

Get invited into the homes of your potential customers

Every Wednesday and Sunday, thousands of *Tampa Bay Times* readers right around your business anxiously await the arrival of the paper FOR SPECIAL OFFERS, COUPONS AND INSERTS LIKE YOURS! Your message doesn't belong with junk mail! Be where people are looking for you! No need to worry about design or printing, our team can do all that for you.

A Times custom insert includes:

- Built-from-scratch advertising design
- Control over your content and featured offers
- The opportunity to stand out from other ads
- Price includes printing and inserting
- Gloss Cover available at an extra charge

50k minimum per order. An order can be split into separate runs (minimum of 10k) and must run within 30 days of first insertion.

Cost Per 1,000 printed and inserted. • Frequency discount requires a signed frequency agreement.

Uncoated Stock, 70# White Offset		Full color, front only				Full color, front & back			
		1x	6x	12x	24x	1x	6x	12x	24x
Full Page • 8 1/2" X 11" Build size: 8" x 10.5"	50,000 - 74,999	\$77	\$68	\$65	\$62	\$82	\$72	\$69	\$66
	75,000 - 99,999	\$67	\$59	\$56	\$54	\$72	\$63	\$61	\$58
	100,000+	\$64	\$56	\$54	\$51	\$69	\$61	\$58	\$55
Half Page • 5 1/2" X 8 1/2" Build size: 5" x 8"	50,000 - 74,999	\$59	\$52	\$50	\$47	\$64	\$56	\$54	\$51
	75,000 - 99,999	\$56	\$49	\$47	\$45	\$59	\$52	\$50	\$47
	100,000+	\$51	\$45	\$43	\$41	\$56	\$49	\$47	\$45

Coated Stock, 70# Gloss Cover		Full color, front only				Full color, front & back			
		1x	6x	12x	24x	1x	6x	12x	24x
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	75,000 - 99,999	\$59	\$52	\$50	\$47	\$59	\$52	\$50	\$47
	100,000+	\$57	\$50	\$48	\$45	\$57	\$50	\$48	\$45
Half Page • 5 1/2" X 8 1/2" Build size: 5" x 8"	50,000 - 74,999	\$49	\$43	\$41	\$39	\$49	\$43	\$41	\$39
	75,000 - 99,999	\$46	\$40	\$38	\$37	\$46	\$40	\$38	\$37
	100,000+	\$45	\$39	\$37	\$36	\$45	\$39	\$37	\$36

Half Fold • 11" X 17"		70lb uncoated				70lb coated			
		1x	6x	12x	24x	1x	6x	12x	24x
Build to Bleed size 17.25" wide x 11.25" deep Product trim size 17" wide x 11" deep Image size -16.50" wide x 10.50" deep (text and art should be with these perimeters)	50,000 - 149,999	\$86	\$76	\$72	\$69	\$84	\$74	\$70	\$67
	150,000+	\$83	\$73	\$69	\$66	\$83	\$73	\$69	\$66

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Join these top brands who regularly insert their fliers in the *Times*:



Publishes Space/Copy Deadline
SundayMonday, 10:30 a.m. (13 days prior)
WednesdayMonday, 10:30 a.m. (16 days prior)
ThursdayMonday, 10:30 a.m. (17 days prior)

Target your message

Midweek SMC or MacDill Thunderbolt

Publishes Space/Copy Deadline
ThursdayMonday, 10:30 a.m. (17 days prior)

Reach the Hispanic Community

Centro
Publishes Space/Copy Deadline
Wednesday..... Monday, 10:30 a.m. (18 days prior)

*Holiday deadlines may vary.

• All cards inserted in the *Times* must include the following statement: "Advertising supplement to the *Tampa Bay Times*," otherwise the state sales tax will apply unless the advertiser has a valid Florida Re-Sale certificate.