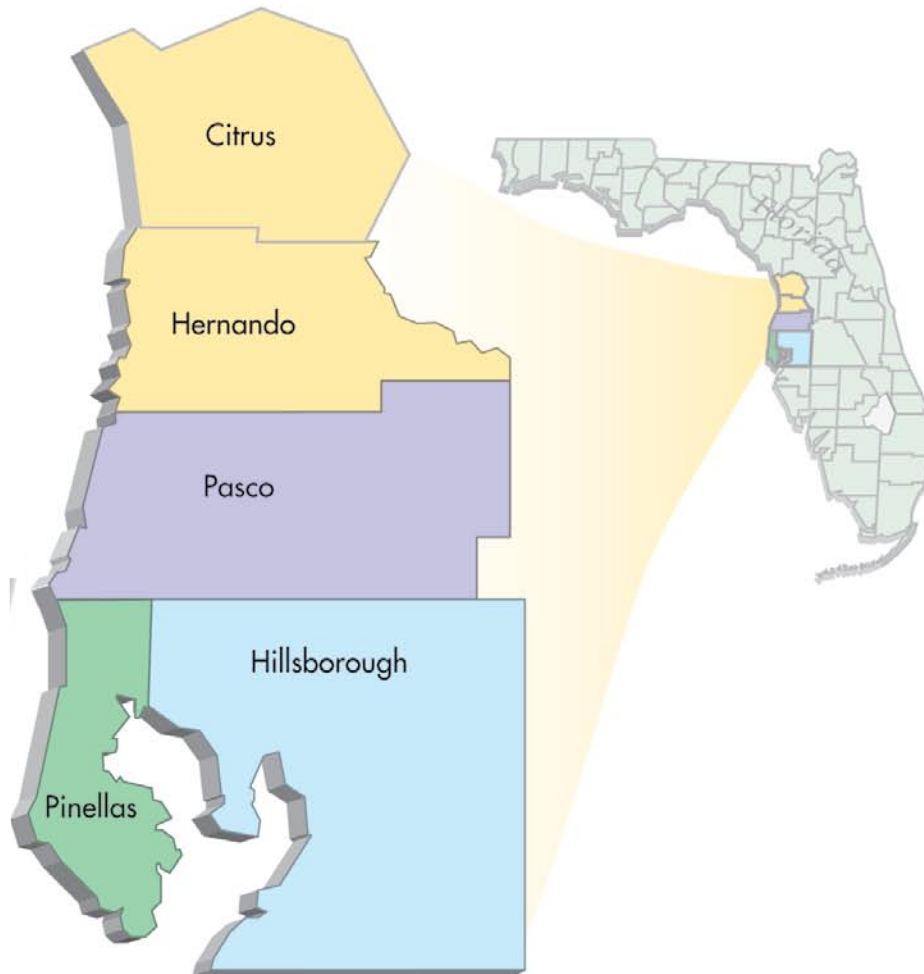




# 2012 Classified Rates

» General Information

**Tampa Bay Times**  
tampabay.com



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**Call toll-free nationwide 1-877-321-SELL (7355) or  
fax your ad to 1-800-416-1353.**

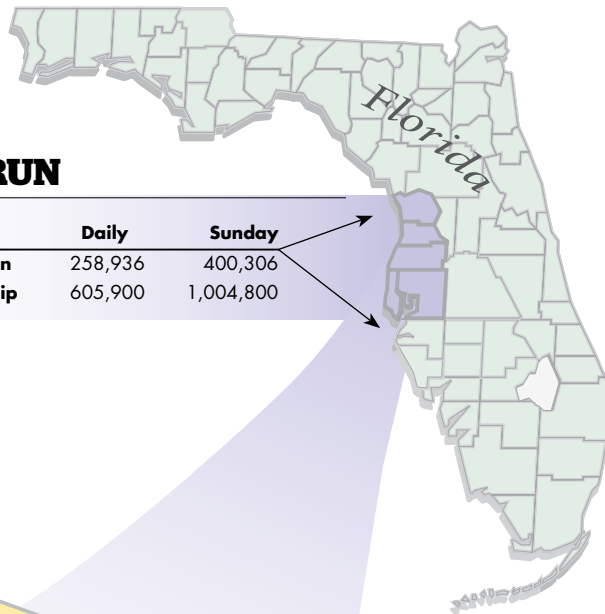
**BayLink** is a daily news and advertising section that helps readers make good decisions about how to spend their money — and lets them have some fun too.

