



190,000 Distribution copies
494,000 Readership

Publishes
 Wednesday
Space/Copy Deadline
 Thursday (week prior).....10:30 a.m.
 Proof Release Friday 5:30 p.m.

Source: 2021 Nielsen Scarborough (r2), DMA.

Reach potential customers looking for fun things to do.

Every week, your customers are looking for a source they can trust for how to spend their free time. The **tbt* Weekend** section will provide the definitive guide for fun! Your message in this tabloid-sized section will reach Tampa Bay's fun-seekers in two ways: inside the *Times* on Wednesdays and free in stand-alone racks and businesses.



	Annual Frequency	1-12x	13-25x	26-52x	Restaurant Rate	Color
Premiums	4 Page Wrap	\$15,000	\$12,500	\$10,000	\$8,750	included
	Doubletruck (10 col. x 10")	\$7,500	\$6,250	\$5,000	\$4,375	included
	Front Banner (5 col. x 1.5")	\$735	\$640	\$540	\$500	included
	Back Page (5 col. x 10")	\$3,750	\$3,125	\$2,500	\$2,200	included
Standard Ad Sizes	■ 10 col. x 10"	\$6,000	\$5,000	\$4,000	\$3,500	+\$700
	■ 5 col. x 10"	\$3,000	\$2,500	\$2,000	\$1,750	+\$350
	■ 3 col. x 10"	\$1,800	\$1,500	\$1,200	\$1,050	+\$350
	■ 5 col. x 4.75"	\$1,425	\$1,188	\$950	\$831	+\$250
	■ 2 col. x 10"	\$1,200	\$1,000	\$800	\$700	+\$250
	■ 3 col. x 4.75"	\$855	\$713	\$570	\$499	+\$150
	■ 5 col. x 2.75"	\$825	\$688	\$550	\$481	+\$150
	■ 2 col. x 4.75"	\$570	\$475	\$380	\$333	+\$150
	■ 3 col. x 2.75"	\$495	\$413	\$330	\$289	+\$150
	■ 5 col. x 1.5"	\$450	\$375	\$300	\$263	+\$150
	■ 1 col. x 4.75"	\$285	\$238	\$190	\$166	+\$150
	■ 2 col. x 2.75"	\$330	\$275	\$220	\$193	+\$150

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



- Each week you'll find:
- Restaurant reviews
 - Easy recipes
 - Arts and music previews
 - Outdoor activities
 - And much more!

Available at hundreds of locations including office and business locations!

Cost based on Tampa Bay Times and tbt circulation of 190,000 households and 1-12x full page rate.