



# Reach affluent readers who dine out

If your customers prefer the finer things, you can reach them with your ad in *Bay*.

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

### 2022 BAY RESTAURANT RATES

Full Page	\$875
Half Page	\$575

### 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" <small>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.</small>

<b>Publishes</b>	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* to 50,000 affluent households.

### TO ADVERTISE

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



**80%** of affluent adults in Pinellas and Hillsborough patronized a sit-down restaurant in the past 30 days.

Source: 2021 Nielsen Scarborough Report (r2)



*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