

# Media Kit Suncoast News

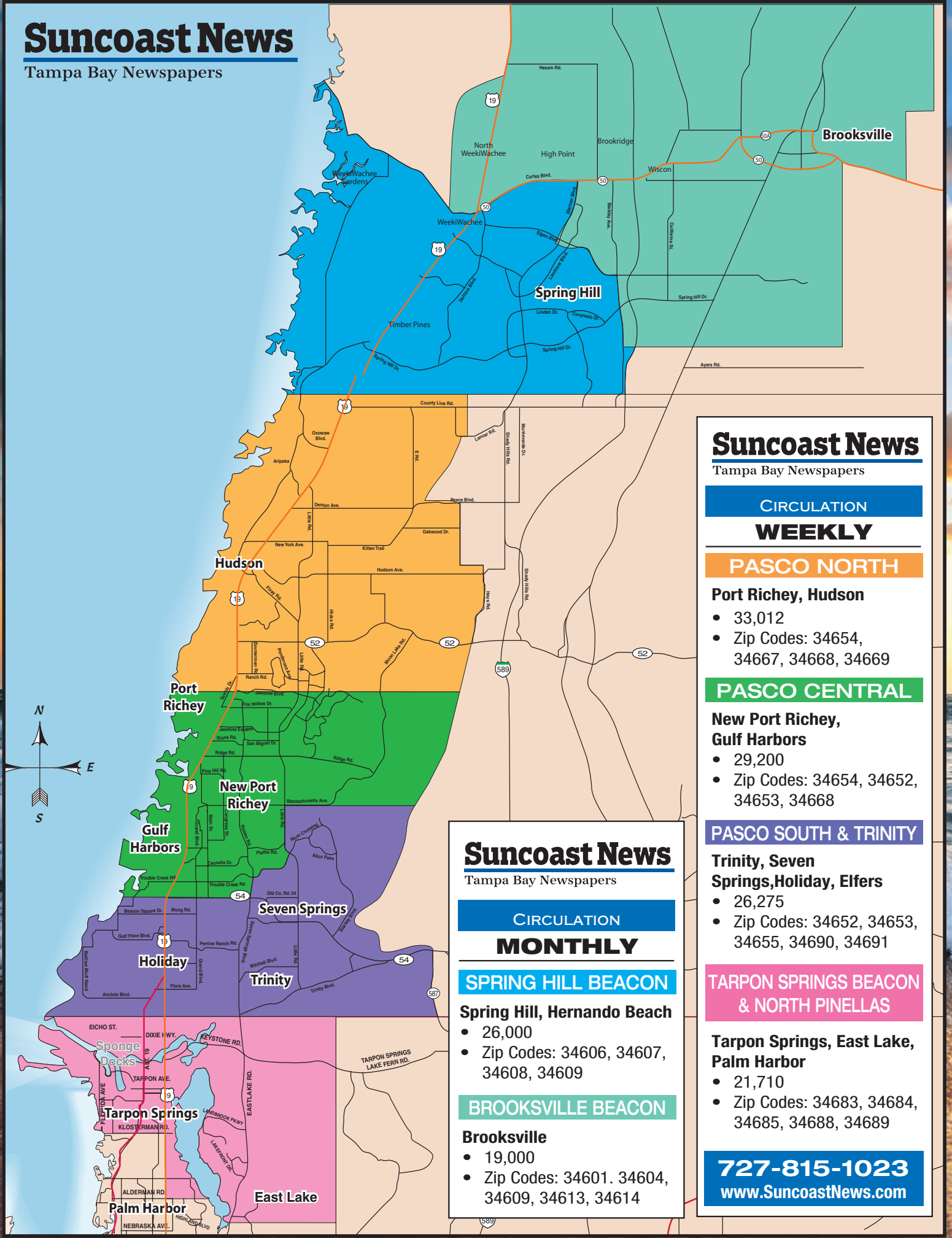
Tampa Bay Newspapers





# Suncoast News

Tampa Bay Newspapers



## Suncoast News

Tampa Bay Newspapers

**CIRCULATION**

**WEEKLY**

**PASCO NORTH**

**Port Richey, Hudson**

- 33,012
- Zip Codes: 34654, 34667, 34668, 34669

**PASCO CENTRAL**

**New Port Richey, Gulf Harbors**

- 29,200
- Zip Codes: 34654, 34652, 34653, 34668

**PASCO SOUTH & TRINITY**

**Trinity, Seven Springs, Holiday, Elfers**

- 26,275
- Zip Codes: 34652, 34653, 34655, 34690, 34691

**TARPON SPRINGS BEACON & NORTH PINELLAS**

**Tarpon Springs, East Lake, Palm Harbor**

- 21,710
- Zip Codes: 34683, 34684, 34685, 34688, 34689

**727-815-1023**

[www.SuncoastNews.com](http://www.SuncoastNews.com)

