

The Greater Brandon Chamber of Commerce
Small Business Of The Year Award
 "Dreaming, Believing, Achieving"
2007

2008 MEDIA KIT

Osprey OBSERVER

YOUR COMMUNITY NEWSPAPER
 WWW.OSPREYOBSERVER.COM



900 LITHIA PINECREST RD. BRANDON, FL 33511 PH: 813-657-2418 FAX: 813-657-4469 EDITOR@OSPREYOBSERVER.COM

FOUR EDITIONS: BLOOMINGDALE/FISHHAWK • VALRICO
 RIVERVIEW/APOLLO BEACH/RUSKIN • BRANDON



**IN THE MAILBOX
 & IN THE COMMUNITY,
 WE'LL BE THERE!**

"Our ad designs consistently print like we envisioned them and the staff at the Osprey is always willing to work with us to write articles on pertinent issues for my clients. I have utilized the Osprey for Women's Care since the publication began and have continually seen them grow and improve over the years."

DIANNA VANNETTA, Dianna Designs



"The Greater Brandon Community Foundation is so fortunate to be associated with the Osprey Observer. The staff is devoted to helping the Brandon Foundation reach out into our community and make a difference by creating awareness and finding a solution for those needs."

ANNE NYMARK, Professional Accounting Services

"The Osprey Observer is one of the best local newspapers in the market today. The local stories and business stories are read by the demographic my company wants to reach."

RUFUS ASHBY, President Flooring America



Now Introducing...

Online Community News Broadcasting Network



My Osprey TV

It no longer has to be "this" or "that". Now, it can be BOTH! My Osprey TV combines the media-rich power of the Internet with the personal, hometown touch of print. Choosing the right demographics and media format is a snap!

CALL 657-2418 TODAY TO RESERVE YOUR STUDIO TOUR.

<p>Local Chambers of Commerce Egmont-Family Friendly Osprey Observer.com The Osprey Staff</p>		<h3>MY OSPREY TV</h3> <p>Osprey Observer & My Osprey TV Roll Out New Business Directory BIB - Business In Brandon.com - Eastern Hillsborough Counties Newest and Finest Business Directory - Join For FREE</p>																						
<p>This Weeks Featured Stories & News Updates</p> <table border="1" style="width: 100%; text-align: center;"> <tr> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>News Update #1</td> <td>News Update #2</td> <td>News Update #3</td> <td>News Update #4</td> </tr> </table>					News Update #1	News Update #2	News Update #3	News Update #4	<p>This Week's Featured Photos & Videos (Click To View)</p> <table border="1" style="width: 100%; text-align: center;"> <tr> <td></td> <td></td> </tr> </table>			<p>Local Businesses You Should Know</p> <table border="1" style="width: 100%;"> <tr> <td></td> <td> <p>Trish WALLER Trish Waller - Signature Realty www.TrishWaller.com Featured Listings - Click Here</p> </td> </tr> <tr> <td></td> <td> <p>Let's Eat - Meal Preparation www.LetsEatDinner.com Bringing Families Together</p> </td> </tr> <tr> <td></td> <td> <p>Junior's Best - Philly Steaks www.JuniorsBest.com Family Restaurant</p> </td> </tr> <tr> <td></td> <td> <p>Dynamic Painting www.DynamicPaintingUSA.com Your One Stop Paint Shop</p> </td> </tr> <tr> <td></td> <td> <p>One Hour Heating & AC Visit Website-Click Here Always On Time...</p> </td> </tr> <tr> <td></td> <td> <p>Benjamin Franklin Plumbing Visit Website-Click Here</p> </td> </tr> </table>		<p>Trish WALLER Trish Waller - Signature Realty www.TrishWaller.com Featured Listings - Click Here</p>		<p>Let's Eat - Meal Preparation www.LetsEatDinner.com Bringing Families Together</p>		<p>Junior's Best - Philly Steaks www.JuniorsBest.com Family Restaurant</p>		<p>Dynamic Painting www.DynamicPaintingUSA.com Your One Stop Paint Shop</p>		<p>One Hour Heating & AC Visit Website-Click Here Always On Time...</p>		<p>Benjamin Franklin Plumbing Visit Website-Click Here</p>
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<p>ROB Z FITNESS PERSONAL FITNESS & TRAINING CLICK HERE TO SEE ROB'S LATEST FITNESS VIDEO 813.571.3700 WWW.ROBZFITNESS.COM</p>																								
<p>My Osprey TV Videos</p> <p>This Week's Edition</p> <ul style="list-style-type: none"> Local Featured Businesses Yard Guards On Doody Essential Nourishing Mist Dynamic Painting Rob Z Fitness Scott's One Hour Heat & AC Benjamin Franklin Plumbing 	<p>Achieved Videos of past shows can be found on YouTube: My Osprey TV</p> <p>Questions & comments can be emailed to Executive Producer: Don T. Ashley, Jr</p>																							



Osprey OBSERVER

YOUR COMMUNITY NEWSPAPER

BusinessInBrandon.com

Keeping you in touch with local businesses in print and online.