**FEATURES**

- Tampa Bay’s best jobs, homes, cars, general merchandise and more are all together in one daily section.
- Television and movie listings
- Crossword Puzzles
- Advice Columns
- Comics
- And much more

**FULL RUN**

	Daily	Sunday
<b>Circulation</b>	258,936	400,306
<b>Readership</b>	605,900	1,004,800



**BAYLINK REGIONAL EDITIONS**

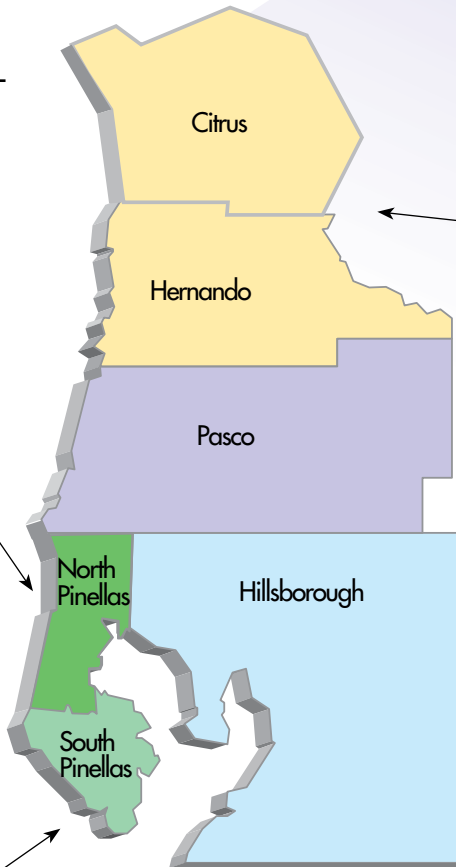
- **North Pinellas Edition** includes the city of Clearwater and the communities of Largo, Dunedin, Oldsmar, Palm Harbor, Belleair, Countryside, Ozona, Tarpon Springs, Sand Key, Safety Harbor and Clearwater Beach.

	Wed-Sat	Sunday
<b>Circulation</b>	67,913	98,187
<b>Readership</b>	154,200	237,600

- **South Pinellas Edition\*** includes the city of St. Petersburg and the communities of Gulfport, Pinellas Park, Indian Shores, Indian Rocks Beach, Belleair Beach, Kenneth City, Seminole, Redington Beach, North Redington Beach, Redington Shores, Madeira Beach, Treasure Island and St. Pete Beach.

	Wed-Sat	Sunday
<b>Circulation</b>	76,446	113,319
<b>Readership</b>	176,800	278,700

\*Of these numbers, 2,033 copies of the south Pinellas edition are distributed in Manatee County daily and 3,026 on Sunday.



- **Hernando Citrus Edition** circulates in Crystal River, Homosassa Springs, Beverly Hills, Lecanto and Inverness in Citrus County; Hernando County, focusing on the communities of Spring Hill, Brooksville, Ridge Manor and Weeki Wachee; south Marion County (Dunnellon) and south Levy County (Inglis).

	Wed-Sat	Sunday
<b>Circulation</b>	27,748	43,506
<b>Readership</b>	74,000	119,300

- **Pasco Edition** delivers to the communities of New Port Richey, Port Richey, Holiday, Dade City, Hudson, Zephyrhills and Land O' Lakes.