## Suncoast News

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**CIRCULATION**

**MONTHLY**

**SPRING HILL BEACON**

**Spring Hill, Hernando Beach**

- 26,000
- Zip Codes: 34606, 34607, 34608, 34609

**BROOKSVILLE BEACON**

**Brooksville**

- 19,000
- Zip Codes: 34601, 34604, 34609, 34613, 34614

# SUNCOAST NEWS 2020 RETAIL ADVERTISING RATES

CONTRACT	1 ZONE	2 ZONES	3 ZONES	4 ZONES
<b>1x</b>	\$19	\$28	\$34	\$41
<b>6x</b>	\$17	\$24	\$30	\$35
<b>13x</b>	\$15	\$21	\$29	\$31
<b>52x</b>	\$11	\$17	\$24	\$26
ALL RATES INCLUDE FULL COLOR				
All rates per column inch. All rates net.				

TABLOID 6 COLUMN STANDARD	
COLUMNS	INCHES
1	1.5
2	3.25
3	5
4	6.75
5	8.5
6	10.25
Full Page - 6 col. x 11" • Double Truck - 21.5" x 11" <i>There are 66 column inches per page.</i>	

**CIVIC / NON PROFIT**  
52x Rate

**POLITICAL ADS**  
6x Rate

**GUARANTEED POSITIONS**  
20% additional charge.

Includes: Pg 2, 3, 5, back covers & section II front. Subject to availability.

**WEDNESDAY PUBLICATIONS**  
Proof: Wednesday prior @ 5 p.m.  
Order deadline: Thursday prior @ Noon  
Final ad release: Friday 5 p.m.

***Deadlines subject to change on Holiday weeks.***

## ELECTRONIC SPECIFICATIONS

**DIGITAL FILE REQUIREMENTS:** We suggest that ads be submitted as press-quality non-encrypted PDFs with all fonts embedded.

**WE DO NOT ACCEPT** Microsoft Publisher or WordPerfect documents. If you are using Microsoft Word to layout an ad, text formatting and fonts may change. We suggest you create a PDF file of your ad with the fonts embedded and in a CMYK color mode.

PDFs that require changes are not considered camera ready and should be sent early to allow our production department time to change them. For more information e-mail: [production@TBNweekly.com](mailto:production@TBNweekly.com)

## MONTHLY SHARED KRAFT WRAP RATES

Enjoy marketing success with our monthly wrap, delivered the first Wednesday of every month to over 50000+ select homes in Pasco & North Pinellas.

Deadlines:

Ordering - 2 Tuesdays prior @ 5 p.m.

Final proof - 2 Thursday prior @ 5 p.m.

Front Page - \$275 (5" x 4.5")

Back Page - \$220 (5" x 5.5")

Inside Pages \$110 (5" x 2.75")

All ads are full color.

Published first Wednesday of every month.

**Call: (727) 815-1023**

E-mail: [sales@suncoastnews.com](mailto:sales@suncoastnews.com)

• Website: [suncoastnews.com](http://suncoastnews.com)

11321 U.S. Hwy. 19 N., Port Richey, FL 34668

# SUNCOAST NEWS 2020 INSERT ADVERTISING RATES

## PREPRINTED INSERTS

- All rates listed are cost per thousand based on total circulation quantity on date carried.
- Zoning of inserted material available. Full routes required.
- Minimum 15,000 pieces.
- All inserts must be received seven days prior to publication date.
- All materials must be delivered in uniform bundles, boxes or skids.
- Maximum sizing: 12"x11<sup>3</sup>/<sub>8</sub>".
- Minimum sizing: 7<sup>3</sup>/<sub>4</sub>"x5<sup>1</sup>/<sub>4</sub>".

