

# Centro Advertising Rate Card

Celebrating the Hispanic community



## Publishes

Every Wednesday

## Space/Copy Deadline

Tuesday, 10:30 a.m., 8 days prior

## Format

Tabloid, 100% in Spanish

**Distribution** | 50,000

**Readership** | 100,000+\*

Ask your sales rep about  
**Print & Deliver** insert opportunities!

# Reach Tampa area Hispanic households directly

With a strong community presence and a readership of more than 100,000, CENTRO Tampa is delivered free to Hispanic households in Hillsborough and Pasco counties every Wednesday. Its award-winning staff covers local and international stories entirely in Spanish.

This is a growing, active and influential community with an average household income of \$45,800 and a median age of 40. Reach them in their language by advertising in CENTRO Tampa.

## RATES

| PCI RATE | 1x Rate | 6x Rate | 13x Rate |
|----------|---------|---------|----------|
|          | \$19    | \$17    | \$15     |

Buy more than one ad in Centro and get 10% off both! A pick-up rate of \$15 pci is available to businesses advertising in any other Times or Tampa Bay Newspapers publication. No copy change.

Rates include color.

## SIZES

| Tabloid | 1 col. | 2 col. | 3 col. | 4 col. | 5 col. | 6 col. |
|---------|--------|--------|--------|--------|--------|--------|
| Inches  | 1.53"  | 3.22"  | 4.92"  | 6.61"  | 8.31"  | 10"    |

**Full page dimensions:** 6 columns wide x 9.75" height

**Half page dimensions:** 6 columns wide x 4.75" height

