

tbt*s 3rd Annual Bites of the Bay - Restaurant Guide

Publishes	Friday, January 16, 2009
Format	Tabloid – pull-out section
Theme	Times/tbt* Food Critic Laura Reiley profiles some of the top places to enjoy a quick bite, sip a creative cocktail or share a sit-down experience in the Bay area.
Benefits And Features	tbt* is available in more than 1,200 restaurants, bars and clubs where 13,400 copies are picked up every day, Mon.-Thurs. / 31,000 readers; 26,400 copies are picked up every Friday / 61,000 readers.



Rates And Sizes

Standard Friday restaurant pricing / **\$15 pci**
 Section front cover banner position / **\$500** (inc. color)

Color available with min. 15" ad size for \$250 – limited positions available

Additional advertising opportunities:
 Reach Wednesday lunch crowds: **\$7.50 pci**

Extend your reach! Buy an ad in Bites of the Bay and receive an ad in the St. Pete Times Restaurant Guide/Coupon Book at a 6x-rate – a **20% savings!**

Coupon book publishes 1/7/09; deadlines 12/18 (no contract required)

Distribution

Throughout the Bay area, **tbt* is distributed to 3,900 locations** including 900 office buildings with a total of:

- 70,000 copies Mon.-Thurs.
- 101,500 copies on Friday
- 96% daily pick-up rate



Readership

- **233,450** Friday readers
- **161,000** readers Mon.-Thurs.
- **25- to 39-year-olds / largest tbt* readership demographic**

Deadline

Monday, January 12

Advertiser Benefits And Features

- tbt* is promoted regularly on radio, TV, billboards and events
- **84% of 25- to 39-year-olds** have eaten at a sit-down restaurant in the past 30 days
- Weekly culinary features include Wednesdays – Food; Fridays – Dining Guide

“tbt* has put our hot dogs on the map! Since we started advertising in tbt* our business has increased by 40%”

– Steve Janik, Owner, Chi Town Dog, St. Pete

Contact Information

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ST PETERSBURG
727-893-8725

PASCO
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Source: Scarborough (r2 2008)



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