



Publishes	Space/Copy Deadline
February 5.....	January 2
March 12	February 6
April 16	March 13
June 4	May 1
August 6	July 30
October 1	August 28
November 5.....	October 2
December 3.....	October 30

Format

Commercial Web Offset, 70 lb Glossy Cover, 50 lb Glossy Text

Distribution

Included with Home Delivery of the *Tampa Bay Times* to 40,000 affluent households.

TO ADVERTISE

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

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.

2023 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)	9" x 10.75" Final ad size once the magazine is printed Bleed 9.5" x 11.25" Trim 9" x 10.75" Safe area* 8" x 9.75"
Full (Non-Bleed)	8" x 9.75" This ad includes a white border all around
Half	8" x 4.5" (horizontal), 3.75" x 9.5" (vertical)
Quarter	3.75" x 4.5"
Two-page Spread (Bleed)	18" x 10.75" Final ad size once the magazine is printed Bleed 18.5" x 11.25" Trim 18" x 10.75" Safe area* 17" x 9.75" <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>



83% of affluent adults in Pinellas and Hillsborough patronized a sit-down restaurant in the past 30 days.

Source: 2022 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
- 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