



Fast news you can use.

Advertising Rates

To place your ad

Contact your account executive or call:

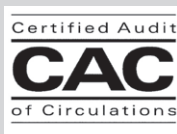
Hillsborough
813-226-3318

Pinellas
727-893-8725

Pasco
727-869-6219

Classified
877-321-7355

For more information about **tbt*** and special section opportunities visit tbt.com/mediakit



Monday-Thursday

tbt* Monday through Thursday Display Rates (space only)

Sizes	Col. x Inch	Open \$44	13x \$25	26x \$19	52x \$13.50
Full Page	5x11.5	\$2,530	\$1,437.50	\$1,092.50	\$776.25
Half Page	5x5.5	\$1,210	\$687.50	\$522.50	\$371.25
1/4 Page	3x5.5	\$726	\$412.50	\$313.50	\$222.75
1/8 Page	2x3.5	\$308	\$175	\$133	\$94.50
Front page banner	5x1.5	\$600 (includes color)			
Back page banner	5x1.5	\$400 (includes color)			

Other sizes available

Color Rates

Mon. - Thurs.

18" ads and under	\$100
19" - 30" ads	\$150
31" - full page ads	\$200

Pickup Rates

Pick your ad up from the for **\$25** per column inch
(Regular color rates apply)

Distribution

70,000 copies per day

Weekend Edition

tbt* Weekend Edition Display Rates (space only)

Sizes	Col. x Inch	Open \$50	13x \$31	26x \$24	52x \$19
Full Page	5x11.5	\$2,875	\$1,782.50	\$1,380	\$1,092.50
Half Page	5x5.5	\$1,375	\$852.50	\$660	\$522.50
1/4 Page	3x5.5	\$825	\$511.50	\$396	\$313.50
1/8 Page	2x3.5	\$350	\$217	\$168	\$133
Front page banner	5x1.5	\$750 (includes color)			
Back page banner	5x1.5	\$500 (includes color)			

Other sizes available

Color Rates

Fri. Any size ad \$350

Pickup Rates

Pick your ad up from the Times for **\$31** per column inch
(Regular color rates apply)

Distribution

101,500 copies

Deadlines

Space and Copy for proofs

Monday	Thurs.	5 p.m.
Tuesday	Thurs.	5 p.m.
Wednesday	Fri.	5 p.m.
Thursday	Mon.	5 p.m.
Friday	Mon.	5 p.m.

Late copy no proofs

Fri.	5 p.m.
Fri.	5 p.m.
Mon.	5 p.m.
Tues.	5 p.m.
Tues.	5 p.m.