



21,100
Readership

8,500
Distribution

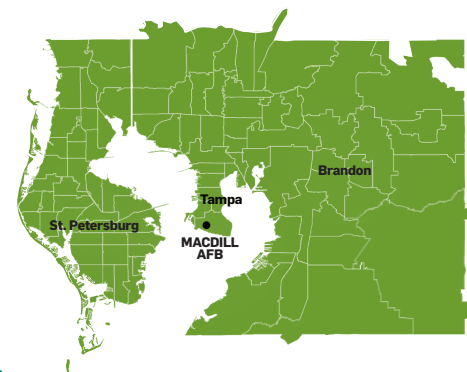
Publishes Space/Copy Deadline
Thursday Friday, 10:30 a.m.

Format
Tabloid

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

The official publication of MacDill Air Force Base

The MacDill Thunderbolt reaches current and retired military personnel, their families and civilian personnel. The weekly publication features news and photos from and for the MacDill community.



Tampa Bay area population:

- Joint service active duty: 12,000
- Joint service civilians: 7,000
- Joint service reserves: 2,150
- Family members: 12,400
- Retirees: 133,032

Multi Ad Discount

- 10% off**.....2 ads in 7 days
- 15% off**.....3 ads in 7 days
- 20% off**.....4+ ads in 7 days

Discount available for all display ads in daily and weekly sections publishing in the *Tampa Bay Times*. All ads must be same size and copy. Broadsheet/tab similar sizes (■) qualify.

Standard Ads color included

■ Similar ad sizes available in broadsheet format. * Total inches billed.

Annual Frequency*	Open	6 wks	13 wks	26 wks	52 wks
■ 5 col. x 10"	\$690	\$575	\$460	\$403	\$345
■ 3 col. x 10"	\$414	\$345	\$276	\$242	\$207
■ 5 col. x 4.75"	\$330	\$275	\$220	\$193	\$165
■ 2 col. x 10"	\$276	\$230	\$184	\$161	\$138
■ 3 col. x 4.75"	\$198	\$165	\$132	\$116	\$99
■ 5 col. x 2.75"	\$165	\$138	\$110	\$96	\$83
■ 2 col. x 4.75"	\$132	\$110	\$88	\$77	\$66
■ 3 col. x 2.75"	\$99	\$83	\$66	\$58	\$50
■ 5 col. x 1.5"	\$90	\$75	\$60	\$53	\$45
■ 1 col. x 4.75	\$66	\$55	\$44	\$39	\$33
■ 2 col. x 2.75"	\$72	\$60	\$48	\$42	\$36

* Frequency discount requires a signed specialty product agreement.

Weekly edition archived at macdillthunderbolt.com

Advertising from select categories of business (including adult clubs, massage parlors and spas, weight loss facilities and smoke shops) may not be permissible. Check with your account representative.

Sources: Readership based on 2.60 readers per copy from the 2020 Nielsen Scarborough Report (r1).