	Wed-Sat	Sunday
<b>Circulation</b>	39,009	68,310
<b>Readership</b>	92,500	178,900

- **The Tampa Bay Times - Hillsborough Edition** reaches readers in Hillsborough County including communities of Westchase, Carrollwood, Citrus Park, New Tampa, Brandon, Temple Terrace and South Tampa.

	Wed-Sat	Sunday
<b>Circulation</b>	49,284	91,284
<b>Readership</b>	112,900	226,400

Sources: Circulation figures are Publisher’s estimates based on average distribution during 52 weeks ending 9/25/11. Readership numbers are based on 2011 Scarborough Report (r2).



**IN-COLUMN BayLink**

In-column BayLink ads must be entered and released by the deadlines shown below. Deadlines shown apply to new copy, corrections, renewed ads and cancellations for all editions.

**1. AGREEMENT & NON-CONTRACT ADVERTISERS COPY**

<b>Day of publication</b>	<b>Production deadline</b>
Monday . . . . .	Friday, 5:00 p.m.
Tuesday . . . . .	Monday, 1:00 p.m.
Wednesday . . . . .	Monday, 5:00 p.m.
Thursday . . . . .	Tuesday, 5:00 p.m.
Friday . . . . .	Wednesday, 4:00 p.m.
Saturday AutoLink (auto and marine) . . . . .	Thursday, 4:00 p.m.
Saturday (non-auto) . . . . .	Thursday, 4:00 p.m.
Sunday BayLink/Homelink/JobLink . . . . .	Friday, 4:00 p.m.

*(Automotive/Real Estate/Employment/Stuff)*

**DISPLAY BayLink CLOSING TIMES\*\*\***

Deadlines indicate when ad materials are due in the Times Production department in downtown St. Petersburg.

<b>Day of publication</b>	<b>Space reservation/cancellation deadline</b>	<b>Copy for ads requiring proofs</b>	<b>Proof correction deadline*</b>	<b>Late copy no proof**</b>
Monday	Fri, 5:00 p.m.	Thurs, 5:30 p.m.	Fri, 5:00 p.m.	Fri, 5:00 p.m.
Tuesday	Fri, 5:00 p.m.	Thurs, 5:30 p.m.	Fri, 5:00 p.m.	Fri, 5:00 p.m.
Wednesday	Mon, 5:00 p.m.	Fri, 5:30 p.m.	Mon, 5:00 p.m.	Mon, 5:00 p.m.
Thursday	Tues, 5:00 p.m.	Mon, 5:30 p.m.	Tue, 5:00 p.m.	Tue, 5:00 p.m.
Friday	Wed, 12:00 Noon	Tues, 5:30 p.m.	Wed, 5:00 p.m.	Wed, 5:00 p.m.
Saturday AutoLink (auto and marine)	Thurs, 11:00 a.m.	Wed, 5:30 p.m.	Thurs, 5:00 p.m.	Thurs, 5:00 p.m.
Saturday (Non-Auto)	Thurs, 11:00 a.m.	Wed, 5:30 p.m.	Thurs, 5:00 p.m.	Thurs, 5:00 p.m.
Sunday JobLink (Employment)	Fri, 4:00 p.m.	Thurs, 5:30 p.m.	Fri, 5:00 p.m.	Fri, 5:00 p.m.
Sunday BayLink/Homelink <i>(Automotive/Real Estate/Stuff)</i>	Fri, 12:00 Noon	Thurs, 5:30 p.m.	Fri, 5:00 p.m.	Fri, 5:00 p.m.

\*No daily change orders. Change order deadlines will be the same as proof correction deadlines.

\*\*Copy for ads requiring no proof and Digital Ads – camera-ready artwork must be provided or advertiser accepts the responsibility for errors since no proof will be shown. Space reservations must be made according to regular deadline.

\*\*\*Double, in column line ads follow BayLink display deadlines.

