Times sales representative, or visit our Web site @ [www.sptimes.com/ratecards](http://www.sptimes.com/ratecards)

## TELECOMMUNICATIONS FULL RUN RATES

Investment Level	Sunday	Daily
Open	\$675	\$505
\$10,000	\$645	\$465
\$50,000	\$615	\$445
\$100,000	\$585	\$415
\$200,000	\$565	\$405
\$300,000	\$540	\$395
\$400,000	\$520	\$380
\$500,000	\$485	\$365
\$600,000	\$475	\$350
\$700,000	\$445	\$330
\$800,000	\$425	\$315
\$900,000	\$405	\$305
\$1,000,000	\$365	\$290
\$1,100,000	\$355	\$270
\$1,200,000	\$340	\$260
\$1,300,000	\$320	\$239
\$1,400,000	\$305	\$229
\$1,500,000	\$295	\$223
\$1,600,000	\$290	\$213
\$1,700,000	\$285	\$208
\$1,800,000	\$274	\$203
\$1,900,000	\$269	\$198
\$2,000,000	\$259	\$193
\$2,200,000	\$253	\$183
\$2,400,000	\$248	\$178

	Circulation	Readership
<b>Sunday</b>	402,567	869,500
<b>Daily</b>	309,250	689,600
<b>Single Page Color Rates</b>		
	Sunday	Daily
1 Color	\$3,295	\$3,119
2 Color	\$4,274	\$4,043
3 Color	\$4,851	\$4,593
<b>Double Truck or Companion Color Rates</b>		
	Sunday	Daily
1 Color	\$4,516	\$4,274
2 Color	\$5,726	\$5,385
3 Color	\$6,166	\$5,808

## BROADCAST/RADIO FULL RUN RATES

Investment Level	Sunday	Daily
Open	\$335	\$240
\$10,000-\$24,999	\$290	\$205
\$25,000-\$49,999	\$280	\$195
\$50,000-\$99,999	\$255	\$185
\$100,000-\$149,999	\$235	\$175
\$150,000+	\$220	\$155

	Circulation	Readership
<b>Sunday</b>	402,567	869,500
<b>Daily</b>	309,250	689,600
<b>Single Page Color Rates</b>		
	Sunday	Daily
1 Color	\$3,295	\$3,119
2 Color	\$4,274	\$4,043
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<b>Double Truck or Companion Color Rates</b>		
	Sunday	Daily
1 Color	\$4,516	\$4,274
2 Color	\$5,726	\$5,385
3 Color	\$6,166	\$5,808

## ONLINE ADVERTISING RATES

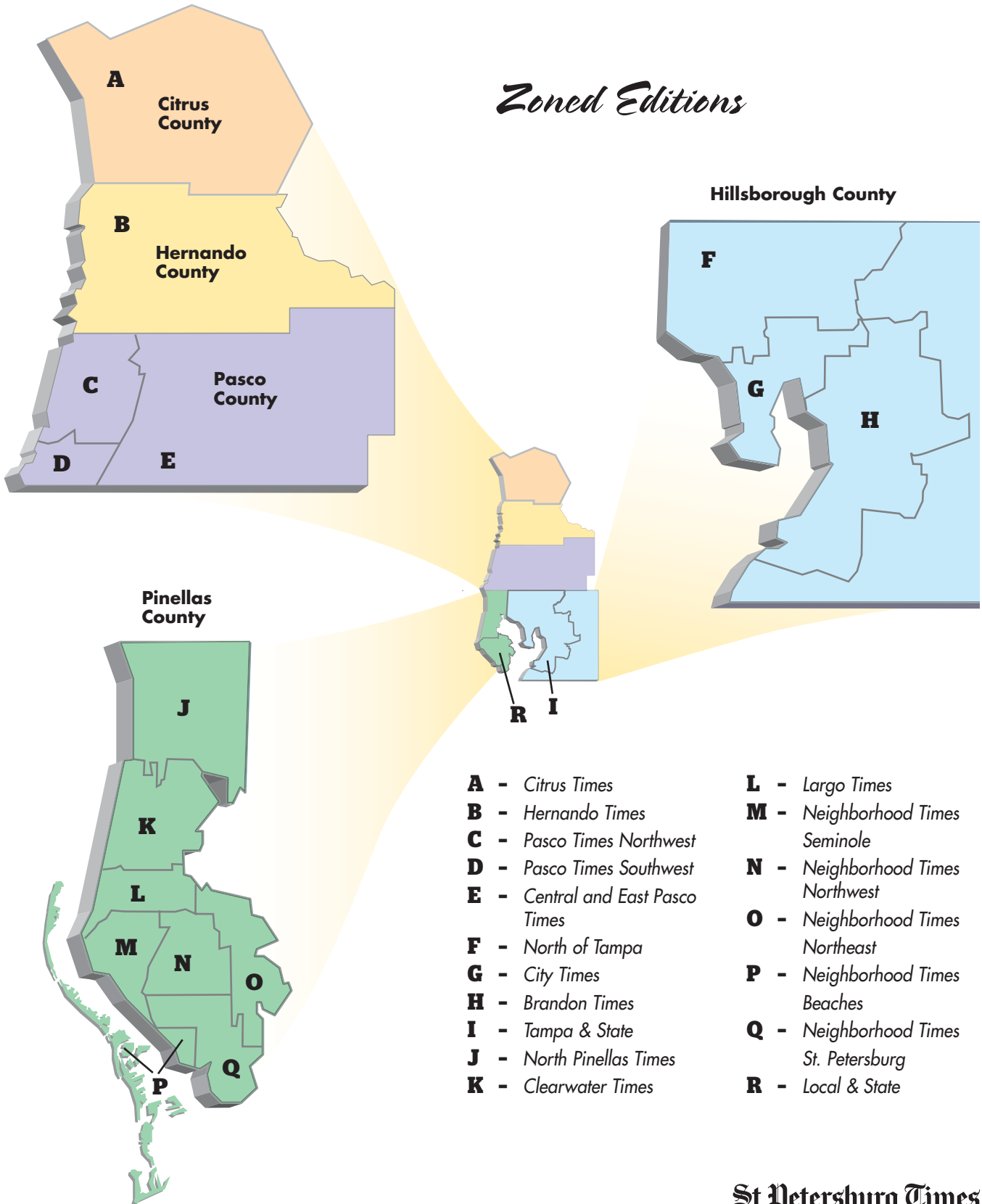
St. Petersburg Times @ [www.sptimes.com/](http://www.sptimes.com/) Tampa Bay Times @ [www.tbt.com](http://www.tbt.com)

