MEDIA KIT

TAMPA BAY NEWSPAPERS

BEACON · LEADER · BEE

www.TBNweekly.com

TAMPA BAY
NEWSPAPERS
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CIRCULATION

MONTHLY TABLOID

PALM HARBOR/OLDSMAR BEACON

East Lake, Palm Harbor
- 19,190
- Zip Codes: 34677, 34683, 34684, 34695

DUNEDIN BEACON

Dunedin
- 17,750
- Zip Codes: 33755, 34683, 34698

WEEKLY BROADSHEET

CLEARWATER BEACON

Clearwater, Countryside, Safety Harbor
- 20,000
- Zip Codes: 33755, 33756, 33759, 33761, 33763, 33764, 33765

THE BEE

Belleair, Belleair Bluffs, Belleair Beach, Clearwater Beach, Belleair Shore, Indian Rocks Beach
- 10,595
- Zip Codes: 33756, 33767, 33770, 33785, 33786

LARGO LEADER

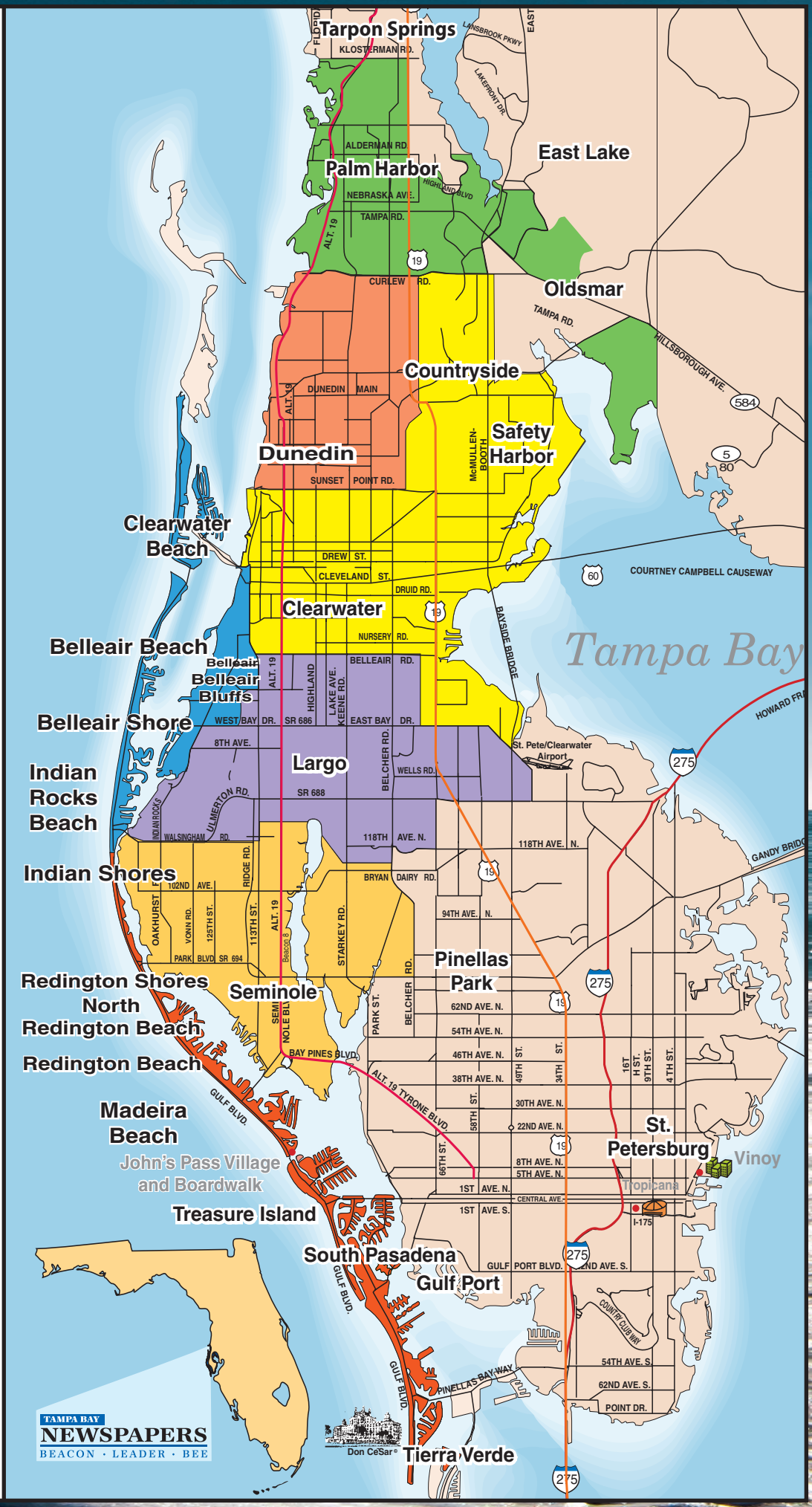
Largo
- 18,400
- Zip Codes: 33756, 33764,33770, 33771, 33773, 33774, 33778

