

MARKET (indicate one):			
Basic Demography			
Total Adult Population	3,265,674	Median Age	49
Number of Households	1,779,800	Median Household Income	\$48,400
Data Used (pick one): DMA <input checked="" type="checkbox"/> MSA <input type="checkbox"/> NDM <input type="checkbox"/>			
Source Information			
Source(s) with Date(s)		Scarborough Research 2007 r1, Demographics USA 2007	

COVERAGE		
ABC Audit Info¹	Sunday	Daily
Total Average Paid Circulation	406,920	305,898
Core Newspaper (Total)	377,715	275,094
Home Delivery and Mail (Total)	271,095	217,517
Single Copy Sales (Total)	111,299	47,969
Affiliated Publications (Total)		
Coverage Maps (insert URL for detailed map and zoning information, including delivery areas)	http://www.sptimes.com/ratecards/pdfs/4-07targetmkt2.pdf	
Audit Date (Month & Year)	53 weeks ended Dec 31, 2006	

Audience Demographics

Source: Scarborough
If Other, state source:

Source Date: 2007 r1

AUDIENCE COMPOSITION						
<i>Data based on average issue</i>	Sunday			Daily		
	Total Audience	Composition	Index (U.S. avg. = 100)	Total Audience	Composition	Index (U.S. avg. = 100)
Total Adult Readers	866,800	100.0%	100	680,600	100.0%	100
Men	391,500	45.2%	93	330,000	48.5%	100
Women	475,400	54.8%	107	350,600	51.5%	100
Age						
18 to 34	146,100	16.9%	55	92,800	13.6%	44
35 to 54	285,100	32.9%	85	206,000	30.3%	78
55+	435,600	50.3%	164	381,800	56.1%	183
Median	55		126	58		132

¹ The information and statistics contained in this document are intended to provide a general overview of our products, their market and their readers. While the data is correct overall, a sales representative should be contacted for further details and/or clarification.

<i>Data based on average issue</i>	Sunday			Daily		
	Total Audience	Composition	Index (U.S. avg. = 100)	Total Audience	Composition	Index (U.S. avg. = 100)
Education						
Any College+	512,400	59.1%	109	409,900	60.2%	111
College Graduate+	214,000	24.7%	98	174,700	25.7%	102
Post-graduate Degree	72,000	8.3%	92	57,300	8.4%	93
Occupation/Job Title						
Employed Full-Time	339,100	39.1%	77	250,200	36.8%	73
P/M Top Management/ C-Suite		%			%	
Professional/Managerial	167,600	19.3%	75	143,100	21.0%	82
Business Decision Maker	160,900	18.6%	87	123,500	18.1%	84
Household Income						
< \$35k	246,200	28.4%	111	176,700	26.0%	102
\$35k – \$75k	356,100	41.1%	108	292,300	42.9%	113
> \$75k	264,600	30.5%	84	211,600	31.1%	85
Median	\$50,000		88	\$50,100		89
Home Ownership and Principal Home Values						
Home Owners	712,000	82.1%	116	580,900	85.4%	121
Value: \$100k – \$249k	308,700	35.6%	136	242,900	35.7%	136
Value: \$250k – \$499k	221,000	25.5%	122	189,000	27.8%	133
Value: > \$500k	87,300	10.1%	80	71,600	10.5%	83
Median Home Value	\$220,400		93	\$226,700		95
Own 2+ Properties	117,000	13.5%	121	106,000	15.6%	139
Marital Status						
Married	499,300	57.6%	101	391,800	57.6%	101
Not Married	367,600	42.4%	99	288,900	42.4%	99

Additional Readership Information (insert URLs):

Pricing: Open Rates of Most Commonly Used Units

Publication Page Size (standard):	Width:	6 Columns
	Height:	21.5 Inches

RETAIL						
	Columns	Inches	Black & White Rates		Color Rates	
			Sunday	Daily	Sunday	Daily
Full Page²	6	21.50	\$53,535	\$40,635	\$3,900	\$3,500
Half Page Horizontal	6	10.75	\$26,767	\$20,317	\$3,900	\$3,500
Half Page Vertical	3	21.50	\$26,767	\$20,317	\$3,900	\$3,500
Quarter Page	3	10.75	\$13,383	\$10,158	\$3,900	\$3,500
Full-Page Double Truck	13	21.50	\$115,992	\$88,042	\$5,125	\$4,565
Horizontal Strip Ad	6	3.00	\$7,470	\$5,670	\$3,900	\$3,500
Premium Position One	2	7.00	\$7,553	\$5,733	\$3,900	\$3,500
Describe Position: A2 Adjacent to Lottery						
Premium Position Two			\$	\$	\$	\$
Describe Position:						