**DELIVERY ADDRESS:** Insert Receiving Coordinator, 1301 34th Street N., St. Petersburg, FL 33713

Quantity	Rate per 1000
15,000	\$40
16,000-34,000	\$35
35,000-60,000	\$32
61,000 +	\$29

1- 24 Tab Pages (above)  
Over 24 Pages - (add \$2 per m)  
Frequency discounts available

## CUSTOM INSERTS

Let the professional staff of Tampa Bay Newspapers design, print and distribute your flyer. The convenience and affordability of partnering with one company will allow you to enjoy the full benefit of insert advertising.

- All pricing custom quoted.
- Frequency discounts available.
- Minimum order: 15,000.
- Zoning of inserted material available. Full routes required.
- Quotes include design, printing and insertion.
- Copy deadline: 16 days prior to publication date.
- Paper: 70lb white offset or variable weight gloss.
- Colors: 1 or 2 spot, process.
- Sides: 1 or 2.
- Sizes: 8.5"x11", 8.5"x5.5".

## BAY-NOTES

Give your advertising premium location in the newspaper – the **front page**. With our exciting Bay-Notes, you can place your business on the **front page** of any Tampa Bay Newspaper.

**Bay-Notes**      3"x3" Standard      3"x3" Standard      3"x3" Shaped      3"x3" Shaped  
                                 1-4 PMS                      Process                      1-4 PMS                      Process

20,000-24,000	\$55	\$59	N/A	N/A
25,000-49,000	\$53	\$57	\$58	\$62
50,000-99,000	\$50	\$54	\$55	\$59
100,000+	\$45	\$49	\$50	\$54

Cost per thousand • Frequency discount available

- White or yellow paper • High gloss coating add \$2/m
- Finished size: 3"x3" • Image area: 2.8" x 2.8" • Bleed: 3.15" x 3.15"
- Custom spaces: scratch-off, tear-off coupon, magnets, etc. are available by request
- Pricing includes design, printing and application
- Copy deadline: 16 days prior to publication date



**Call: 727-815-1023**

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# Suncoast News

Tampa Bay Newspapers

WWW. SUNCOASTNEWS.COM

**The SCN Mission** - To inform, educate and entertain our readers. To raise the level of discourse and broaden the depth of knowledge about issues that affect the quality of life in Pasco County. To provide an effective and affordable mean for advertisers to reach consumers.

## STRONG READERSHIP

70.1% of SCN's publications received are regularly read, with an average of 1.7 readers per edition, we provide you with over 184,100 potential qualified customers. SCN includes 4 weekly and 2 monthly publications.

- Only 20% of SCN readers receive a paid daily newspaper to their home 5 or more days each week.

## BUYING POWER

HOUSEHOLD INCOME	THE MARKET	SCN READERS
Under \$25,000	24%	4%
\$25,000 - \$49,999	28%	32%
\$50,000 - \$74,999	17%	23%
\$75,000 - \$99,000	12%	16%
Over \$100,000	19%	25%

## READER AGE

GROUP	THE MARKET	SCN READERS
18-24	9%	1%
25-34	12%	4%
35-44	14%	15%
45-54	20%	24%
55 & Over	45%	56%

## SCN READERS ARE BIG SPENDERS

### In The Next 12 Months, Suncoast News Readers Will...

- 30% Plan to purchase an Automobile (new & preowned)
- 46% Plan to purchase Furniture & Home Furnishings
- 26% Plan to purchase / Upgrade Cellular Phones
- 16% Plan to purchase Carpet or Flooring
- 77% Plan to purchase Women's Apparel
- 56% Plan to purchase Men's Apparel
- 38% Plan to purchase Lawn & Garden Supplies
- 41% Plan to purchase Auto Accessories
- 81% Plan to dine out / use Entertainment Services

## EDUCATED

HIGHEST LEVEL OF EDUCATION	THE MARKET	SCN READERS
Graduated High School	33%	32%
Some College	35%	33%
Graduated College	15%	23%
Complete Post Graduate	7%	10%

## BUYING DECISIONS

- 69.3% of the readers frequently purchase products or services from ads seen in their Suncoast News.
- 47% of Suncoast News readers frequently use coupons.
- 48% of Suncoast News are kept 3 or more days before discarding.

## CIRCULATION

- 110,000 delivered every week in 4 independent community newspapers (97,580 home/12,420 single copy)
- 45,000 delivered every month in 2 unique community publication (39,200 home/5,800 single copy)
- Every home delivered paper is bagged and presented by adult independent contractors.