L K J

Kate Quesada
 Business Editor

To submit Business News and Press Releases Mail Attn: Business Editor, 900 Lithia Pinecrest Rd., Brandon, FL 33511 Fax 657-4469 Email: Kate@ospreyobserver.com Deadline is the 15th of each month.

G H I

ADVERTISING INFORMATION

Advertising materials can be submitted in any PC format including Quark, Illustrator, Photoshop, Publisher, Word and in the following formats: PDF, EPS, TIF, JPG

DEADLINES FOR MATERIALS:

Bloomingtondale/FishHawk.....15th of every month
 Riverview/Apollo Beach/Ruskin.....25th of every month
 Valrico1st of every month
 Brandon7th of every month
 All 4 publications15th of every month

DELIVERY PER U.S. POST OFFICE:

Bloomingtondale/FishHawk1st of the month
 Riverview/Apollo Beach/Ruskin.....7th of the month
 Valrico15th of the month
 Brandon.....23rd of the month

Full Page

10.25" wide x 15.25" high

Half Page

10.25" wide x 7.5" high

Quarter Page

5" wide x 7.5" high

Quarter Page Horizontal

10.25" wide x 3.635" high

Eighth Page

5" wide x 3.635" high

Business Card
5" wide x 1.8" high

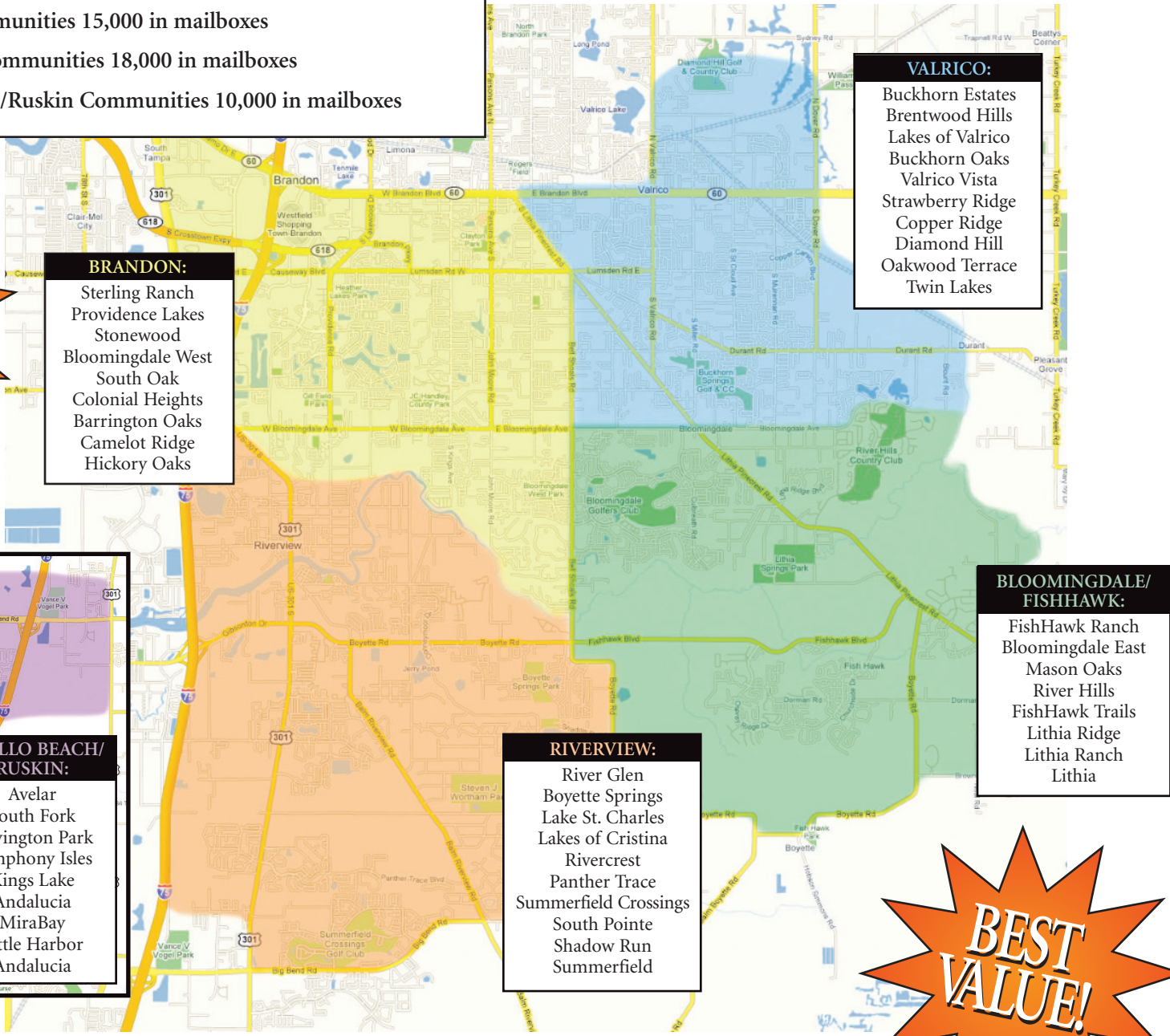
MAP KEY

*Numbers Increase Monthly

- Osprey Observer Bloomingdale/FishHawk Communities 14,000 in mailboxes
- Osprey Observer Brandon Communities 15,000 in mailboxes
- Osprey Observer Valrico Communities 15,000 in mailboxes
- Osprey Observer Riverview Communities 18,000 in mailboxes
- Osprey Observer Apollo Beach/Ruskin Communities 10,000 in mailboxes

Your Ad Rep Is:

More than
80,000
editions
per month



BRANDON:
 Sterling Ranch
 Providence Lakes
 Stonewood
 Bloomingdale West
 South Oak
 Colonial Heights
 Barrington Oaks
 Camelot Ridge
 Hickory Oaks

VALRICO:
 Buckhorn Estates
 Brentwood Hills
 Lakes of Valrico
 Buckhorn Oaks
 Valrico Vista
 Strawberry Ridge
 Copper Ridge
 Diamond Hill
 Oakwood Terrace
 Twin Lakes