	CPM Impressions
ROS	\$19



**TELECOMMUNICATIONS & BROADCAST / RADIO REGIONAL RATES**

*Zoned Editions*



- |  |   |
|--|---|
| <b>A</b> - Citrus Times                    | <b>L</b> - Largo Times                          |
| <b>B</b> - Hernando Times                  | <b>M</b> - Neighborhood Times<br>Seminole       |
| <b>C</b> - Pasco Times Northwest           | <b>N</b> - Neighborhood Times<br>Northwest      |
| <b>D</b> - Pasco Times Southwest           | <b>O</b> - Neighborhood Times<br>Northeast      |
| <b>E</b> - Central and East Pasco<br>Times | <b>P</b> - Neighborhood Times<br>Beaches        |
| <b>F</b> - North of Tampa                  | <b>Q</b> - Neighborhood Times<br>St. Petersburg |
| <b>G</b> - City Times                      | <b>R</b> - Local & State                        |
| <b>H</b> - Brandon Times                   |   |
| <b>I</b> - Tampa & State                   |   |
| <b>J</b> - North Pinellas Times            |   |
| <b>K</b> - Clearwater Times                |   |

## TELECOMMUNICATIONS SUNDAY REGIONAL RATES

Color Charge

Edition	Sunday	Single Page or less units			Double Trucks or Companion Pages		
		Black+ 1 color	Black+ 2 colors	Black+ 3 colors	Black+ 1 color	Black+ 2 colors	Black+ 3 colors
Neighborhood Times St. Petersburg	\$72	\$792	\$1,172	\$1,425	\$1,584	\$2,338	\$2,613
Neighborhood Times Northeast	\$70	\$792	\$1,172	\$1,425	\$1,584	\$2,338	\$2,613
Neighborhood Times Beaches	\$51	\$792	\$1,172	\$1,425	\$1,584	\$2,338	\$2,613
Neighborhood Times Northwest	\$60	\$792	\$1,172	\$1,425	\$1,584	\$2,338	\$2,613
Neighborhood Times Seminole	\$47	\$566	\$912	\$1,067	\$792	\$1,172	\$1,304
Largo Times	\$67	\$1,133	\$1,821	\$2,140	\$1,584	\$2,338	\$2,613
Clearwater Times	\$103	\$1,133	\$1,821	\$2,140	\$1,584	\$2,338	\$2,613
North Pinellas Times	\$53	\$566	\$912	\$1,067	\$792	\$1,172	\$1,304
All Pasco Times Combo	\$121	\$1,837	\$2,998	\$3,504	\$2,601	\$3,844	\$4,296
Northwest & Southwest Pasco Times Combo	\$110	\$1,463	\$2,343	\$2,728	\$2,035	\$2,991	\$3,322
Northwest Pasco Times	\$62	\$732	\$1,172	\$1,364	\$1,018	\$1,496	\$1,661
Southwest Pasco Times	\$67	\$732	\$1,172	\$1,364	\$1,018	\$1,496	\$1,661
Central / East Pasco Times	\$11	\$374	\$655	\$776	\$566	\$853	\$974
Hernando Times	\$47	\$566	\$912	\$1,067	\$792	\$1,172	\$1,304
Citrus Times	\$31	\$566	\$912	\$1,067	\$792	\$1,172	\$1,304
Tampa / Hillsborough	\$36	N/A	N/A	N/A	N/A	N/A	N/A

## TELECOMMUNICATIONS DAILY REGIONAL RATES

Color Charge

Edition	Daily	Single Page or less units			Double Trucks or Companion Pages		
		Black+ 1 color	Black+ 2 colors	Black+ 3 colors	Black+ 1 color	Black+ 2 colors	Black+ 3 colors
Local & State	\$221	N/A	N/A	N/A	N/A	N/A	N/A
Neighborhood Times St. Petersburg	\$55	\$743	\$1,106	\$1,337	\$1,490	\$2,206	\$2,459
Neighborhood Times Northeast	\$52	\$743	\$1,106	\$1,337	\$1,490	\$2,206	\$2,459
Neighborhood Times Beaches	\$42	\$743	\$1,106	\$1,337	\$1,490	\$2,206	\$2,459
Neighborhood Times Northwest	\$45	\$743	\$1,106	\$1,337	\$1,490	\$2,206	\$2,459
Neighborhood Times Seminole	\$40	\$534	\$858	\$1,007	\$743	\$1,106	\$1,227
Largo Times	\$55	\$1,062	\$1,716	\$2,008	\$1,490	\$2,206	\$2,459
Clearwater Times	\$82	\$1,062	\$1,716	\$2,008	\$1,490	\$2,206	\$2,459
North Pinellas Times	\$42	\$534	\$858	\$1,007	\$743	\$1,106	\$1,227
All Pasco Times Combo	\$84	\$1,738	\$2,822	\$3,295	\$2,459	\$3,613	\$4,053
Northwest & Southwest Pasco Times Combo	\$76	\$1,386	\$2,211	\$2,563	\$1,925	\$2,816	\$3,135
Northwest Pasco Times	\$45	\$693	\$1,106	\$1,282	\$963	\$1,408	\$1,568
Southwest Pasco Times	\$44	\$693	\$1,106	\$1,282	\$963	\$1,408	\$1,568
Central / East Pasco Times	\$8	\$352	\$611	\$732	\$534	\$797	\$918
Hernando Times	\$36	\$534	\$858	\$1,007	\$743	\$1,106	\$1,227
Citrus Times	\$23	\$534	\$858	\$1,007	\$743	\$1,106	\$1,227
Tampa / Hillsborough	\$29	N/A	N/A	N/A	N/A	N/A	N/A
North of Tampa	\$43	\$534	\$858	\$1,007	\$743	\$1,106	\$1,227
City Times / South Tampa	\$18	\$534	\$858	\$1,007	\$743	\$1,106	\$1,227
Brandon Times	\$43	\$534	\$858	\$1,007	\$743	\$1,106	\$1,227
Taste South Pinellas & Tampa	\$244	\$1,398	\$1,842	\$2,101	\$1,997	\$2,529	\$2,734
Taste North Pinellas	\$160	\$924	\$1,216	\$1,386	\$1,315	\$1,667	\$1,799
Taste Pasco, Hernando, Citrus	\$125	\$687	\$902	\$1,028	\$974	\$1,243	\$1,337