## SCN READERS USE YOUR SERVICES

- 60% Plan to use a Pharmacist/Prescription Service
- 24% Plan to use a Florist
- 34% Plan to do Home Improvements
- 15% Plan to use a Chiropractor
- 32% Plan to use a Veterinarian
- 58% Plan to use Physicians/Medical Services
- 36% Plan to use Cleaning Services
- 38% Plan to use Lawn Care Services
- 29% Plan to use a Financial Advisor/Planner
- 45% Plan to use a Health Club

This information was provided through audit/readership studies performed by the Circulation Verification Council (CVC), independent of Tampa Bay Newspapers. The audit was performed 01/01/18 through 12/31/19. 1,339 interviews with residents in the primary market area provide a minimum accuracy level of +/- 3.5%



# ADVERTISING POLICIES & CONDITIONS

- The Suncoast News: Pasco North, Pasco Central, Pasco South, North Pinellas, Spring Hill and Brooksville are publications of Tampa Bay Newspapers, Inc., hereafter called "The Publisher."
- The Publisher reserves the right to revise rates on thirty (30) days written notice to the advertiser. In this event, the advertiser may, by written notice prior to the effective date of the revised rates, terminate any advertising agreement without penalty or refund.
- The Publisher will not be liable for any error in advertisement to a greater extent than the cost of the space occupied by the error. In the event of a Publisher's error advertising goods at less than the specified price, The Publisher will furnish a letter to the advertiser to be posted, noting the error and stating the correct price, but will not assume any liability for goods sold at the incorrect price.
- Advertising submitted past proof-copy deadline shall be published at the risk of the advertiser. The Publisher will not accept responsibility for, nor issue credit on, errors made on such advertisements. This condition will also apply to ads run when proofs are returned past deadline.
- Only preferred positions covered specifically by a special rate are guaranteed. Positions other than these are not guaranteed; therefore, credit will not be issued for placement of advertisements.
- Claims for adjustment of errors must be made no later than thirty (30) days after publication date upon which said error occurred. Claims submitted past this time limit will not be honored.
- For the mutual protection of its papers, its advertisers and its readers, The Publisher reserves the right to revise or reject any advertisement which it, in its sole judgment and discretion, considers to be objectionable or offensive in subject matter, phraseology or layout.
- All advertising is accepted on a prepaid basis until credit has been approved.
- Terms of payment are net on or before the twenty-fifth (25) of the month for advertising published for the advertiser in the month previous; provided, however, The Publisher may at any time demand cash at time of delivery of copy for insertion.
- A one and one-half percent (1.5%) monthly service charge will be added to all unpaid balances in excess of 30 days.
- In the event legal collection becomes necessary, the advertiser agrees to pay all court costs, attorney fees, filing fees and any other cost involved in collection.
- Credits are not exchangeable for cash and expire if not used within 12 months. Credits may only be applied toward purchases from Tampa Bay Newspapers, Inc.

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**Tampa Bay Newspapers**

**11321 U.S. HWY. 19 N., PORT RICHEY, FL 34668**  
**727-815-1023 • SALES@SUNCOASTNEWS.COM**

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# 2020 SPECIALTY PUBLICATIONS

Suncoast News offers a broad selection of themed publications and promotions throughout the year that help you target specific advertising markets. Your marketing representative will provide you with the special rates and deadline requirements for each event.

## SPECIALTY PUBLICATIONS

### January

#### Active Living

(Focus on senior living & activities)

### February

#### Ask the Experts

(Do's & Don'ts everyone should know)

### March

#### Medical Directory

(Health Professionals advertising & bios)

### April

#### Home Improvement

### May

#### Summer Lifestyles

(Features & listings of local summer activities)

### June

#### Readers' Choice

(Readers select the "best" business in 50 categories)

### August

#### Discover the Suncoast

### September

#### Just 4 Women

(Focus on women's interests - health)

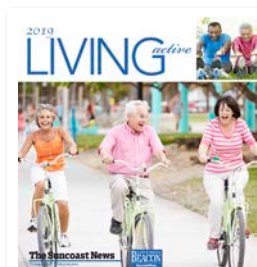
### November

#### Welcome Back

(Stimulating shopping & services for winter visitors & locals)

#### Holiday Gift Guide

(Shopping ideas for the holiday season)



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