



Reaching customers in your area has never been easier!

New FREE weekly newspaper

Drive traffic to your store or Website, without wasting money reaching people outside of Carrollwood. Every Wednesday, the Carrollwood Beacon will be inside copies of the *Tampa Bay Times* on sale at retail locations, and in home delivered copies. In addition, copies of the newspaper will be delivered for free to select households in the area.

RATES

PCI RATE	1x Rate	6x Rate	26x Rate
	\$15	\$13	\$10

Buy more than one Beacon, you get 10% off both Beacon ads. A pick-up rate of \$10pci can be used if an advertiser picks up an ad from any of our other pubs within 6 days. No copy changes.

SIZES

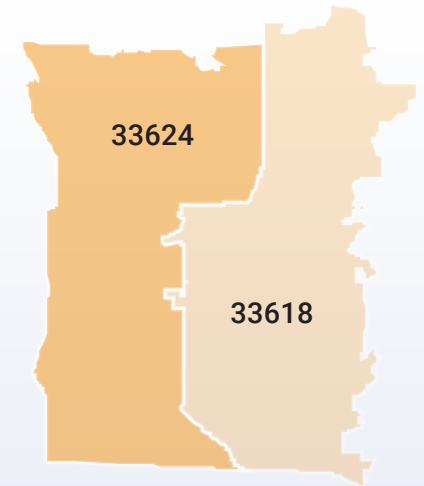
Tabloid	1 col.	2 col.	3 col.	4 col.	5 col.	6 col.
Inches	1.53"	3.22"	4.92"	6.61"	8.31"	10"

Full page dimensions: 6 columns wide x 9.75" height
Half page dimensions: 6 columns wide x 4.75" height



Distribution

Carrollwood Beacon reaches households in zips 33624 and 33618 for a total of 18,000 copies



Publishes
Wednesdays

Space/Copy Deadline
Wednesday, 10:30 a.m.

Custom Inserts: **16 days prior, 10:30 a.m.**
 Preprints: **12 days prior, 10:30 a.m.**
 Krafts: **9 days prior, 10:30 a.m.**

TO ADVERTISE

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

41,400

Total Readership

*Based on industry average of 2.3 readers per copy

Carrollwood's Trusted Source for:

- In-depth reporting on local issues
- Things to do
- School news
- The latest business news
- Deals and promotions from neighborhood businesses

Published by

Tampa Bay Times

TAMPA BAY
NEWSPAPERS
 Hillsborough