SEMINOLE BEACON

Seminole
- 24,700
- Zip Codes: 33708, 33772, 33773, 33774, 33776, 33777, 33778

BEACH BEACON

Indian Shores, Gulfport, Madeira Beach, N. Redington Beach, St. Pete Beach, Redington Shores, S. Pasadena, Redington Beach, Tierra Verde, Treasure Island
- 13,700
- Zip Codes: 33706, 33707, 33708, 33706, 33715



TAMPA BAY

NEWSPAPERS

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WWW.TBNWEEKLY.COM

The TBN 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 Pinellas County. To provide an effective and affordable mean for advertisers to reach consumers. **SINCE 1977**

STRONG READERSHIP

• 81.1% of TBN's publications received are regularly read. With an average of 2.2 readers per edition, we provide you with over 254,600 potential qualified customers. TBN includes 5 weekly and 2 monthly publications.

• Only 23% of TBN readers receive a paid daily newspaper to their home 5 or more days each week.

EDUCATED

HIGHEST LEVEL OF EDUCATION	THE MARKET	TBN READERS
Graduated High School	32%	**26%**
Some College	33%	**32%**
Graduated College	17%	**28%**
Complete Post Graduate	7%	**13%**

BUYING POWER

HOUSEHOLD INCOME	THE MARKET	TBN READERS
Under $25,000	24%	**5%**
$25,000 - $49,999	27%	**22%**
$50,000 - $74,999	19%	**22%**
$75,000 - $99,000	12%	**17%**
Over $100,000	18%	**34%**

BUYING DECISIONS

• 80% of the readers frequently purchase products or services from ads seen in their Tampa Bay Newspaper.

• 47% of Tampa Bay Newspapers readers frequently use coupons.

• 79% of Tampa Bay Newspapers are kept 3 or more days before discarding.

READER AGE

GROUP	THE MARKET	TBN READERS
18-24	8%	**1%**
25-34	12%	**6%**
35 - 44	13%	**16%**
45-54	18%	**25%**
55 & Over	49%	**52%**

CIRCULATION

• **101,500** delivered every week in 5 independent community newspapers
• **(72,860 home/28,700 single copy)**

• **41,000** delivered every month in 2 unique community publications
• **(29,955 home/11,000 single copy)**

• Every home delivered paper is bagged and presented by adult independent contractors.

• **Less than 4% returns** on single copy delivery with 2,500 rack, modular and inside locations.

TBN READERS ARE BIG SPENDERS

In The Next 12 Months, Tampa Bay Newspapers Readers Will...

38% Plan to purchase an Automobile (new & preowned)
56% Plan to purchase Furniture & Home Furnishings
20% Plan to purchase / Upgrade Cellular Phones
19% Plan to purchase Carpet or Flooring
74% Plan to purchase Women's Apparel
61% Plan to purchase Men's Apparel
44% Plan to purchase Lawn & Garden Supplies
46% Plan to purchase Auto Accessories
86% Plan to dine out / use Entertainment Services

TBN READERS USE YOUR SERVICES

47% Plan to use a Pharmacist/Prescription Service
29% Plan to use a Florist
39% Plan to do Home Improvements
24% Plan to use a Chiropractor
35% Plan to use a Veterinarian
50% Plan to use Physicians/Medical Services
30% Plan to use Cleaning Services
25% Plan to use Lawn Care Services
44% Plan to use a Financial Advisor/Planner
36% Plan to use a Health Club

This information was provided through an 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. 1,386 interviews with residents in the primary market area provide a minimum accuracy level of +/- 3.5%

CIRCULATION VERIFICATION COUNCIL

ACTIVE MEMBER FLORIDA PRESS ASSOCIATION

FloridaMEDIA ASSOCIATION.ORG

ADVERTISING POLICIES & CONDITIONS

- The Beach Beacon, The Bee, Clearwater Beacon, Dunedin Beacon, Largo Leader, Palm Harbor/Oldsmar Beacon, Seminole Beacon and Suncoast News 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.