Pick-up rates

All Hillsborough	\$35	City Times	\$13
North of Tampa	\$15	Brandon	\$14



**BROADCAST/RADIO SUNDAY REGIONAL RATES**

**Color Charge**

Edition	Sunday*	Single Page or less units			Double Trucks or Companion Pages		
		Black+ 1 color	Black+ 2 colors	Black+ 3 colors	Black+ 1 color	Black+ 2 colors	Black+ 3 colors
Neighborhood Times St. Petersburg	\$43	\$792	\$1,172	\$1,425	\$1,584	\$2,338	\$2,613
Neighborhood Times Northeast	\$42	\$792	\$1,172	\$1,425	\$1,584	\$2,338	\$2,613
Neighborhood Times Beaches	\$29	\$792	\$1,172	\$1,425	\$1,584	\$2,338	\$2,613
Neighborhood Times Northwest	\$36	\$792	\$1,172	\$1,425	\$1,584	\$2,338	\$2,613
Neighborhood Times Seminole	\$30	\$566	\$912	\$1,067	\$792	\$1,172	\$1,304
Largo Times	\$43	\$1,133	\$1,821	\$2,140	\$1,584	\$2,338	\$2,613
Clearwater Times	\$61	\$1,133	\$1,821	\$2,140	\$1,584	\$2,338	\$2,613
North Pinellas Times	\$32	\$566	\$912	\$1,067	\$792	\$1,172	\$1,304
All Pasco Times Combo	\$69	\$1,837	\$2,998	\$3,504	\$2,601	\$3,844	\$4,296
Northwest & Southwest Pasco Times Combo	\$62	\$1,463	\$2,343	\$2,728	\$2,035	\$2,991	\$3,322
Northwest Pasco Times	\$36	\$732	\$1,172	\$1,364	\$1,018	\$1,496	\$1,661
Southwest Pasco Times	\$37	\$732	\$1,172	\$1,364	\$1,018	\$1,496	\$1,661
Central / East Pasco Times	\$7	\$374	\$655	\$776	\$566	\$853	\$974
Hernando Times	\$26	\$566	\$912	\$1,067	\$792	\$1,172	\$1,304
Citrus Times	\$18	\$566	\$912	\$1,067	\$792	\$1,172	\$1,304
Tampa / Hillsborough	\$21	N/A	N/A	N/A	N/A	N/A	N/A

\*Regional Contract Discounts – Radio Affiliate/Broadcast  
 \$25,000 – 30% discount  
 \$10,000 – 25% discount



**BROADCAST/RADIO DAILY REGIONAL RATES**

**Color Charge**

Edition	Daily*	Single Page or less units			Double Trucks or Companion Pages		
		Black+ 1 color	Black+ 2 colors	Black+ 3 colors	Black+ 1 color	Black+ 2 colors	Black+ 3 colors
Local & State	\$140	N/A	N/A	N/A	N/A	N/A	N/A
Neighborhood Times St. Petersburg	\$31	\$743	\$1,106	\$1,337	\$1,490	\$2,206	\$2,459
Neighborhood Times Northeast	\$30	\$743	\$1,106	\$1,337	\$1,490	\$2,206	\$2,459
Neighborhood Times Beaches	\$23	\$743	\$1,106	\$1,337	\$1,490	\$2,206	\$2,459
Neighborhood Times Northwest	\$27	\$743	\$1,106	\$1,337	\$1,490	\$2,206	\$2,459
Neighborhood Times Seminole	\$25	\$534	\$858	\$1,007	\$743	\$1,106	\$1,227
Largo Times	\$35	\$1,062	\$1,716	\$2,008	\$1,490	\$2,206	\$2,459
Clearwater Times	\$47	\$1,062	\$1,716	\$2,008	\$1,490	\$2,206	\$2,459
North Pinellas Times	\$24	\$534	\$858	\$1,007	\$743	\$1,106	\$1,227
All Pasco Times Combo	\$53	\$1,738	\$2,822	\$3,295	\$2,459	\$3,613	\$4,053
Northwest & Southwest Pasco Times Combo	\$48	\$1,386	\$2,211	\$2,563	\$1,925	\$2,816	\$3,135
Northwest Pasco Times	\$28	\$693	\$1,106	\$1,282	\$963	\$1,408	\$1,568
Southwest Pasco Times	\$29	\$693	\$1,106	\$1,282	\$963	\$1,408	\$1,568
Central / East Pasco Times	\$5	\$352	\$611	\$732	\$534	\$797	\$918
Hernando Times	\$20	\$534	\$858	\$1,007	\$743	\$1,106	\$1,227
Citrus Times	\$12	\$534	\$858	\$1,007	\$743	\$1,106	\$1,227
Tampa / Hillsborough	\$17	N/A	N/A	N/A	N/A	N/A	N/A
North of Tampa	\$25	\$534	\$858	\$1,007	\$743	\$1,106	\$1,227
City Times / South Tampa	\$25	\$534	\$858	\$1,007	\$743	\$1,106	\$1,227
Brandon Times	\$25	\$534	\$858	\$1,007	\$743	\$1,106	\$1,227

**Pick-up rates**

All Hillsborough	\$34.00	City Times	\$12.50
North of Tampa	\$14.00	Brandon	\$14.00

\*Regional Contract Discounts – Radio Affiliate/Broadcast  
 \$25,000 – 30% discount  
 \$10,000 – 25% discount



## TELECOMMUNICATIONS AND BROADCAST / RADIO PREPRINT RATES

All preprint rates are commissionable to advertising agencies.

