



Reach thousands of potential customers across Tampa Bay

Every week, thousands of Tampa Bay Times readers comb the paper for coupons and inserts like yours. Your message matters! We can help you connect with local consumers without the hassle.

A Times custom insert includes:

- Built-from-scratch advertising design
- Control over your content and featured offers
- A highly targeted audience
- The opportunity to stand out from other ads
- Price includes printing and inserting

Cost Per 1,000 printed and inserted. Frequency discount requires a signed frequency agreement.

Uncoated Stock, 70# White Offset

		Full color, front only				Full color, front & back			
		1x	6x	12x	24x	1x	6x	12x	24x
Full Page • 8 1/2" X 11" Build size: 8" x 10.5"	25,000-49,999*	\$87	\$78	\$75	\$72	\$92	\$82	\$79	\$76
	50,000 - 74,999	\$77	\$68	\$65	\$62	\$82	\$72	\$69	\$66
	75,000 - 99,999	\$67	\$59	\$56	\$54	\$72	\$63	\$61	\$58
	100,000+	\$64	\$56	\$54	\$51	\$69	\$61	\$58	\$55
Half Page • 5 1/2" X 8 1/2" Build size: 5" x 8"	25,000-49,999*	\$69	\$62	\$60	\$57	\$74	\$66	\$64	\$61
	50,000 - 74,999	\$59	\$52	\$50	\$47	\$64	\$56	\$54	\$51
	75,000 - 99,999	\$56	\$49	\$47	\$45	\$59	\$52	\$50	\$47
	100,000+	\$51	\$45	\$43	\$41	\$56	\$49	\$47	\$45

Coated Stock, 70# Glossy Cover

		Full color, front only				Full color, front & back			
		1x	6x	12x	24x	1x	6x	12x	24x
Full Page • 8 1/2" X 11" Build size: 8" x 10.5"	25,000-49,999*	\$71	\$63	\$61	\$58	\$71	\$63	\$61	\$58
	50,000 - 74,999	\$61	\$53	\$51	\$48	\$61	\$53	\$51	\$48
	75,000 - 99,999	\$59	\$52	\$50	\$47	\$59	\$52	\$50	\$47
	100,000+	\$57	\$50	\$48	\$45	\$57	\$50	\$48	\$45
Half Page • 5 1/2" X 8 1/2" Build size: 5" x 8"	25,000-49,999*	\$59	\$53	\$51	\$49	\$59	\$53	\$51	\$49
	50,000 - 74,999	\$49	\$43	\$41	\$39	\$49	\$43	\$41	\$39
	75,000 - 99,999	\$46	\$40	\$38	\$37	\$46	\$40	\$38	\$37
	100,000+	\$45	\$39	\$37	\$36	\$45	\$39	\$37	\$36

		70lb uncoated				70lb coated			
		1x	6x	12x	24x	1x	6x	12x	24x
Half Fold • 11" X 17" Build to Bleed size 17.25" wide x 11.25" deep Product trim size 17" wide x 11" deep Image size -16.50" wide x 10.50" deep (text and art should be with these perimeters)	50,000 - 149,999	\$86	\$76	\$72	\$69	\$84	\$74	\$70	\$67
	150,000+	\$83	\$73	\$69	\$66	\$83	\$73	\$69	\$66

*Order of 25,000-49,999 cannot be split. Orders of 50,000 or more can be split into separate runs (minimum of 10k) and must run within 30 days of first insertion.

Publishes	Space/Copy Deadline
Sunday	Monday, 10:30 a.m. (13 days prior)
Wednesday	Monday, 10:30 a.m. (16 days prior)
Thursday	Monday, 10:30 a.m. (17 days prior)

Target your message

Midweek SMC	
Publishes	Space/Copy Deadline
Thursday	Monday, 10:30 a.m. (17 days prior)

Reach the Hispanic Community

Centro	
Publishes	Space/Copy Deadline
Wednesday	Monday, 10:30 a.m. (16 days prior)

*Holiday deadlines may vary.

All cards inserted in the Times must include the following statement: "Advertising supplement to the Tampa Bay Times," otherwise the state sales tax will apply unless the advertiser has a valid Florida Re-Sale certificate.

Join these top brands who regularly insert their fliers in the Times:

