

2022

**Bay Magazine**  
Tampa Bay's premier luxury lifestyle magazine

**Tampa Bay Times**



# Reach 50,000 affluent households

If your customers prefer the finer things, then *Bay* magazine is where you'll find them.

Featuring photos and stories on fashion, society, dining and more, your customers will keep this beautiful magazine on their coffee table and refer back to it for weeks.

## 2022 RETAIL RATES | ADVERTISING

Ad Sizes	Open	3x Rate	8x Rate
<b>Interior</b>			
Full Page	\$2,495	\$2,310	\$2,100
Half Page	\$1,366	\$1,265	\$1,150
Quarter Page	\$683	\$633	\$575
<b>Premium</b>			
Front cover pgs. 2, 3, 4	\$3,564	\$3,300	\$3,000
Back cover pgs. 1, 2, 3	\$3,326	\$3,080	\$2,800
Back page	\$4,158	\$3,850	\$3,500
Center spread	\$5,940	\$5,500	\$5,000

## SIZES & MECHANICAL SPECS

Commercial Web Offset • 70lb Glossy Cover • 50lb Glossy Text

Ad Sizes:	
Full (Bleed)	10" x 11" Final ad size once the magazine is printed Bleed 10.5" x 11.5"   Trim 10" x 11"   Safe area* 9.25" x 10.25"
Full (Non-Bleed)	9.25" x 10.25" This ad includes a white border all around
Half	9" x 4.75" (horizontal), 4.25" x 10" (vertical)
Quarter	4.25" x 4.75"
Two-page Spread (Bleed)	20" x 11" Final ad size once the magazine is printed Bleed 20.5" x 11.5"   Trim 20" x 11"   Safe area* 19.25" x 10.25" <i>NOTE: allow for 2" gutter in the center of the spread ad. Okay to place images or background color across gutter but DO NOT run small copy or logos in this area.</i>

### Publishes Space/Copy Deadline

February 6.....	January 3
March 13 .....	February 7
April 17 .....	March 14
June 5 .....	May 2
August 7 .....	July 1
October 2 .....	August 29
November 6.....	October 3
December 4.....	October 31

### Format

Commercial Web Offset, 70 lb Glossy Cover, 50 lb Glossy Text

### Distribution

Included with Home Delivery of the *Tampa Bay Times* of 50,000 affluent households.

### TO ADVERTISE

Contact your *Tampa Bay Times* sales representative or call **800.333.7505 ext. 8725**



Distribution within ZIP code may vary by season.

### PRE-BUILT/CAMERA-READY ADS

- Build files with 300 dpi CMYK images
- Create a 100% CMYK PDF using "Adobe Preset: High Quality PDF" without crop or registration marks with all fonts embedded.
- Send via email to [ads@tampabay.com](mailto:ads@tampabay.com)
- Label file **BAY Ad with Advertiser Name.**

### IF WE ARE DESIGNING THE AD

- Submit 300 dpi, high res, CMYK or RGB images. No Pantone colors.
- Accepted file formats: EPS, TIFF, JPG & PSD