Inserts offer increased flexibility to target important market segments. Choose Times full run or any combination of 62 ZIP codes / clusters and 13 single-copy zones.

All rates listed are per thousand based on 100,000 + circulation. For circulation less than 100,000 add 10%. Quantities vary with season. Ask your sales representative for estimate and distribution choices

Inserts also available in tbt\*. All standard rules and rates apply. Insert days Mon-Fri.

Minimum 10,000. Preprints for less than daily draw quantity will be inserted as run outs.

tbt\* inserts are not zoned.

### Preprint size requirements

Maximum 13 3/4" x 11 3/8"

Minimum 7 3/4" x 5 1/4"

Size across the fold/spine of the product

### Thickness requirements

Maximum -88 page standard or 176 page tabloid

Minimum - Single page .006 of an inch (6/1000" thick)

Note: Four page tabs must be quarter-folded

### Preprint Rates - 100,000 and over circulation

Number of Pages	Standard (Over 210 Square inches per page)	Tabloid (Up to 210 Square inches per page)
2	\$66	\$63
4	\$80	\$66
6	\$90	\$73
8	\$97	\$80
10	\$107	\$87
12	\$113	\$90
14	\$119	\$95
16	\$125	\$97
18	\$129	\$105
20	\$131	\$107
22	\$133	\$112
24	\$135	\$113
26	\$138	\$118
28	\$140	\$119
30	\$143	\$123
32	\$145	\$125
34	\$147	\$128
36	\$149	\$129

Preprints inserted on a Monday or Tuesday will be charged a premium of \$10 per thousand.

Sizes over 36 pages add \$1 cpm for every page standard, \$1 cpm per every 2 pages tabloid.

Delivery requirements: Shipments should be delivered F.O.B. destination (pre-paid) to St. Petersburg Times loading platform, c/o: Insert Coordinator / St. Petersburg Times / 1301 34th Street North, St. Petersburg, Florida 33713.

Inserts receiving hours: 8:00 a.m. - 4:00 p.m. Monday - Friday. Preprints should be delivered no later than 10 days prior to insertion date. If you have any problems meeting these deadlines, contact your Times sales representative.

For information regarding shipping date and delivery of preprints contact: Insert Coordinator, (727) 322-6952.

### Frequency Discount

Advertisers may sign a separate preprint contract and earn these discounts:

Inserts per year	Discounts
60 or more	22%
48 to 59	18%
36 to 47	14%
24 to 35	10%
12 to 23	6%
6 to 11	4%

## SUNDAY COLOR COMICS

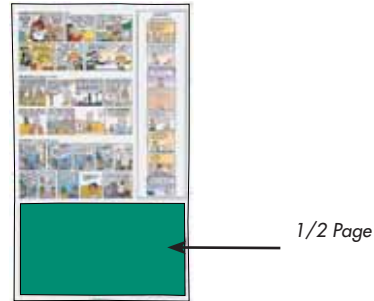
Each Sunday you can run your advertisement in this popular section choosing from any of the following formats:

<b>Sunday</b>	<b>Circulation</b> 402,567	<b>Readership</b> 869,500
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### Display Ads

An affordable option for advertisers who want to reach readers of all ages who are loyal followers of the comics. Display ads are available in a variety of sizes and provide optimal positioning since they run on the actual pages with the comic strips.

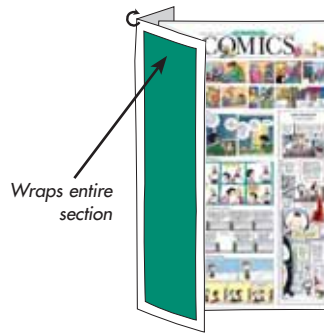
1/2 Page Horizontal      11.125" x 9.75"      \$9,405



### Full Spadeas

A 2-sided broadsheet wrap that folds vertically around the left-hand side of the comics section. Spadeas give advertisers the impact of both premium front and back page exposure.

And being free-standing, readers can easily save them as reminders or for reference when shopping. Spadeas are available in a number of formats for creative flexibility.



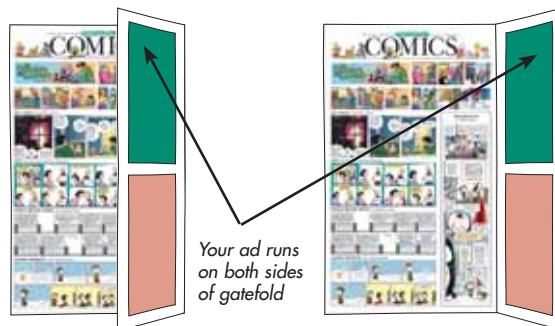
### Spadea Frequency Rates

Frequency	Rate
1-2	\$78/M
3-12	\$58/M
13-25	\$54/M
26-51	\$49/M
52	\$46/M

### Gatefold

A 2-sided extension attached to the right-hand side of the comics section that extends across half of the front page. Gatefolds come perforated and are available in both full and shared options.

When purchased as a shared gatefold, your ad is guaranteed to run 50% of the time in the top position. Premium front page positioning gives your advertising great exposure and is ideal for coupons or other special offers.



#### Full Gatefold Frequency Rates

Frequency	Rate
1-2	\$49/M
3-12	\$36/M
13-25	\$32/M
26-51	\$28/M
52	\$26/M

#### Shared Gatefold Frequency Rates

Frequency	Rate
1-2	\$24/M
3-12	\$17/M
13-25	\$16/M
26-51	\$14/M
52	\$13/M



**Inserts**

A free-standing insert, formatted as a tabloid or standard broadsheet. This insert is your own section, with plenty of space for copy and creative flexibility to tell the story about your products and services.

