

CONTACT

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edible TAMPA BAY

ADVERTISING RATES

Contract Date: _____

Name: _____ Ad Size: _____ Ad Rate: _____

Business Name: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ E-mail: _____

Issue: _____ Number of times ad will run: _____
(Please include issue and year the ad will begin running)

Credit Card Number: _____ Expiration Date: _____ Security Code: _____

Notes: _____
Please include detailed billing terms (amount to charge, how often, any special instructions, etc.)

Signature: _____

COVERS (COLOR)

| | Size (Width x Height) | 1 Issue | 4 Issues (per issue) | 5 Issues (per issue) |
|-------------------------------------|-----------------------|---------|----------------------|----------------------|
| • Back Cover | 8.375" x 10.875" * | \$3,400 | \$3,060 | \$2,720 |
| • Inside Covers & Premium Positions | 8.375" x 10.875" * | \$3,000 | \$2,700 | \$2,400 |

*plus 1/8 inch on all four sides for full bleeds

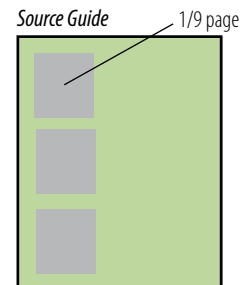
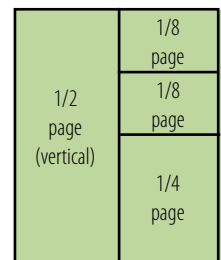
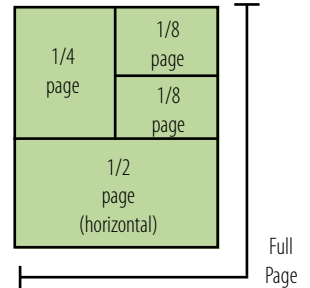
INTERIOR PAGES (4-COLOR)

| | | | | |
|----------------------------|----------------|---------|---------|---------|
| • Full Page: | 7.625" x 9.75" | \$2,700 | \$2,430 | \$2,160 |
| • Half Page (horizontal): | 7.625" x 4.75" | \$1,550 | \$1,395 | \$1,240 |
| • Half Page (vertical): | 3.75" x 9.75" | \$1,550 | \$1,395 | \$1,240 |
| • Quarter Page (vertical): | 3.75" x 4.75" | \$ 900 | \$ 810 | \$ 720 |
| • Eighth Page: | 3.75" x 2.25" | \$ 450 | \$ 405 | \$ 360 |

SOURCE GUIDE

Cover/interior ads include 30-word Source Guide listing (value \$125). Source Guide ads include 15-word Source Guide listing (value \$85). Source Guides are full color. All rates are net, per issue.

| | | | | |
|--------------|-------------|--------|--------|--------|
| • Ninth Page | 2.375" x 3" | \$ 350 | \$ 325 | \$ 280 |
|--------------|-------------|--------|--------|--------|



Production Specifications: Please submit your ad in 300 dpi, CMYK color and with all fonts embedded. The file format can be tiff, jpg, eps, or pdf, but pdf is preferred. If you have any questions on these specs, please do not hesitate to call or e-mail us prior to the ad deadline.

CREATIVE AND PRODUCTION SERVICES AVAILABLE. ASK FOR RATES.

| Issues | Autumn | Winter | Spring | Summer |
|---------------------------|------------|------------|----------|---------|
| Publication Dates: | October | January | April | July |
| Ad Deadlines: | October 15 | January 15 | April 15 | July 15 |