

# Media Kit



**TAMPA BAY**

**NEWSPAPERS**

**BEACON • LEADER • BEE**

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



TAMPA BAY

# NEWSPAPERS

BEACON · LEADER · BEE

## CIRCULATION

### PALM HARBOR/OLDSMAR BEACON

- East Lake, Palm Harbor
- 22,000 (monthly)
- Zip Codes: 34677, 34683, 34684,

### DUNEDIN BEACON

- Dunedin
- 19,400 (monthly)
- Zip Codes: 33755, 34683, 34698

### CLEARWATER BEACON

- Clearwater, Countryside, Safety Harbor
- 25,250
- Zip Codes: 33755, 33756, 33759, 33761, 33763, 33764, 33765, 34695

### THE BEE

- Belleair, Belleair Bluffs, Belleair Beach, Clearwater Beach, Belleair Shore, Indian Rocks Beach
- 12,100
- Zip Codes: 33756, 33767, 33770, 33785, 33786

### LARGO LEADER

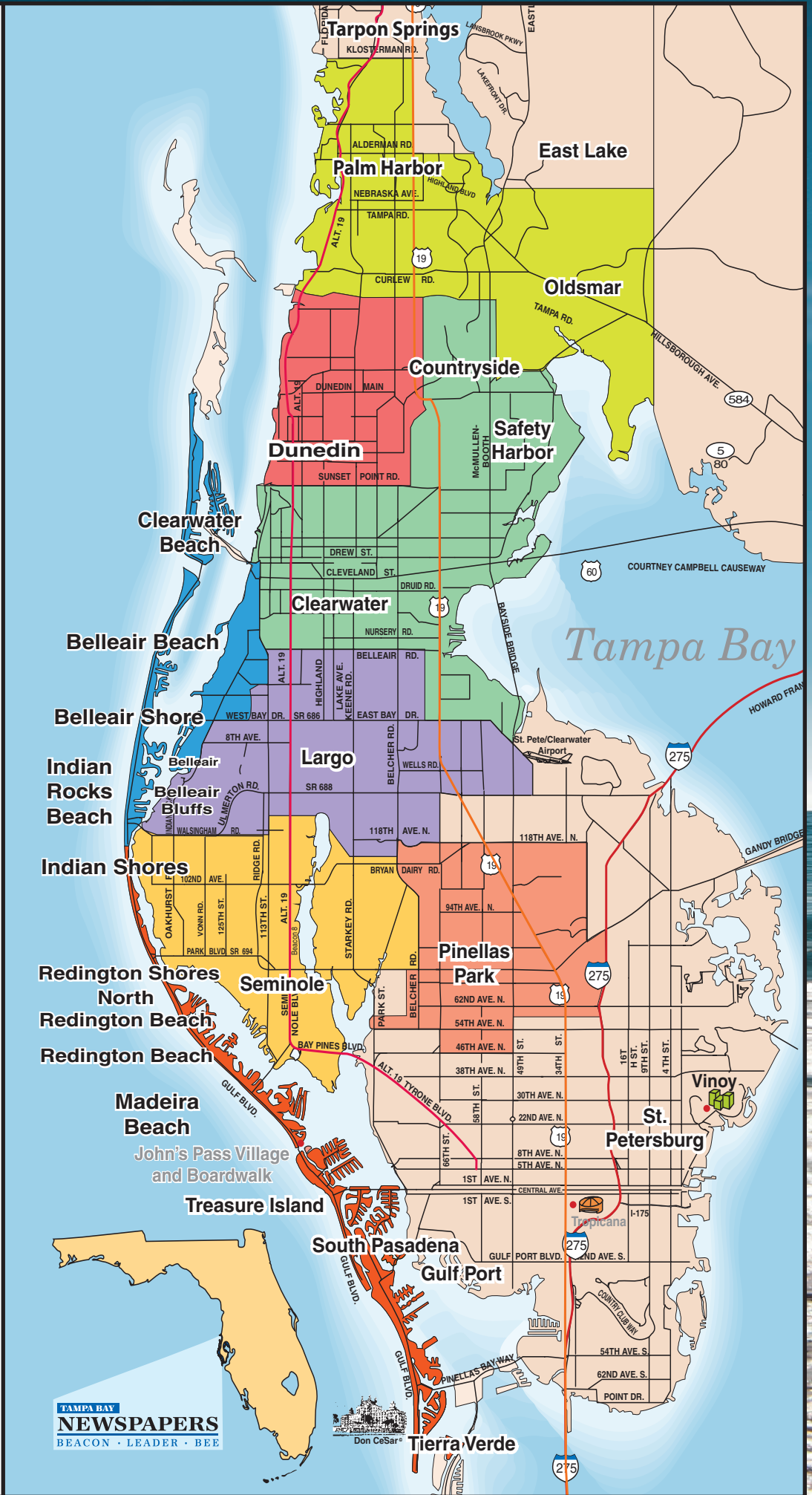
- Largo
- 24,300
- Zip Codes: 33756, 33760, 33764, 33770, 33771, 33773, 33774, 33778

