

Price History
915-03 Newspaper Advertising

Item No.	Description	2004	2005	2006	2007	2008	2009	% Change
ST PETERSBURG TIMES								
1.	Employment Classified (per line)*							
	Sunday	10.80	13.20	13.20	13.75	14.15	13.50	(4%)
	Daily	8.50	10.00	10.00	10.40	10.70	10.70	-
2.	Legal ROP (per inch)							
	Sunday (City & State)	55.16	57.92	59.66	61.45	61.45	61.45	-
	Daily (City & State)	50.99	53.54	55.15	56.80	56.80	56.80	-
3.	Legal Classified Liners (per line)							
	Sunday (South Pinellas)	2.79	2.93	3.02	3.11	3.12	4.29	38%
	Daily (South Pinellas)	2.14	2.25	2.32	2.39	2.32	3.30	42%
4.	Retail Advertising (per inch)**							
	City and State, Thurs, - Sat	67.80	72.50	72.50	85.50	91.60	91.60	-
	ROP, Thurs - Sun	130.00	140.00	140.00	159.00	161.00	161.00	-
	Neighborhood Times - Sun	-	-	-	113.35	118.85	118.85	-
	Neighborhood Times - Wed	-	-	-	88.70	90.55	90.55	-
	Main – Sunday	-	-	-	204.00	210.00	210.00	-
	*Based on \$25,000 annual rate							
	** Based on non-profit status							
WEEKLY CHALLENGER								
1.	Legal / Classified ROP (per inch) *	11.00	12.34	12.34	12.34	18.00	18.00	-
2.	Retail ROP (per inch) **	11.00	12.34	12.34	12.34	18.00	18.00	-

Item No.	Description	2004	2005	2006	2007	2008	2009	% Change
PINELLAS NEWS								
1.	Classified (per inch)	8.91	9.90	9.90	9.90	25.00	27.75	11%
2.	Legal ROP (per inch)	8.82	10.50	10.50	10.50	25.00	27.75	11%
3.	Retail ROP (per inch)	15.00	18.00	18.00	18.00	45.00	45.00	-
TAMPA TRIBUNE								
1.	Employment (per line)*							
	Sunday Full Run	10.10	11.00	11.00	11.00	19.00	19.00	-
	Daily Full Run	8.05	9.40	9.40	9.40	16.00	16.00	-
2	Legal ROP (per inch)							
	Sunday	93.37	100.98	105.02	105.20	25.00	25.00	-
	Daily	72.42	78.32	81.45	81.45	32.50	32.50	-
3	Legal Classified (per line)**							
	Sunday Full Run	4.06	4.39	4.57	4.57	7.00	7.00	-
	Daily Full Run	3.08	3.33	3.46	3.46	5.00	5.00	-
4	Retail Advertising (per inch)*							
	ROP Mon – Wed	86.55	97.30	97.30	103.70	103.00	103.00	-
	ROP Thu - Sat	92.40	104.00	104.00	110.85	115.00	115.00	-
	ROP Sunday	117.20	132.00	132.00	140.70	163.00	163.00	-

*Based on non-profit rate

**2008 changed to double column