BLOOMINGDALE/FISHHAWK:
 FishHawk Ranch
 Bloomingdale East
 Mason Oaks
 River Hills
 FishHawk Trails
 Lithia Ridge
 Lithia Ranch
 Lithia

RIVERVIEW:
 River Glen
 Boyette Springs
 Lake St. Charles
 Lakes of Cristina
 Rivercrest
 Panther Trace
 Summerfield Crossings
 South Pointe
 Shadow Run
 Summerfield

APOLLO BEACH/RUSKIN:
 Avelar
 South Fork
 Covington Park
 Symphony Isles
 Kings Lake
 Andalusia
 MiraBay
 Little Harbor
 Andalusia

BEST
VALUE!

ADVERTISING RATES/PER MONTH

	Any 1 Paper			Any 2 Papers			Any 3 Papers			All 4 Papers		
	1 month	6 month	12 month	1 month	6 month	12 month	1 month	6 month	12 month	1 month	6 month	12 month
Full Page												
B/W	\$1020	\$930	\$870	\$1980	\$1800	\$1680	\$2810	\$2520	\$2250	\$3675	\$3265	\$2880
Full Color	\$1320	\$1230	\$1170	\$2400	\$2350	\$2160	\$3600	\$3480	\$3120	\$4560	\$4320	\$3840
Half Page												
B/W	\$630	\$585	\$555	\$1225	\$1060	\$1020	\$1710	\$1440	\$1370	\$2160	\$1850	\$1680
Full Color	\$870	\$825	\$795	\$1680	\$1550	\$1490	\$2460	\$2220	\$2100	\$3240	\$2880	\$2520
Quarter Page												
B/W	\$355	\$315	\$270	\$660	\$615	\$530	\$900	\$810	\$720	\$1080	\$990	\$870
Full Color	\$540	\$480	\$435	\$1045	\$925	\$840	\$1530	\$1370	\$1200	\$2000	\$1780	\$1440
Eighth Page												
B/W	\$200	\$180	\$165	\$380	\$340	\$300	\$540	\$480	\$420	\$690	\$615	\$530
Full Color	\$320	\$300	\$285	\$600	\$570	\$540	\$870	\$810	\$750	\$1130	\$1080	\$960
Business Card												
B/W	\$120	\$110	\$90	\$230	\$200	\$170	\$330	\$280	\$235	\$420	\$360	\$300
Full Color	\$180	\$150	\$135	\$340	\$290	\$250	\$480	\$420	\$360	\$630	\$530	\$460

Business Directory
 B/W• \$50 per month per edition or minimum 4 editions \$150 per month

SPOT COLOR 1/4 Page and Smaller - \$25 each edition
REFLEX BLUE 1/2 Page and Larger - \$75 each edition

Website Advertising www.ospreyobserver.com