# »» Publication Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<ul style="list-style-type: none"> <li>» Main News</li> <li>» Local</li> <li>» Sports</li> <li>» Floridian/ Latitudes/ Arts/Books/ Travel</li> <li>» Business</li> <li>» JobLink</li> <li>» BayLink</li> <li>» HomeLink</li> <li>» TV Times</li> <li>» Comics</li> </ul>	<ul style="list-style-type: none"> <li>» Main News</li> <li>» Local/ Business</li> <li>» Sports</li> <li>» BayLink</li> </ul>	<ul style="list-style-type: none"> <li>» Main News</li> <li>» Local/ Business</li> <li>» Sports</li> <li>» BayLink</li> </ul>	<ul style="list-style-type: none"> <li>» Main News</li> <li>» Local/ Business</li> <li>» Sports</li> <li>» BayLink</li> <li>» Taste</li> </ul>	<ul style="list-style-type: none"> <li>» Main News</li> <li>» Local/ Business</li> <li>» Sports</li> <li>» BayLink</li> <li>» Weekend</li> </ul>	<ul style="list-style-type: none"> <li>» Main News</li> <li>» Local/ Business</li> <li>» Sports</li> <li>» BayLink</li> </ul>	<ul style="list-style-type: none"> <li>» Main News</li> <li>» Local/ Business</li> <li>» Sports</li> <li>» BayLink</li> <li>» AutoLink</li> </ul>

## Local Regionals

<ul style="list-style-type: none"> <li>» Hernando Times</li> <li>» Pasco Times</li> <li>» North Pinellas/ Clearwater Times</li> <li>» St. Pete Times Mid-County</li> <li>» St. Pete Times Beaches</li> <li>» St. Pete Times St. Petersburg</li> <li>» North of Tampa</li> <li>» Brandon Times</li> <li>» City Times</li> </ul>			<ul style="list-style-type: none"> <li>» Hernando Times</li> <li>» Pasco Times</li> <li>» North Pinellas/ Clearwater Times</li> <li>» St. Pete Times Mid-County</li> <li>» St. Pete Times Beaches</li> <li>» St. Pete Times St. Petersburg</li> </ul>	<ul style="list-style-type: none"> <li>» Hernando Times</li> <li>» Pasco Times</li> <li>» North Pinellas/ Clearwater Times</li> </ul>	<ul style="list-style-type: none"> <li>» Hernando Times</li> <li>» Pasco Times</li> <li>» North Pinellas/ Clearwater Times</li> <li>» North of Tampa</li> <li>» Brandon Times</li> <li>» City Times</li> </ul>	<ul style="list-style-type: none"> <li>» Hernando Times</li> <li>» Pasco Times</li> <li>» North Pinellas/ Clearwater Times</li> </ul>
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## BayLink PLACEMENT INDEX

### **ANNOUNCEMENTS**

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Bulletin Board  
Happy Ads  
Lost  
Found  
Religious Notices  
Tickets & Events  
Valentine Messages

### **ANIMALS**

---

Pets  
Birds  
Cats  
Dogs  
Misc.  
Pet Supplies/Services  
Livestock  
Livestock Supplies/Services

### **GARAGE & YARD SALES**

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Garage Sales  
Citrus County  
Hernando County  
Hillsborough County  
Pasco County  
Garage Sales (Pinellas)  
Clearwater  
Countryside/Safety Harbor  
Dunedin  
Feather Sound/E. Clearwater  
Gulfport/South Pasadena  
Largo  
North Gulf Beaches  
Oldsmar/Eastlake  
Palm Harbor  
Pinellas Park  
Seminole  
South Gulf Beaches  
St. Petersburg  
Tarpon Springs  
Other Counties