SECTION (indicate one): FINANCIAL RATES						
	Columns	Inches	Black & White Rates		Color Rates	
			Sunday	Daily	Sunday	Daily
Full Page	6	21.50	\$55,470	\$42,828	\$3,940	\$3,615
Half Page Horizontal	6	10.75	\$27,735	\$21,414	\$3,940	\$3,615
Half Page Vertical	3	21.50	\$27,735	\$21,414	\$3,940	\$3,615
Quarter Page	3	10.75	\$13,867	\$10,707	\$3,940	\$3,615
Full-Page Double Truck	13	21.50	\$120,185	\$92,794	\$5,122	\$4,699
Horizontal Strip Ad	6	3.00	\$7,740	\$5,976	\$3,940	\$3,615
Premium Position One	2	7.00	\$7,826	\$6,042	\$3,940	\$3,615
Describe Position: A2 Adjacent to Lottery						
Premium Position Two			\$	\$	\$	\$
Describe Position:						

Additional Rate Information (insert URLs): sptimes.com/ratecards

² The information and statistics contained in this document are intended to provide a general overview of our products, their market and their readers. These rates only represent an overview of rates and ad units this newspaper accepts. Please contact a sales representative (or refer to the Media Kit) for a complete listing of all category rates, ad units and other specifications. While the data is correct overall, a sales representative should be contacted for further details and/or clarification.

Products

DAILY AND WEEKLY SECTIONS AT-A-GLANCE	
Sunday	
Full-run Sections	A Main News - B Tampa Bay - C Sports - Latitudes (Arts, Travel, Literature) - Business - Floridian - Classified - TV Times - Additional Weekly Sections:
Part-run Sections	Classified - Local regional sections - - - - - Additional Weekly Sections:
Monday	
Full-run Sections	A Main News - B Tampa Bay/Business - C Sports - Classified - Additional Weekly Sections:
Part-run Sections	Classified - - - - - Additional Weekly Sections:
Tuesday	
Full-run Sections	A Main News - B Tampa Bay/Business - C Sports - Classified - Additional Weekly Sections:
Part-run Sections	Classified - Local Regionals - - - - Additional Weekly Sections:
Wednesday	
Full-run Sections	A Main News - B Tampa/Business - C Sports - Classified - Additional Weekly Sections:
Part-run Sections	Classified - Local Regionals - - - - Additional Weekly Sections:
Thursday	
Full-run Sections	A Main News - B Tampa Bay/Business - C Sports - Weekend - Classified Additional Weekly Sections:
Part-run Sections	Classified - Local Regionals - - - - Additional Weekly Sections:
Friday	
Full-run Sections	A Main News - B Tampa Bay/Business - C Sports - Classified - Additional Weekly Sections:
Part-run Sections	Classified - Local Regionals - - - - Additional Weekly Sections:
Saturday	
Full-run Sections	A Main News - B Tampa Bay/Business - C Sports - Classified Auto - Classified Additional Weekly Sections:
Part-run Sections	Classified - Local Regionals - - - - Additional Weekly Sections:

Additional Properties with Integrated Sales:

PREPRINTS AND RELATED PRODUCTS**General**

TMC Available? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	If so, Day(s) of Week:	Zoning Available? Yes <input type="checkbox"/> No <input type="checkbox"/>
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Freestanding Inserts

Days of Week Available: 7	Zip-level Zoning? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Zip+4 Zoning? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
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Rates and Other Details (insert URL)	sptimes.com/ratecards
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Catalog and Product Sample Distribution

Days of Week Available: 7	Zip-level Zoning? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Zip+4 Zoning? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
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Rates and Other Details (insert URL)	sptimes.com/ratecards
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Printed Home Delivery Bags

Days of Week Available: 7	Zip-level Zoning? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Zip+4 Zoning? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
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Rates and Other Details (insert URL)	sptimes.com/ratecards
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DIGITAL PRODUCTS

Online Products (insert URLs)	tampabay.com
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Unique Visitors per Month	1,513,000 Source: Nielsen//NetRatings (average for six months ending 3/008)
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Page Views per Month	9,996,000 Source: Nielsen//NetRatings (average for six months ending 3/008)
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Digital Rate Card (insert URL)	http://www.sptimes.com/ratecards/online/
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Net Reach (print & online)	1,441,700 Source: 2008 Scarborough (r1), Nielsen//NetRatings (avg. for six months ending 1/08)
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Print-online Duplication	10%
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Online Targeting Capabilities	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> If yes, please describe: By site section
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Production**PRODUCTION GUIDELINES**

Info on production specifications, acceptable electronic file formats and column-inch conversions (insert URLs)	sptimes.com/ratecards/production.shtml
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Additional Info

Reserving an Ad (insert URL)	tampabay.com
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Closing Times (insert URL)	sptimes.com/ratecards/prodction.shtml
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Contracts/Credits

Contract Information – Statement of commissions, terms of payments and rate policies (insert URLs):
pdf upon request

Credit Application – Guidelines and application (insert URLs):
sptimes.com/pdfs/ratecards/other/creditapplication.pdf

Advertising Contacts – List of locations, contacts and contact information (insert URL):
pdf upon request