

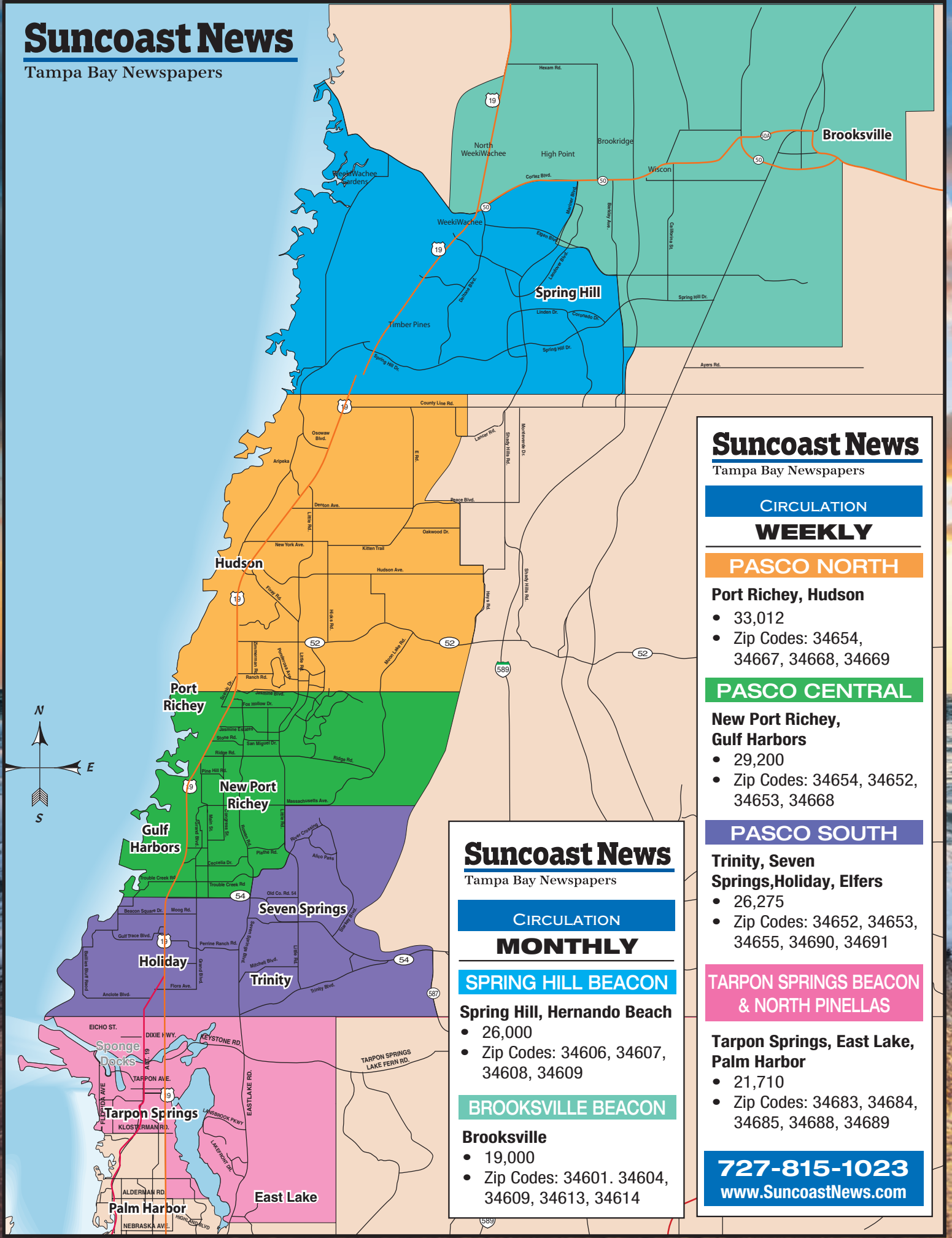
Media Kit Suncoast News

Tampa Bay Newspapers



Suncoast News

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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, 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

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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 2019 RETAIL ADVERTISING RATES

CONTRACT	1 ZONE	2 ZONES	3 ZONES	4 ZONES
1x	\$19	\$28	\$34	\$41
6x	\$17	\$24	\$30	\$35
13x	\$15	\$21	\$29	\$31
52x	\$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"
There are 66 column inches per page.

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

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

• Website: suncoastnews.com

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

SUNCOAST NEWS 2019 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"x11³/₈".
- Minimum sizing: 7³/₄"x5¹/₄".

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		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



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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 Pinellas County. To provide an effective and affordable mean for advertisers to reach consumers.

STRONG READERSHIP

- 67.7% of SCN's weekly newspapers received are regularly read. With an average of 1.7 readers per edition, we provide you with over 129,000 potential, and highly qualified, customers.

- 66.3% of SCN's monthly newspapers received are regularly read. With an average of 1.75 readers per edition, the monthly publications provide you with over 30,100 highly qualified customers.

- Only 19% of SCN readers receive a paid daily newspaper to their home 5 or more days each week.

EDUCATED

HIGHEST LEVEL OF EDUCATION	THE MARKET	SCN READERS
Graduated High School	35%	40%
Some College	35%	33%
Graduated College	13%	21%
Complete Post Graduate	6%	4%

BUYING POWER

HOUSEHOLD INCOME	THE MARKET	SCN READERS
Under \$25,000	27%	7%
\$25,000 - \$49,999	29%	34%
\$50,000 - \$74,999	17%	24%
\$75,000 - \$99,000	11%	16%
Over \$100,000	16%	19%

BUYING DECISIONS

- 66.4% of the readers frequently purchase products or services from ads seen in their Suncoast News.

- 47% of Suncoast News readers frequently use coupons.

- 45% of Suncoast News are kept 3 or more days before discarding.

READER AGE

GROUP	THE MARKET	SCN READERS
18-24	9%	1%
25-34	12%	4%
35-44	14%	13%
45-54	19%	22%
55 & Over	46%	60%

CIRCULATION

- 112,000 delivered every week in 4 independent community newspapers (101,000 home/11,000 single copy)

- 26,000 delivered every month in a unique community publication (22,9150 home/3,850 single copy)

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

SCN READERS ARE BIG SPENDERS

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

32% Plan to purchase an Automobile (new & preowned)

49% Plan to purchase Furniture & Home Furnishings

23% Plan to purchase / Upgrade Cellular Phones

16% Plan to purchase Carpet or Flooring

68% Plan to purchase Women's Apparel

57% Plan to purchase Men's Apparel

35% Plan to purchase Lawn & Garden Supplies

45% Plan to purchase Auto Accessories

79% Plan to dine out / use Entertainment Services

SCN READERS USE YOUR SERVICES

63% Plan to use a Pharmacist/Prescription Service

27% Plan to use a Florist

35% Plan to do Home Improvements

16% Plan to use a Chiropractor

27% Plan to use a Veterinarian

70% Plan to use Physicians/Medical Services

29% Plan to use Cleaning Services

24% Plan to use Lawn Care Services

24% Plan to use a Financial Advisor/Planner

34% 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 01/01/17 through 12/31/17. 1,584 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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