### **STUFF FOR SALE**

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Antiques/Collectibles/Hobbies  
Appliances  
Articles for Sale  
Auction Sale/Services  
Baby/Kids Stuff  
Business Equipment/Furniture  
Camera/Photo Equipment  
Cemetery Lots/Crypts  
Clothing  
Computer Services/Supplies  
Electronic & Home Entertainment  
Exercise Equipment  
Food Service/Equipment  
Furniture/Household Items

Jewelry/Watches  
Lawn & Garden  
Machinery, Tools & Building Supplies  
Medical & Handicapped Supplies  
Musical Instruments  
Sporting Goods/Services  
Swimming Pools/Spas  
Utility Trailers  
Wanted Items

### **LEGALS**

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### **SERVICE DIRECTORY**

---

### **INSTRUCTION & TRAINING**

---

### **EMPLOYMENT**

---

Accounting  
Banking/Finance/Insurance  
Clerical  
Customer Service  
Drivers  
General Employment  
Government  
Health Care  
Hospitality  
In-Home Help  
Part-Time  
Professional/Managerial  
Sales  
Tech/Engineering/IT  
Trades  
Positions Wanted  
Employment Services/Info

### **AUCTIONS/FORECLOSURES**

---

#### **Auctions**

Citrus  
Hernando  
Hillsborough  
Manatee  
Pasco  
Pinellas

#### **Foreclosures**

Citrus  
Hernando  
Hillsborough  
Manatee  
Pasco  
Pinellas

### **BUSINESS & FINANCE**

---

Business Opportunities  
Business for Sale  
Insurance  
Loan Information  
Money to Lend  
Money/Investors Wanted

### **REAL ESTATE SERVICES**

---

Appraisers  
Home Equities  
Mortgages for Sale  
Mortgages Wanted  
Real Estate Attorneys  
Real Estate Loans  
Realtors  
Storage  
Miscellaneous Services

### **OTHER REAL ESTATE**

---

Assisted Living Facilities  
Camping Facilities  
Acreage/Farms/Lots For Sale or Lease  
Out of Area For Sale or Lease  
Time Shares For Sale or Lease  
For Sale or Lease - Other  
Real Estate Wanted

### **REAL ESTATE FOR RENT**

---

#### **Accommodations & Rooms For Rent**

Citrus Rentals  
Hernando Rentals  
Hillsborough Rentals  
Manatee Rentals  
Pasco Rentals  
Pinellas Rentals  
Beaches  
Belleair  
Clearwater  
Dunedin  
Gulfport  
Kenneth City  
Largo  
Oldsmar  
Palm Harbor  
Pinellas Park  
Safety Harbor  
Seminole  
South Pasadena  
St. Petersburg  
Tarpon Springs

#### **Rentals - Vacation/Seasonal**

Vacation Rentals For Sale or Lease  
Seasonal Rentals For Sale or Lease

#### **Rentals - Furnished**

Citrus Rentals  
Hernando Rentals  
Hillsborough Rentals  
Manatee Rentals  
Pasco Rentals



## BayLink PLACEMENT INDEX (CONTINUED)

Pinellas Rentals  
 Beaches  
 Belleair  
 Clearwater  
 Dunedin  
 Gulfport  
 Kenneth City  
 Largo  
 Oldsmar  
 Palm Harbor  
 Pinellas Park  
 Safety Harbor  
 Seminole  
 South Pasadena  
 St. Petersburg  
 Tarpon Springs

### Rentals - Unfurnished

Citrus Rentals  
 Hernando Rentals  
 Hillsborough Rentals  
 Manatee Rentals  
 Pasco Rentals  
 Pinellas Rentals  
 Beaches  
 Belleair  
 Clearwater  
 Dunedin  
 Gulfport  
 Kenneth City  
 Largo  
 Oldsmar  
 Palm Harbor  
 Pinellas Park  
 Safety Harbor  
 Seminole  
 South Pasadena  
 St. Petersburg  
 Tarpon Springs

### COMMERCIAL REAL ESTATE

#### Commercial & Investment Properties For Lease

Business/Office Space  
 Industrial/Building Lots  
 Retail Space  
 Storage Space