And best of all, your inserts appears in the fold of the Comics Section, serving as a wrap for other inserts - just where you want to be to reach consumers when they are looking to buy.



Insert is within the Comics section

**Insert Frequency Rates**

Frequency	Rate
1-2	\$57/M
3-12	\$43/M
13-25	\$38/M
26-51	\$34/M
52	\$31/M

**Spadea and Gatefold specs General Western Colorprint Material Specification Summary**

- Line Screen** 85 - 100
- Film** Total density (dot per inch) not to exceed 240%  
Right reading emulsion side down  
Composite film, one negative for each process color  
Color proof needed - color key or equivalent preferred
- Digital** CD ROM (if you have a CD ROM writer)  
  
JAZ (gb)  
Zip (100mb)  
SyQuest (44-200 mb)
- Applications** Macintosh-Adobe InDesign CS  
Illustrator CS or below  
(For any other application, please contact your sales rep.)

**Size Specifications**

	Image Area	Width	Depth
<b>Spadeas</b>	Front 1/2 fold	5.1875"	20"
	Back 1/2 fold	5.1875"	20"
<b>Full</b>	Gatefold	5.4375"	20"
	Shared Gatefold	5.4375"	9.75"

**Color Comics Deadlines**

Space and copy	25 days prior to run date
Proof out	23 days prior to run date
Proof Release	20 days prior to run date

## TELECOMMUNICATIONS TV TIMES RATES

Sunday TV Times is the market's best viewing guide offering advertisers 7-day exposure to a large and loyal audience.

TV Times is packed with entertainment news, celebrity features, extensive cable and broadcast listings, movie previews, program highlights and easy-to-read grids.

Standardized Television Magazine Advertising Units (TMAUs) are accepted for TV Times. A wide range of ad sizes are available as well as color and b/w newsprint options throughout the book.

The colorful outside back cover position can highlight your sales message and positions on and adjacent to the grids are also available. Ask your Times sales representative for details.

### Frequency Contract Rates

	Open	4x	13x	26x	52x
<b>Full Run</b>	\$483	\$403	\$369	\$346	\$335
<b>All Pinellas &amp; Hillsborough</b>	\$408	\$343	\$310	\$293	\$282
<b>Pasco, Hernando &amp; Citrus Counties</b>	\$142	\$119	\$108	\$102	\$99

Image area - 7 1/2" x 10 1/4" Outside bleed - 8 1/2" x 11 5/8" Trim size - 8 1/8" x 10 7/8"

## BROADCAST / RADIO TV TIMES RATES

Sunday TV Times is the market's best viewing guide offering advertisers 7-day exposure to a large and loyal audience.

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The colorful outside back cover position can highlight your sales message and positions on and adjacent to the grids are also available. Ask your Times sales representative for details.

### Frequency Contract Rates

	Open	4x	13x	26x	52x
<b>Full Run</b>	\$267	\$221	\$199	\$187	\$182
<b>All Pinellas &amp; Hillsborough</b>	\$223	\$187	\$169	\$160	\$153
<b>Pasco, Hernando &amp; Citrus Counties</b>	\$77	\$65	\$59	\$56	\$53

### Cover Rates/ Specifications

Cover prices include space and 4-color process printing. Outside back cover is available on a full-run basis only.

Image area: 7 3/8" x 10 1/4"  
Outside Bleed: 8 1/8" x 11 5/8"

### Mechanical Specifications

Four column x 10"  
Column width: 1 11/16" (10.4 picas)  
Two columns: 3 9/16" (21.6 picas)  
Three columns: 5 7/16" (32.8 picas)  
Four columns: 7 5/16" (44 picas)  
Image area, full-page inside ad: 7 3/8" x 10" (no bleed)  
Image area, full-page cover ad: 7 3/8" x 10 1/4" (no bleed)  
Trim size: 7 7/8" x 10 7/8"

	Sunday Circulation	Sunday Readership
<b>Full Run</b>	402,567	869,500
<b>All Pinellas &amp; Hillsborough</b>	289,608	627,200
<b>Pasco, Hernando &amp; Citrus Counties</b>	112,959	238,800

### Inside Color Rates (Black & 1 color)

	B+1	B+2	B+3
Full run	\$635	\$979	\$1,298
Regional	\$330	\$535	\$762

### Outside Back Cover Rate

Open	4x	13x	26x
\$18,665	\$18,015	\$16,805	\$15,690

	Sunday Circulation	Sunday Readership
<b>Full Run</b>	402,567	869,500
<b>All Pinellas &amp; Hillsborough</b>	289,608	627,200
<b>Pasco, Hernando &amp; Citrus Counties</b>	112,959	238,800

### Premium Positions/Specifications

Advertisers may request premium positions on a first-come, first-served basis. Full-run ads receive priority placement. Contact your Times account representative for premium rates.

Position	Size	Premium Charge
Grid Streamer	4 Col x 1/2"	50%
Adjacent to Broadcast Grid	2 col x up to 10"	\$35%
Family Viewing Page (pg 3) up to 4 col x 3 1/2"		N/A

Outserts/Inserts - Ask your Times sales representative for details

### Inside Color Rates

	B+1	B+2	B+3
Full run	\$610	\$945	\$1,245
Regional	\$325	\$515	\$745

### Outside Back Cover Rate

Open	2-4x	5-11x	12+
\$11,100	\$9,900	\$9,200	\$8,600



**TELECOMMUNICATIONS AND BROADCAST / RADIO LIFETIMES RATES**

Publishing the last Tuesday of each month, LifeTimes reflects the enormous shift in the way Americans are living in their later years. They are working more, learning more, traveling more, and doing more than ever, with all the joys and complications you'd expect. **Regular Tuesday contract rates apply.**

<b>Tuesday</b>	<b>Circulation</b> 281,112	<b>Readership</b> 626,900
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**Frequency Discount**

Advertisers may sign a separate LifeTimes frequency contract and earn these discounts:

<b>Inserts</b>	<b>Discounts</b>
12x	30%
9 x	20%
6 x	10%

Pick up discount does not apply to LifeTimes.





