

### Publishes Space/Copy Deadline

|                   |              |
|-------------------|--------------|
| February 11 ..... | January 8    |
| March 17 .....    | February 12  |
| April 21 .....    | March 18     |
| June 2 .....      | April 29     |
| August 18 .....   | July 15      |
| October 6 .....   | August 30    |
| November 3.....   | September 30 |
| December 8.....   | October 28   |

### Format

Commercial Web Offset, 70 lb Glossy Cover, 50 lb Glossy Text

### Distribution

Included with home delivery of the Tampa Bay Times to 37,500 affluent households. Mailed to 2,500 households with home values of \$2 million+ and household incomes of \$250,000+.

### Digital Replica

An electronic version with clickable ads will be available on [tampabay.com](http://tampabay.com) for 30 days.

### TO ADVERTISE

Contact your Tampa Bay Times sales representative.

# Reach affluent readers who dine out

If your customers prefer the finer things, you can reach them with your ad in *Bay*.

Featuring photos and stories on dining, fashion, society and more, your customers will keep this beautiful magazine on their coffee table and refer back to it for weeks.

### 2024 BAY RESTAURANT RATES

|           |       |
|-----------|-------|
| Full Page | \$875 |
| Half Page | \$575 |

### SIZES & MECHANICAL SPECS

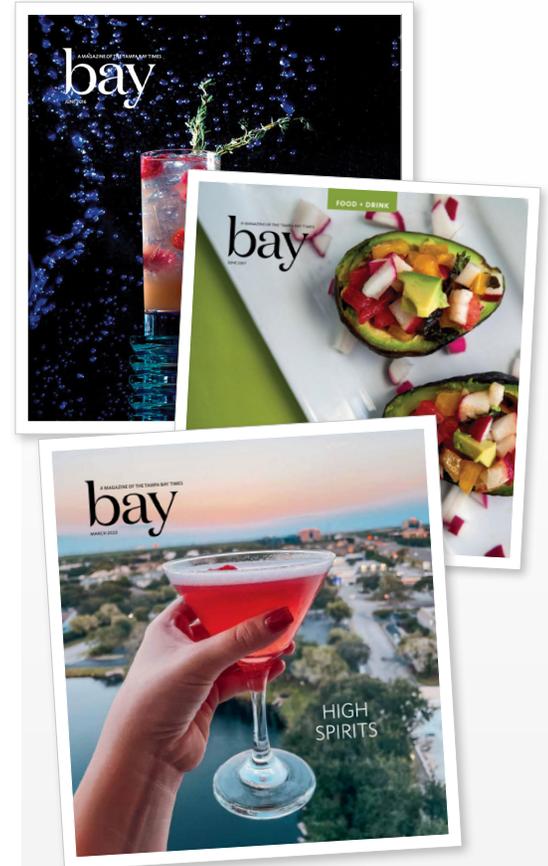
Commercial Web Offset • 70lb Glossy Cover • 50lb Glossy Text

| Ad Sizes:               |  |
|-------------------------|--|
| Full (Bleed)            | 9" x 10.75" Final ad size once the magazine is printed<br>Bleed 9.5" x 11.25"   Trim 9" x 10.75"   Safe area* 8" x 9.75"   |
| Full (Non-Bleed)        | 8" x 9.75" This ad includes a white border all around  |
| Half                    | 8 x 9.75" (horizontal), 3.75" x 9.5" (vertical)  |
| Quarter                 | 3.75" x 4.5"   |
| Two-page Spread (Bleed) | 18" x 10.75" Final ad size once the magazine is printed<br>Bleed 18.5" x 11.25"   Trim 18" x 10.75"   Safe area* 17" x 9.75"<br><small>NOTE: allow for 1" gutter in the center of the spread ad. Okay to place images or background color across gutter but DO NOT run small copy or logos in this area.</small> |



**88%** of affluent adults in Pinellas and Hillsborough patronized a sit-down restaurant in the past 30 days.

Source: 2023 Nielsen Scarborough Report (r1)



*Distribution within ZIP code may vary by season.*

### PRE-BUILT/CAMERA-READY ADS

- Build files with 300 dpi CMYK images
- Create a 100% CMYK PDF using "Adobe Preset: High Quality PDF" without crop or registration marks with all fonts embedded.
- Send via email to [ads@tampabay.com](mailto:ads@tampabay.com)
- Label file **BAY Ad with Advertiser Name**.

### IF WE ARE DESIGNING THE AD

- Submit 300 dpi, high res, CMYK or RGB images. No Pantone colors.
- Accepted file formats: EPS, TIFF, JPG & PSD