TAMPA BAY
NEWSPAPERS
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Call: 727-397-5563 • Fax: 727-397-5900
www.TBNweekly.com

2021 SPECIALTY & MONTHLY PUBLICATIONS

Tampa Bay Newspapers 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.

MONTHLY PUBLICATIONS

Coupon Clipper
(Coupon Savings for Retail & Services)

Dunedin Beacon
(News & Entertainment in Dunedin)

Palm Harbor/Oldsmar Beacon
(News & Entertainment in Palm Harbor and Oldsmar)

SPECIALTY PUBLICATIONS

January
Active Lifestyles
(Focus on senior living & activities)

February
Medical Directory
(Health professionals advertising & bios)

March
Pow Wow
(Seminole Special Event)

Discover Pinellas

April
Just 4 Women
(Focus on women's interests)

May
Summer Lifestyles
(Features & listings of local summer activities)

June
Home Improvement

July
Readers' Choice
(Readers select the "best" business in 50 categories)

Back to School
(Complete guide to get your child back-to-school)

August
Retirement Life

September
Just 4 Women
(Focus on women's interests - health)

October
Welcome Back
(Stimulating shopping & services for winter visitors & locals)

November
Holiday Gift Guide
(Shopping ideas for the holiday season)

December
Last Minute Gift Guide

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2021 RETAIL ADVERTISING RATES

Weekly Publication Contract	- 1 - Zone	- 2 - Zones	- 3 - Zones	- 4 - Zones	Full Run
1x	$18	$27	$34	$41	$45
6x	$16	$23	$30	$36	$40
13x	$14	$20	$27	$32	$36
26x	$11	$17	$24	$28	$32

Bulk contracts available. All rates per column inch. All rates net.
6x contract must be completed within six months.
13x and 26x must be completed within 12 months.

SEMINOLE BEACON | LARGO LEADER | The BEE | BEACH BEACON | CLEARWATER BEACON

COLOR		
AD SIZE (col in.)	SPOT	PROCESS
under 10	$20	$80
10-30	$40	$120
31-62	$70	$180
63-96	$100	$230
96-126	$150	$290

Price per zone & color
25% Discount for full run ads
20% Discount for 4 zone ads
15% Discount for 3 zone ads
10% Discount for 2 zone ads
All color positions subject to availability

SHOWCASE ADVERTORIAL

- 6 col. x 7" unit one zone: $465
- Each additional zone: $215
- Includes write-up and photo

GUARANTEED POSITIONS

20% additional charge.
Includes: Pg 2, 3, 5, back covers & section II front.
Subject to availability.

CIVIC / NON PROFIT

26x Rate

THURSDAY PUBLICATIONS

Order Submission: Thursday prior @ 5 p.m.
Final Approval: Friday prior @ 4 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

TBNweekly.com - Web Advertising

contact: sales@TBNweekly.com

BROADSHEET 6 COLUMN STANDARD

Columns	Inches	Columns	Inches
1	1.75"	4	7.5"
2	3.75"	5	9.5"
3	5.5"	6	11.5"

Full Page - **6 col. x 21"** • Double Truck - **24" x 21"**
There are 126 column inches per page.

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2021 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 10,000 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”x11⅜”.
- Minimum sizing: 7¾”x5¼”.

Quantity	Rate per 1000
10,000	$40
11,000-34,000	$35
35,000-60,000	$32
61,000 +	$29

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

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

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: 10,000.
- 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 1-4 PMS	3”x3” Standard Process	3”x3” Shaped 1-4 PMS	3”x3” Shaped 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

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2021 COMMUNITY MONTHLY PUBLICATIONS

DUNEDIN BEACON

DISPLAY RATES

BEACON PALM HARBOR & OLDSMAR

Ad Inches	1x	6x	12x
4-10	$13	$12	$11
11-16	$12.50	$11.50	$10.50
17-32	$12	$11	$10
33-48	$11.50	$10.50	$9.50
49-66	$11	$10	$9
All rates per column inch. All rates net. All rates per paper.			
TBN PICK-UP-RATE: $6-B/W, $8-Full Color, Per Column Inch, per paper.			

