

# Centro Advertising Rate Card

Celebrating the Hispanic community

**FREE AD TRANSLATION!**



## Reach Tampa area Hispanic households directly

With a strong community presence and a readership of more than 100,000, CENTRO Tampa is delivered free to Hispanic households in Hillsborough and Pasco counties every Wednesday. Its award-winning staff covers local and international stories entirely in Spanish.

This is a growing, active and influential community with an average household income of \$45,800 and a median age of 40. Reach them in their language by advertising in CENTRO Tampa.

Premium Position Pricing (All rates include color)				Centro Tab Size		Wrap Pricing	
AD SIZE	WIDTH	DEPTH	RATE	CENTRO ROP	INCHES	FOUR PAGES	
5 col. x 1.5" Front Page Banner	10"	1.5"	\$200	1 col.	1.833"	Open	\$4,512
5 col. x 1.5" Sports Banner	10"	1.5"	\$150	2 col.	3.833"	6 Weeks	\$3,592
5 col. x 1.5" Entertainment Banner	10"	1.5"	\$150	3 col.	5.833"	13 Weeks	\$3,132
2 col. x 1.75" Front Page Ear	3.833"	1.75"	\$100	4 col.	7.833"	26 Weeks	\$2,672
2 col. x 1.25" Sports Ear	3.833"	1.25"	\$75	5 col.	10"	52 Weeks	\$2,440
2 col. x 1.25" Entertainment Ear	3.833"	1.25"	\$75	Doubletruck	21"		

Standard Ad Pricing						
AD SIZE	OPEN FREQUENCY	6 WEEKS	13 WEEKS	26 WEEKS	52 WEEKS	COLOR
10 col. x 10"	\$1,955	\$1,495	\$1,265	\$1,035	\$920	+\$300
5 col. x 10"	\$978	\$748	\$633	\$518	\$460	+\$150
3 col. x 10"	\$587	\$449	\$380	\$311	\$276	+\$150
5 col. x 4.75"	\$468	\$358	\$303	\$248	\$220	+\$100
2 col. x 10"	\$391	\$299	\$253	\$207	\$184	+\$100
3 col. x 4.75"	\$281	\$215	\$182	\$149	\$132	+\$100
5 col. x 2.75"	\$234	\$179	\$151	\$124	\$110	+\$50
2 col. x 4.75"	\$187	\$143	\$121	\$99	\$88	+\$50
3 col. x 2.75"	\$140	\$107	\$91	\$74	\$66	+\$50
5 col. x 1.5"	\$128	\$98	\$83	\$68	\$60	+\$50
1 col. x 4.75"	\$102	\$78	\$66	\$54	\$48	+\$50
2 col. x 2.75"	\$102	\$78	\$66	\$54	\$48	+\$50

**Publishes**  
Every Wednesday

**Space/Copy Deadline**  
Thursday, 10:30 a.m., 6 days prior

**Format**  
Tabloid, 100% in Spanish

**Distribution | 50,000**  
**Readership | 100,000+\***

Ask your sales rep about  
**Print & Deliver** insert opportunities!

\*Based on industry average of 90% pick rate and 2.3 readers per copy.