## REGIONAL EDITIONS

Seven days a week the *Times* publishes regional editions of the newspaper to provide readers with local news, features, commentary, sports and advertising.

Twice a week, the *Times* publishes highly targeted neighborhood sections with a focus on select Pinellas and Hillsborough county communities. These localized sections provide neighborhood news and local advertising values to residents in more narrowly defined geographic areas.

As a *Times* advertiser, you can effectively target your key prospects by selecting from any of these regional editions and neighborhood sections serving communities throughout the Tampa/St. Petersburg/Clearwater market.

### Regional Editions

**Citrus Times** circulates in Crystal River, Homosassa Springs, Beverly Hills, Lecanto and Inverness in Citrus County; south Marion County (Dunnellon) and south Levy County (Inglis).

	<b>Sunday</b>	<b>Mon, Tues, Wed</b>	<b>Th, Fri, Sat</b>
Circulation	19,002	14,504	14,944
Readership	33,800	28,700	29,600

**Hernando Times** reaches Hernando County focusing on the communities of Spring Hill, Brooksville, Ridge Manor and Weeki Wachee.

	<b>Sunday</b>	<b>Mon, Tues, Wed</b>	<b>Th, Fri, Sat</b>
Circulation	28,215	22,124	22,796
Readership	68,800	54,600	56,300

**Northwest Pasco Times** delivers the communities of Port Richey and Hudson.

	<b>Sunday</b>	<b>Mon, Tues, Wed</b>	<b>Th, Fri, Sat</b>
Circulation	24,664	18,050	18,597
Readership	51,100	37,900	39,100

**Southwest Pasco Times** delivers the communities of New Port Richey, Holiday, Elfers and Seven Springs.

	<b>Sunday</b>	<b>Mon, Tues, Wed</b>	<b>Th, Fri, Sat</b>
Circulation	32,719	20,585	21,210
Readership	67,700	43,200	44,500

**Central / East Pasco Times** delivers the communities of Land O' Lakes, Wesley Chapel, Zephyrhills and Dade City.

	<b>Sunday</b>	<b>Mon, Tues, Wed</b>	<b>Th, Fri, Sat</b>
Circulation	8,359	6,013	6,195
Readership	17,300	12,600	13,000

**North Pinellas Times** reaches residents in upper-Pinellas County from Curlew Road in Clearwater north to the Pinellas County line, including Palm Harbor, Tarpon Springs, Oldsmar, the North Countryside area and Ozona.

	<b>Sunday</b>	<b>Mon, Tues, Wed</b>	<b>Th, Fri, Sat</b>
Circulation	32,386	25,612	26,389
Readership	69,600	55,600	57,310

**Clearwater Times** covers the area from Belleair Road in Clearwater, north through Safety Harbor, Dunedin and Countryside to Curlew Road.

	<b>Sunday</b>	<b>Mon, Tues, Wed</b>	<b>Th, Fri, Sat</b>
Circulation	50,891	40,588	41,819
Readership	109,400	88,100	90,700

**Largo Times** concentrates on the prosperous mid-Pinellas region, covering Largo and Belleair.

	<b>Sunday</b>	<b>Mon, Tues, Wed</b>	<b>Th, Fri, Sat</b>
Circulation	30,192	22,926	23,622
Readership	64,900	49,700	51,300

**Neighborhood Times Seminole** delivers both sides of lake Seminole, including Bay Pines.

	<b>Wednesday</b>	<b>Sunday</b>
Circulation	15,406	20,146
Readership	33,400	43,300

**Neighborhood Times Beaches** covers Gulfport, Pasadena, Treasure Island, and the Gulf Coast beaches from st. Pete Beach to Belleair Beach.

	<b>Wednesday</b>	<b>Sunday</b>
Circulation	17,563	23,276
Readership	38,100	50,000

**Neighborhood Times Northwest** delivers to the areas of Feather Sound, Kenneth City, Pinellas Park and areas northwest of St. Petersburg.

	<b>Wednesday</b>	<b>Sunday</b>
Circulation	16,563	22,818
Readership	35,900	49,100



## REGIONAL EDITIONS

Neighborhood Times publishes every Wednesday and Sunday in the five regional zones for residents of St. Petersburg and South Pinellas County.

**Neighborhood Times Northeast** reaches northeast St. Petersburg communities such as Allendale, Gateway, Meadowlawn, Old Northeast, Riviera Bay, Shore Acres, Snell Island and Woodlawn.

	<b>Wednesday</b>	<b>Sunday</b>
Circulation	22,624	37,920
Readership	49,100	81,500

**Neighborhood Times St. Petersburg** reaches the communities of Coquina Key, Jungle, Lakewood, Pinellas Point, Tyrone and other areas in south/central St. Petersburg.

	<b>Wednesday</b>	<b>Sunday</b>
Circulation	24,338	31,483
Readership	52,800	67,700

**Local & State** is directed to residents of Seminole, St. Petersburg, Pinellas Park, Gulfport, North Redington Beach, Madeira beach, Treasure Island, St. Pete Beach and Tierra Verde.

	<b>Sunday</b>	<b>Mon, Tues, Wed</b>	<b>Th, Fri, Sat</b>
Circulation	135,643	102,891	106,103
Readership	291,600	223,300	230,000

**Tampa Edition** is directed to residents of Hillsborough County including the communities of Carrollwood, Brandon, Temple Terrace and Town 'n Country.

	<b>Sunday</b>	<b>Mon, Tues, Wed</b>	<b>Th, Fri, Sat</b>
Circulation	48,855	36,246	36,316
Readership	106,400	93,000	95,800

**North of Tampa** combines newspaper subscribers and targeted market distribution via saturated carrier routes of the U.S. Postal Service in 18 ZIP codes of Hillsborough County and 12 in Pasco County. Upscale households reached are in the communities of Westchase, Bay Crest, Citrus Park, Odessa, Lutz, Avila, Cheval, Northdale, Carrollwood, New Tampa and Hunter's Green with a combination of subscribers and targeted market distribution.

