

# Reach non-subscribers throughout Tampa Bay for pennies per household!

Extend your reach beyond Times home delivery subscribers with **etc.** and our free weekly newspapers.

Reach your customers living in select zip codes in Pinellas, Pasco and Hernando Counties when you insert a flier in our free weekly newspapers. In Hillsborough County, reach more than 100,000 homeowners in TOP zip codes **etc.**

Don't miss the opportunity to reach people who are looking for deals – and these days who isn't?!

**Publishes** midweek reaching almost 350,000 households. Distributed Wednesdays and Thursdays.

## Deadlines

**Preprints** ..... Noon (10 days prior to publication)

Reservations, delivery/cancellation

**Custom Printed 8.5x11** ..... Up to 14 days prior

**Kraft Inserts** ..... Up to 9 days prior

See custom/kraft insert rate card for more details.

## Etc. Display ad sizes

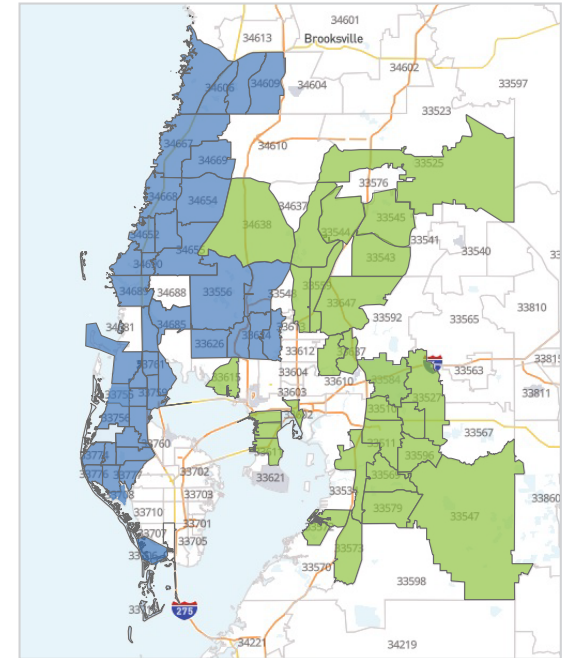
**Front Banner** ..... \$750

2 col x 2.25"

**Quarter page** ..... \$1250

3 col x 10.25"

**Pinellas, Pasco and Hernando fliers will be inserted in these popular free weekly papers.**



33525	33556	33584	33759	33777	34669
33543	33624	33626	33761	33778	34683
33549	33579	33511	33763	33785	34684
33609	33558	33559	33764	33786	34685
33527	33573	33606	33765	34638	34689
33544	33625	33617	33767	34639	34690
33545	33629	33647	33770	34652	34691
33594	33618	33602	33771	34653	34698
33596	33578	33706	33772	34654	34606
33569	33611	33708	33773	34655	34607
33547	33615	33755	33774	34667	34608
33572	33510	33756	33776	34668	34609

**GREEN** = etc. distribution

**BLUE** = Beacon distribution