### SEMINOLE BEACON

- Seminole
- 27,700
- 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
- 14,200
- Zip Codes: 33706, 33707, 33708



TAMPA BAY  
NEWSPAPERS  
BEACON · LEADER · BEE

Don CeSar  
Tierra Verde

# 2019 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)

### Pinellas Park Community Corner

## 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

#### Readers' Choice

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

### July

#### Back to School

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

### August

#### Retirement Living

### 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

#### Spadeas

(For the "late" holiday shoppers)



TAMPA BAY

**NEWSPAPERS**

BEACON • LEADER • BEE

Call: 727-397-5563 • Fax: 727-397-5900

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

Website: [www.TBNweekly.com](http://www.TBNweekly.com)



# 2019 RETAIL ADVERTISING RATES

Weekly 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.

COLOR		
AD SIZE (col in.)	SPOT	PROCESS
<b>under 10</b>	\$20	\$80
<b>10-30</b>	\$40	\$120
<b>31-62</b>	\$70	\$180
<b>63-96</b>	\$100	\$230
<b>96-126</b>	\$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 suggests 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.

## COUPON RATES

Enjoy marketing success with the Coupon Clipper, with over 95,000 copies delivered the first Thursday of the month.

South Zone	North Zone
Seminole Beacon & Beach Beacon	Belleair Bee, Clearwater Beacon & Largo Leader

	Open	6 Runs	12 Runs
Full Page Combo	<b>\$385</b>	<b>\$365</b>	<b>\$345</b>
Half Page Combo	<b>\$250</b>	<b>\$235</b>	<b>\$220</b>
Full Page 1 Zone	<b>\$245</b>	<b>\$230</b>	<b>\$215</b>
Half Page 1 Zone	<b>\$160</b>	<b>\$150</b>	<b>\$120</b>

Front Cover: \$315 (combo only) Half Page: 3.5" x 4.5"  
Full Page: 7.25" x 4.5" Includes full color

## DEADLINES

**Order Submission:**  
2 Thursdays prior @ 5pm  
**Final Approval:**  
2 Tuesdays prior @ 5pm

**TAMPA BAY**  
**NEWSPAPERS**  
BEACON • LEADER • BEE

**Call: 727-397-5563 • Fax: 727-397-5900**  
**E-mail: sales@TBNweekly.com**  
**Website: www.TBNweekly.com**

# 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"x11<sup>3</sup>/<sub>8</sub>".
- Minimum sizing: 7<sup>3</sup>/<sub>4</sub>"x5<sup>1</sup>/<sub>4</sub>".

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



**TAMPA BAY**  
**NEWSPAPERS**  
BEACON • LEADER • BEE

**Call: 727-397-5563 • Fax: 727-397-5900**  
**E-mail: sales@TBNweekly.com**  
**Website: www.TBNweekly.com**

# 2019 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
<b>NO CHARGE FOR AD DESIGN</b>		

**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<sup>50</sup> 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 4 .....	JANUARY 11	JULY 5 .....	JULY 12
FEBRUARY 8 .....	FEBRUARY 15	AUGUST 9 .....	AUGUST 16
MARCH 8 .....	MARCH 15	SEPTEMBER 6 .....	SEPTEMBER 13
APRIL 5 .....	APRIL 12	OCTOBER 4 .....	OCTOBER 11
MAY 10 .....	MAY 17	NOVEMBER 8 .....	NOVEMBER 15
JUNE 7 .....	JUNE 14	DECEMBER 6 .....	DECEMBER 13