	<b>Friday</b>	<b>Sunday</b>
Circulation / Mailed Distribution	58,217	19,812
Readership	75,100	43,600

**City Times / South Tampa City Times / South Tampa** reaches 75% of households with \$50,000 or more in annual income in the South Tampa market via newspaper subscribers and the U.S. Postal Service. This publication is delivered every Friday to neighborhoods such as Harbour Island, Davis Island, Hyde Park, Palma Ceia, Beach Park, West Shore, Ballast Point and the Gandy area.

	<b>Friday</b>
Circulation / Mailed Distribution	33,949
Readership	44,600

**Brandon Times** targets the most affluent households in East Hillsborough County via newspaper subscribers and the U.S. Postal Service. Delivered Fridays to Brandon, Valrico, Bloomingdale, Mango and Seffner.

	<b>Friday</b>
Circulation / Mailed Distribution	43,181
Readership	56,700



## PUBLICATION CALENDAR

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<ul style="list-style-type: none"> <li>• Main News</li> <li>• Metro / Tampa &amp; State</li> <li>• Business</li> <li>• Sports</li> <li>• Classified</li> <li>• Working</li> <li>• Latitudes / Arts / Books / Travel</li> <li>• TV Times</li> </ul>	<ul style="list-style-type: none"> <li>• Main News</li> <li>• Metro / Tampa &amp; State</li> <li>• Business</li> <li>• Sports</li> <li>• Classified</li> <li>• Floridian</li> </ul>	<ul style="list-style-type: none"> <li>• Main News</li> <li>• Metro / Tampa &amp; State</li> <li>• Business</li> <li>• Sports</li> <li>• Classified</li> <li>• Floridian</li> </ul>	<ul style="list-style-type: none"> <li>• Main News</li> <li>• Metro / Tampa &amp; State</li> <li>• Business</li> <li>• Sports</li> <li>• Classified</li> <li>• Taste</li> </ul>	<ul style="list-style-type: none"> <li>• Main News</li> <li>• Metro / Tampa &amp; State</li> <li>• Business</li> <li>• Sports</li> <li>• Classified</li> <li>• Floridian</li> <li>• Weekend</li> </ul>	<ul style="list-style-type: none"> <li>• Main News</li> <li>• Metro / Tampa &amp; State</li> <li>• Business</li> <li>• Sports</li> <li>• Classified</li> <li>• Floridian</li> </ul>	<ul style="list-style-type: none"> <li>• Main News</li> <li>• Metro / Tampa &amp; State</li> <li>• Business</li> <li>• Sports</li> <li>• Classified</li> <li>• Floridian</li> <li>• Homes</li> </ul>

### Local Regionals

<ul style="list-style-type: none"> <li>• Citrus Times</li> <li>• Hernando Times</li> <li>• Northwest Pasco Times</li> <li>• Southwest Pasco Times</li> <li>• Central &amp; East Pasco Times</li> <li>• North Pinellas Times</li> <li>• Clearwater Times</li> <li>• Largo Times</li> <li>• Neighborhood Times Seminole</li> <li>• NT Beaches</li> <li>• NT Northwest St. Pete</li> <li>• NT St. Pete</li> <li>• NT Northeast St. Pete</li> </ul>	<ul style="list-style-type: none"> <li>• Citrus Times</li> <li>• Hernando Times</li> <li>• Northwest Pasco Times</li> <li>• Southwest Pasco Times</li> <li>• Central &amp; East Pasco Times</li> <li>• North Pinellas Times</li> <li>• Clearwater Times</li> <li>• Largo Times</li> <li>• Local State</li> </ul>	<ul style="list-style-type: none"> <li>• Citrus Times</li> <li>• Hernando Times</li> <li>• Northwest Pasco Times</li> <li>• Southwest Pasco Times</li> <li>• Central &amp; East Pasco Times</li> <li>• North Pinellas Times</li> <li>• Clearwater Times</li> <li>• Largo Times</li> <li>• Local State</li> </ul>	<ul style="list-style-type: none"> <li>• Citrus Times</li> <li>• Hernando Times</li> <li>• Northwest Pasco Times</li> <li>• Southwest Pasco Times</li> <li>• Central &amp; East Pasco Times</li> <li>• North Pinellas Times</li> <li>• Clearwater Times</li> <li>• Largo Times</li> <li>• Neighborhood Times Seminole</li> <li>• NT Beaches</li> <li>• NT Northwest St. Pete</li> <li>• NT St. Pete</li> <li>• NT Northeast St. Pete</li> </ul>	<ul style="list-style-type: none"> <li>• Citrus Times</li> <li>• Hernando Times</li> <li>• Northwest Pasco Times</li> <li>• Southwest Pasco Times</li> <li>• Central &amp; East Pasco Times</li> <li>• North Pinellas Times</li> <li>• Clearwater Times</li> <li>• Largo Times</li> <li>• Local State</li> </ul>	<ul style="list-style-type: none"> <li>• Citrus Times</li> <li>• Hernando Times</li> <li>• Northwest Pasco Times</li> <li>• Southwest Pasco Times</li> <li>• Central &amp; East Pasco Times</li> <li>• North Pinellas Times</li> <li>• Clearwater Times</li> <li>• Largo Times</li> <li>• Local State</li> <li>• North of Tampa</li> <li>• Brandon Times</li> <li>• City Times / South Tampa</li> </ul>	<ul style="list-style-type: none"> <li>• Citrus Times</li> <li>• Hernando Times</li> <li>• Northwest Pasco Times</li> <li>• Southwest Pasco Times</li> <li>• Central &amp; East Pasco Times</li> <li>• North Pinellas Times</li> <li>• Clearwater Times</li> <li>• Largo Times</li> <li>• Local State</li> </ul>
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Deadlines indicate when ad materials are due in the Times Production Department in downtown St. Petersburg. Allows additional time for artwork, special handling and transportation. **Bold indicates advance deadlines.**