COLOR		
Ad Size	Spot	Process
4-15 Column Inches	$20	$80
16-32 Column Inches	$40	$120
33-48 Column Inches	$70	$160
49-66 Column Inches	$100	$200
NO CHARGE FOR AD DESIGN		

Price Per Zone & Color • 25% Discount for Full-Run Ads • 20% Discount for 4-zone ads
15% Discount for 3-zone ads • 10% Discount for 2-zone ads
Choice of spot colors subject to availability • All color positions subject to availability

SHOWCASE ADVERTORIAL - 6 COL. X 6”
ONE ZONE: $395 • EACH ADDITIONAL ZONE: $215
INCLUDES WRITE-UP AND PHOTO

Guaranteed Positions
20% Additional Charge.
Includes: PG. 2, 3, 5 & Back Covers.
Subject To Availability

Civic / Nonprofit
$10.50 Per Col. Inch.
Frequency Contracts Available

CLASSIFIED RATES

Line Ads • 15 Words For $10
50¢ for each additional word.
Eyestopper logos, pictures and art work available for additional cost.

Classified Display Ads
$12.50 Per Column Inch (2” Min.)

ADVERTISING SPECIFICATIONS

Columns	Inches	Columns	Inches
1	1.7”	4	6.8”
2	3.3”	5	8.5”
3	5”	6	10.25”
Full Page - **6 col. x 11”** • Double Truck - **21.5” x 11”** There are 66 column inches per page.			

PRODUCTION SCHEDULE

PALM HARBOR/OLDSMAR BEACON

Final Deadline	Publication Date	Final Deadline	Publication Date
January 8	January 15	July 9	July 16
February 5	February 12	August 6	August 13
March 5	March 12	September 3	September 10
April 9	April 16	October 8	October 15
May 7	May 14	November 5	November 12
June 4	June 11	December 3	December 10

DUNEDIN BEACON

Final Deadline	Publication Date	Final Deadline	Publication Date
January 22	January 29	July 23	July 30
February 19	February 26	August 20	August 27
March 19	March 26	September 17	September 24
April 23	April 30	October 22	October 29
May 21	May 28	November 19	November 26
June 18	June 25	December 17	December 24

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ONLINE ADVERTISING WITH TAMPA BAY NEWSPAPERS.

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2021 RATES & INFORMATION

Leaderboard Ad (728x90 pixels)

Top 100% SOV	$499 MO
Top 50% SOV	$279 MO
Bottom 100% SOV	$159 MO
Bottom 50% SOV	$99 MO

Medium Rectangle (300x250 pixels)

Top 100% SOV	$499 MO
Top 50% SOV	$279 MO
Middle 100% SOV	$299 MO
Middle 50% SOV	$169 MO
Bottom 100% SOV	$179 MO
Bottom 50% SOV	$99 MO

Side Events Bar (300x60pixels)

Top 100% SOV	$159 MO
Top 50% SOV	$85 MO

Center Ad (468x60 pixels)

Top 100% SOV	$269 MO
Top 50% SOV	$149 MO
Middle 100% SOV	$179 MO
Middle 50% SOV	$99 MO
Bottom 100% SOV	$139 MO
Bottom 50% SOV	$79 MO

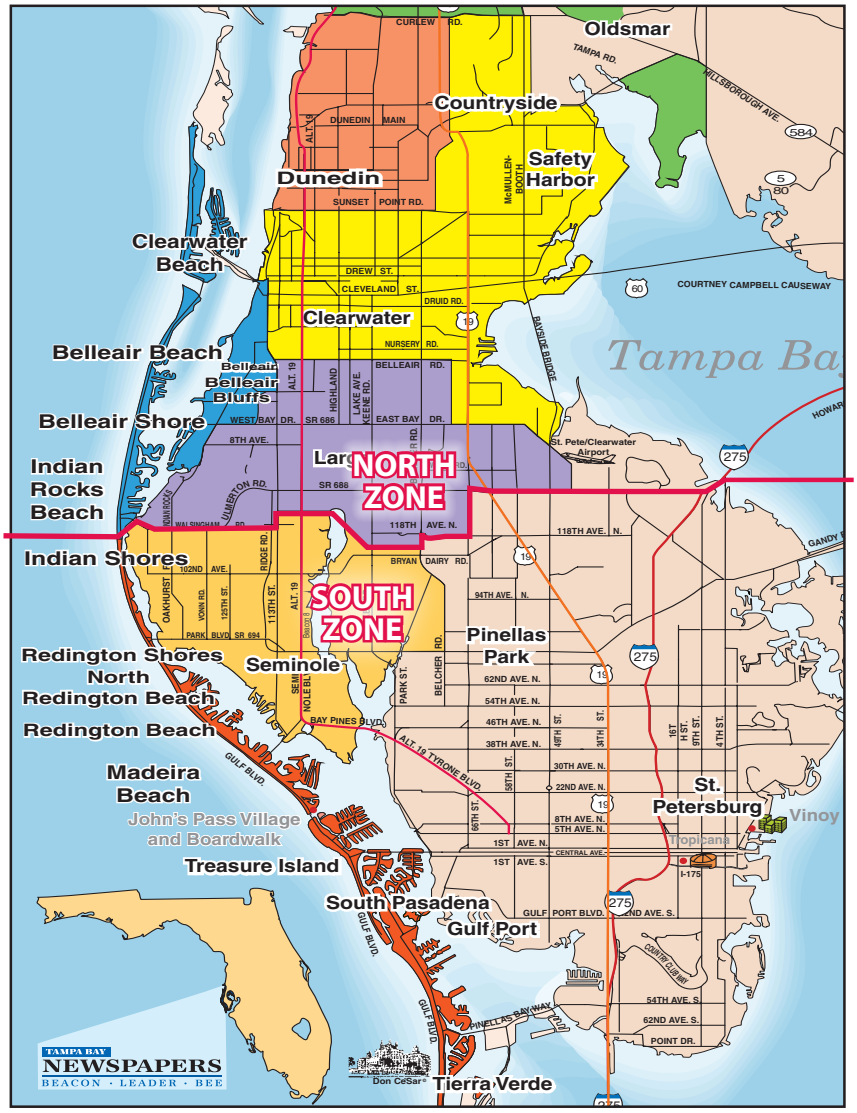
In Story Ad (300x250 pixels)