#### Commercial & Investment Properties For Sale

Income/Investment  
 Industrial Building/Lots  
 Office building

#### Commercial Real Estate Wanted

### RESIDENTIAL REAL ESTATE FOR SALE

Condos/Townhomes For Sale - Citrus  
 Condos/Townhomes For Sale - Hernando  
 Condos/Townhomes For Sale - Hillsborough  
 Condos/Townhomes For Sale - Manatee  
 Condos/Townhomes For Sale - Pasco  
 Condos/Townhomes For Sale - Pinellas  
 Beaches  
 Belleair  
 Clearwater  
 Dunedin

Gulfport  
 Kenneth City  
 Largo  
 Oldsmar  
 Palm Harbor  
 Pinellas Park  
 Safety Harbor  
 Seminole  
 South Pasadena  
 St. Petersburg  
 Tarpon Springs  
 Houses For Sale - Citrus  
 Houses For Sale - Hernando  
 Houses For Sale - Hillsborough  
 Houses For Sale - Manatee  
 Houses For Sale - Pasco  
 Houses For Sale - Pinellas

Beaches  
 Belleair  
 Clearwater  
 Dunedin  
 Gulfport  
 Kenneth City  
 Largo  
 Oldsmar  
 Palm Harbor  
 Pinellas Park  
 Safety Harbor  
 Seminole  
 South Pasadena  
 St. Petersburg  
 Tarpon Springs

Manufactured Homes For Sale - Citrus  
 Manufactured Homes For Sale - Hernando  
 Manufactured Homes For Sale - Hillsborough  
 Manufactured Homes For Sale - Manatee  
 Manufactured Homes For Sale - Pasco  
 Manufactured Homes For Sale - Pinellas

Beaches  
 Belleair  
 Clearwater  
 Dunedin  
 Gulfport  
 Kenneth City  
 Largo  
 Oldsmar  
 Palm Harbor  
 Pinellas Park  
 Safety Harbor  
 Seminole  
 South Pasadena  
 St. Petersburg  
 Tarpon Springs  
 Manufactured Homes & Lots  
 For Sale - Citrus  
 Manufactured Homes & Lots  
 For Sale - Hernando  
 Manufactured Homes & Lots  
 For Sale - Hillsborough  
 Manufactured Homes & Lots  
 For Sale - Manatee  
 Manufactured Homes & Lots  
 For Sale - Pasco

Manufactured Homes & Lots  
 For Sale - Pinellas  
 Beaches  
 Belleair  
 Clearwater  
 Dunedin  
 Gulfport  
 Kenneth City  
 Largo  
 Oldsmar  
 Palm Harbor  
 Pinellas Park  
 Safety Harbor  
 Seminole  
 South Pasadena  
 St. Petersburg  
 Tarpon Springs

### ADULT BUSINESSES

Adult Ads

### BOATS & MARINE

Power Boats  
 Sailboats  
 Personal Water Vehicles  
 Canoes/Kayaks  
 Sail/Surf/Skim Boards  
 Outboard/Marine Engines  
 Boat Accessories & Parts  
 Storage/Slips  
 Boats & Equipment Wanted

### RECREATIONAL VEHICLES

Campers & Travel Trailers  
 Motor Homes  
 RV Accessories/Services

### TRANSPORTATION - OTHER

Airplanes/Flight Instruction  
 Tractors/Heavy Equipment/Commercial  
 Autos/Trucks Wanted  
 Auto Service/Storage/Repair  
 Auto Accessories/Parts/Salvage  
 Off Road Vehicles  
 Antiques & Collectibles

### TRANSPORTATION

Scooters/Mopeds  
 Motorcycles  
 Trucks  
 Vans  
 SUV's  
 Cross-Over Vehicles  
 Hybrid Vehicles  
 Autos

### SUPER DEALS

Under \$10,000  
 Under \$5,000