### DUNEDIN BEACON

FINAL DEADLINE .....	PUBLICATION DATE	FINAL DEADLINE .....	PUBLICATION DATE
JANUARY 18 .....	JANUARY 25	JULY 19 .....	JULY 26
FEBRUARY 22 .....	MARCH 1	AUGUST 23 .....	AUGUST 30
MARCH 22 .....	MARCH 29	SEPTEMBER 20 .....	SEPTEMBER 27
APRIL 19 .....	APRIL 26	OCTOBER 25 .....	NOVEMBER 1
MAY 24 .....	MAY 31	NOVEMBER 22 .....	NOVEMBER 29
JUNE 21 .....	JUNE 28	DECEMBER 20 .....	DECEMBER 27

**TAMPA BAY**  
**NEWSPAPERS**  
BEACON • LEADER • BEE

**Call: 727-397-5563 • Fax: 727-397-5900**  
**E-mail: sales@TBNweekly.com**  
**Website: www.TBNweekly.com**

# 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.



# Community Corner

## Pinellas Park Edition

Roof Leaks? Call Handyman Roofing (20,000+ distribution)



• Tile • Shingles • Asphalt • Replace  
• Flat • Gutters • Built-up  
**OVER 69,000 CUSTOMERS**

Call the people you can trust  
**Tile Roof Repair Specialists**

**\$100 OFF**  
**Roof Repair**

With this ad.  
Minimum \$500 repair work.

Celebrating  
Serving Pinellas  
Since 1988

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

State Certified Roofing Contractors #CC-C057454  
Fully Insured and Compensation • Senior Discount  
Financing Available with approved credit



ACTUAL AD SIZE  
FRONT PAGE  
5" x 4.5"

**70% Off Color, Haircut & Style!**  
Only **\$39.95**  
Offer ends 11/30/17  
Limit one offer per customer  
Your Experience Will Include:  
Consultation  
Redken Color Retouch (substitute highlights for \$30 additional)  
Redken Chemistry System Deep Conditioner  
Haircut and Blow-Dry  
Hot or Cold Cappuccino

**CELEBRATING 27 YEARS IN BUSINESS**

**Salon Volo** Hair • Nails • Cappuccino Bar  
Call 727-545-1905  
5848 54th Ave. N., St. Petersburg  
[www.salonvolo.com](http://www.salonvolo.com)  
for Appointment Today!

THIS OFFER AVAILABLE AS A GIFT CERTIFICATE.

ACTUAL AD SIZE  
1/8 INSIDE  
5" x 2.6"

**PUBLISHED 3rd Thursday of every month.**

Deadline: Reservation and final copy  
Wednesday 1 week prior to publication.

Distribution of 20,000+ to the following zip codes:

33782-33781-33777-33773-33771-33762-33760-33714-33709-33708-33702

### Monthly Rates:

Front Page Advertorial (1/2 - 10.25"x4.5")...\$250

Front Page (2 spots - 5"x4.5")...\$175 each

Inside (1/8 - 5"x2.6")...\$99

Inside (1/4 - 5"x5.5")...\$195

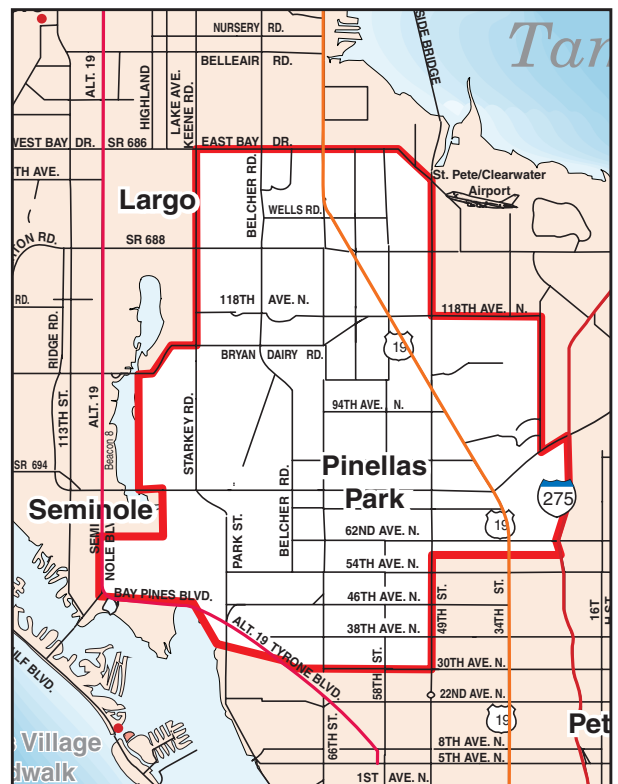
Inside (1/2 - 10.25"x5.5")...\$300

Inside (full page - 10.25"x11")...\$500

Back Page (1/4 - 5"x5.5")...\$199

All ads are full color.

## PINELLAS PARK



**TAMPA BAY**  
**NEWSPAPERS**  
BEACON • LEADER • BEE



**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 weekly newspapers received are regularly read. With an average of 2 readers per edition, we provide you with over 177,000 potential, and highly qualified, customers.
- 71% of TBN's monthly newspapers received are regularly read. With an average of 1.8 readers per edition, the monthly publications provide you with over 56,000 highly qualified customers.
- Only 25% 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	31%	<b>32%</b>
Some College	33%	<b>33%</b>
Graduated College	17%	<b>26%</b>
Complete Post Graduate	9%	<b>8%</b>

**BUYING POWER**

HOUSEHOLD INCOME	THE MARKET	TBN READERS
Under \$25,000	24%	<b>6%</b>
\$25,000 - \$49,999	27%	<b>29%</b>
\$50,000 - \$74,999	18%	<b>23%</b>
\$75,000 - \$99,000	12%	<b>16%</b>
Over \$100,000	19%	<b>26%</b>

**BUYING DECISIONS**

- 80.5% 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.
- 52% of Tampa Bay Newspapers are kept 3 or more days before discarding.

**READER AGE**

GROUP	THE MARKET	TBN READERS
18-24	8%	<b>1%</b>
25-34	12%	<b>8%</b>
35 - 44	12%	<b>14%</b>
45-54	18%	<b>21%</b>
55 & Over	50%	<b>56%</b>

**CIRCULATION**

- **103,550** delivered every week in 5 independent community newspapers (**72,550 home/31,000 single copy**)
- **43,800** delivered every month in 4 unique community publications (**29,955 home/13,845 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...**

- 36%** Plan to purchase an Automobile (new & preowned)
- 52%** Plan to purchase Furniture & Home Furnishings
- 24%** Plan to purchase / Upgrade Cellular Phones
- 16%** Plan to purchase Carpet or Flooring
- 71%** Plan to purchase Women's Apparel
- 63%** Plan to purchase Men's Apparel
- 39%** Plan to purchase Lawn & Garden Supplies
- 49%** Plan to purchase Auto Accessories
- 82%** Plan to dine out / use Entertainment Services

**TBN READERS USE YOUR SERVICES**

- 58%** Plan to use a Pharmacist/Prescription Service
- 29%** Plan to use a Florist
- 36%** Plan to do Home Improvements
- 17%** Plan to use a Chiropractor
- 74%** Plan to use a Veterinarian
- 63%** Plan to use Physicians/Medical Services
- 36%** Plan to use Cleaning Services
- 23%** Plan to use Lawn Care Services
- 28%** Plan to use a Financial Advisor/Planner
- 41%** 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 01/01/16 through 12/31/17. 1,552 interviews with residents in the primary market area provide a minimum accuracy level of +/- 3.5%



# ADVERTISING POLICIES & CONDITIONS

- The Beach Beacon, The Bee, Clearwater Beacon, Dunedin Beacon, Largo Leader, Palm Harbor/Oldsmar, Pinellas Park Community Corner, 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.