Top 100% SOV	$299 MO
Top 50% SOV	$179 MO
Middle 100% SOV	$249 MO
Middle 50% SOV	$139 MO

Micro Bar (88x31 pixels)

$50

Enjoy Marketing Success with the COUPON CLIPPER, with over 75,000 copies delivered once per month.



North Zone (Home Delivered)
Belleair Bee, Clearwater Beacon and Largo Leader

South Zone - (Home Delivered)
Seminole Beacon, Beach Beacon

COUPON RATES - Includes Full Color

FULL PAGE 2 - ZONES

1 RUN	6 RUNS	12 RUNS
$385	$365	$345

FULL PAGE 1 - ZONE

1 RUN	6 RUNS	12 RUNS
$245	$230	$215

HALF PAGE 2 - ZONES

1 RUN	6 RUNS	12 RUNS
$250	$235	$220

HALF PAGE 1 - ZONE

1 RUN	6 RUNS	12 RUNS
$160	$150	$120

Front Cover: $315 (combo only) • Full Page 7 1/4" x 4 1/2" • Half Page 3 1/2" x 4 1/2"

DEADLINES: Proof -10 business days before Thursday publication; Final - 7 days before publication

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CLASSIFIED ADVERTISING RATES

Classified Advertisements Run in All of the Weekly Publications

COMMERCIAL LINE ADS (Includes Internet)

Open Rate: **$39/15** words
50¢ each additional word
52-Week Contract Rate: **$25/15** words
50¢ each additional word

HOME/CONDO SALES

Private Party/Homeowners Only
No Realtors/Investors

Line Ad: **$25/20** words – Photo: **$5 additional**
Display Ad**: $20** per column inch, 2-inch minimum

PROFESSIONAL SERVICES DIRECTORY

Open Rate: **$35/15** words
50¢ each additional word
4 weeks: **$27** per week

CALLING CARD CORNER

2 col x 2" Display: **$105/**week
Full Color, 4 week minimum

CLASSIFIED DISPLAY ADS

1" Display Ad: $50

2 Inches or Greater:

Open Rate: **$40*** | 4 Weeks: **$30*** | 52 Weeks: **$26***
*All rates are per column inch, All rates NET

GARAGE SALES

$25/15 words
50¢ each additional word
Add an eyestopper logo for
$5 additional
Display Ad: **$32** per column inch

EYESTOPPER LOGOS: $5

Catch readers' attention with your logo/photo, or choose from our selection of eyestopper logos.

DEADLINES:

Line Ads: Monday at Noon
Display Ads: Friday at 5pm
(Holiday weeks have EARLY deadlines)

SPADEA SPECIALS

Enjoy Your Home	Jan.
Spring Spruce-up	March
Spring Into Summer	May
Summer Savings	July
Fall Home Improvement	Sept.
Seasonal Savings	Nov.

CLASSIFIED DIMENSIONS

Columns	Inches	Columns	Inches
1	1.5"	5	8.17"
2	3.17"	6	9.83"
3	4.83"	7	11.5"
4	6.5"		

Image area of 7 columns wide by 21 inches high.
There are 147 column inches per page.

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