<b>Publication Day</b>	<b>Space Reservation Deadline</b>	<b>Copy for Ads for Proofs</b>	<b>Proof will be Ready</b>	<b>Proof Correction Deadline</b>	<b>Late Copy/No Proof (see note below)</b>
<b>MONDAY</b>	Thursday, 5:30 p.m.	Thursday, 5:30 p.m.	Friday, 8:00 a.m.	Friday, 5:30 p.m.	Friday, 5:30 p.m.
Monday Business	Wednesday, 5:30 p.m.	Thursday, 5:30 p.m.	Friday, 8:00 a.m.	Friday, 5:30 p.m.	Friday, 5:30 p.m.
<b>TUESDAY</b>	Friday, 5:30 p.m.	Thursday, 5:30 p.m.	Friday, 8:00 a.m.	Friday, 5:30 p.m.	Friday, 5:30 p.m.
<b>WEDNESDAY</b>	Monday, Noon	Friday, 5:30 p.m.	Monday, 8:00 a.m.	Monday, 5:30 p.m.	Monday, 5:30 p.m.
Taste Section	Thursday, 5:30 p.m.	Friday, 5:30 p.m.	Monday, 8:00 a.m.	Monday, 5:30 p.m.	Monday, 5:30 p.m.
Neighborhood Times	Monday, Noon	Friday, 5:30 p.m.	Monday, 8:00 a.m.	Monday, 5:30 p.m.	Monday, 5:30 p.m.
<b>THURSDAY</b>	Monday, 5:30 p.m.	Monday, 5:30 p.m.	Tuesday, 8:00 a.m.	Tuesday, 5:30 p.m.	Tuesday, 5:30 p.m.
Weekend	Friday, 5:30 p.m.	Monday, 5:30 p.m.	Tuesday, 8:00 a.m.	Tuesday, 5:30 p.m.	Tuesday, 5:30 p.m.
<b>FRIDAY</b>	Tuesday, 5:30 p.m.	Tuesday, 5:30 p.m.	Wednesday, 8:00 a.m.	Wednesday, 5:30 p.m.	Wednesday, 5:30 p.m.
Floridian	Tuesday, 5:30 p.m.	Tuesday, 5:30 p.m.	Wednesday, 8:00 a.m.	Wednesday, 5:30 p.m.	Wednesday, 5:30 p.m.
North of Tampa	Tuesday, 3:00 p.m.	Monday, 5:30 p.m.	Tuesday, 8:00 a.m.	Tuesday, 5:30 p.m.	Tuesday, 5:30 p.m.
City Times	Tuesday, 5:30 p.m.	Monday, 5:30 p.m.	Tuesday, 8:00 a.m.	Tuesday, 5:30 p.m.	Tuesday, 5:30 p.m.
Brandon Times	Tuesday, 5:30 p.m.	Monday, 5:30 p.m.	Tuesday, 8:00 a.m.	Tuesday, 5:30 p.m.	Tuesday, 5:30 p.m.
<b>SATURDAY</b>	Wednesday, 5:30 p.m.	Wednesday, 5:30 p.m.	Thursday, 8:00 a.m.	Thursday, 5:30 p.m.	Thursday, 5:30 p.m.
Floridian	Tuesday, 5:30 p.m.	Wednesday, 5:30 p.m.	Thursday, 8:00 a.m.	Thursday, 5:30 p.m.	Thursday, 5:30 p.m.
Homes (Classified Section)	Wednesday, 5:00 p.m.	Wednesday, 5:00 p.m.	Thursday, 8:00 a.m.	Thursday, 5:30 p.m.	Thursday, 5:30 p.m.
<b>SUNDAY MAIN</b>	Thursday, 5:30 p.m.	Thursday, 5:30 p.m.	Friday, 8:00 a.m.	Friday, 5:30 p.m.	Friday, 5:30 p.m.
Neighborhood Times	Wednesday, 5:30 p.m.	Thursday, 5:30 p.m.	Friday, 8:00 a.m.	Friday, 5:30 p.m.	Friday, 5:30 p.m.
Latitudes/Arts/Books/Travel	Tuesday, Noon	Tuesday, noon	Wednesday, 8:00 a.m.	Wednesday, 5:30 p.m.	Wednesday, 5:30 p.m.
Floridian	Tuesday, 5:30 p.m.	Tuesday, 5:30 p.m.	Wednesday, 8:00 a.m.	Wednesday, 5:30 p.m.	Wednesday, 5:30 p.m.
Business	Thursday, 5:30 p.m.	Thursday, 5:30 p.m.	Friday, 8:00 a.m.	Friday, 5:30 p.m.	Friday, 5:30 p.m.
<b>COMICS (Display, Spadea, Unit Sizes &amp; 7/8 Wrap)</b>	25 days prior to publication	25 days prior to publication	23 days prior to publication	20 days prior to publication	20 days prior to publication
<b>TV TIMES (b&amp;w or color inside newsprint pages)</b>	Tuesday, 12 days prior to publication	Friday, 9 days prior to publication	Monday, 8 a.m., 6 days prior to publication	Monday, 5:30 p.m., 6 days prior to publication	Monday, 5:30 p.m., 6 days prior to publication
<b>TV TIMES (Covers)</b>	Monday, 13 days prior to publication	Thursday, 10 days prior to publication	Friday, 8 a.m., 9 days prior to publication	Friday, 5:30 p.m., 9 days prior to publication	Friday, 5:30 p.m., 9 days prior to publication
<b>TV EXTRA</b>	Friday, 16 days prior to publication	Thursday, 10 days prior to publication	Friday, 8 a.m., 9 days prior to publication	Friday, 5:30 p.m., 9 days prior to publication	Friday, 5:30 p.m., 9 days prior to publication

NOTE: Late Copy - Camera-ready artwork must be provided or advertiser accepts the responsibility for error, since no proof will be shown. Space reservations must be made before regular deadline. See second column above "Space Reservation Deadline."