

WWW.OSPREYOBSERVER.COM

AWARD WINNING, DIRECT-MAILED COMMUNITY NEWSPAPERS PUBLISHING POSITIVE NEWS



FIVE MONTHLY EDITIONS

CHRISTIAN VOICE MONTHLY
BLOOMINGDALE/FISHHAWK
RIVERVIEW/APOLLO BEACH
VALRICO
BRANDON/WINTHROP

OSPREYOBSERVER.COM



Direct-Mail Demographics

- Award-Winning
- Hyper Local
- Positive Community News
- Four Direct-Mail Editions
- 200 Pages Monthly
- Single Family Homes
- Target Market \$85k Average Household Income

What They Are Saying ... Testimonials From Advertising Businesses



David Weekley Homes

"We have partnered with the Osprey Observer for several years to advertise our communities in Brandon, Lithia, Seffner and Apollo Beach. We find that their publication has a high readership and we have seen increased interest in our communities due to our advertising. Plus they are a joy to work with and they are always willing to work with us to promote pertinent community stories and events that we are sponsoring."

JENNIFER COLE, David Weekley Homes
Senior Marketing Director – Tampa & Sarasota

Tower Radiology Centers has advertised with the Osprey Observer for over 5 years and it continues to be one of our best performing print ads for lead generation. Patricia Tracy, the Marketing Manager, has always met and exceeded our expectations as a valued business partner while continuing to meet the needs of our demanding and ever-changing schedule. We hope to continue working with the Osprey Observer for many more years to come.

BRITTANY FLOOD, Tower Radiology
Marketing Coordinator



TOWER
Radiology Center
RIVERVIEW



"We have partnered with the Osprey Observer and its staff on many community events and our Painting From The Heart campaign which have helped our business grow. We credit our relationship with the Osprey Observer for our business growth and success."

ROB SILVER, Dynamic Painting USA



"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 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 G. Fried Flooring America



Also Printing... 10,000 Copies In Local Christian Businesses & Churches

Pick Up Your
FREE
Copy at Local:

Christian Voice Monthly



+ 450 Local Locations

OUR OFFICE IS LOCATED AT:



2109 LITHIA PINECREST RD., VALRICO, FL 33596 PH: 813-657-2418 FAX: 813-657-4469 EDITOR@OSPREYOBSERVER.COM

ADVERTISING INFORMATION

Advertising materials can be submitted in PC format including Photoshop and Word, and in the following formats: PDF, EPS, TIF, JPG *High Resolution Required in all formats.*

EDITION:	DELIVERY PER U.S. POST OFFICE:	DEADLINES FOR AD MATERIALS:
Christian Voice Monthly*	1st of the month	5th of every month prior
Bloomingtondale / FishHawk	1st of the month	10th of every month prior
Riverview / Apollo Beach	8th of the month	25th of every month prior
Valrico	15th of the month	1st of every month
Brandon / Winthrop	23rd of the month	5th of every 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

Eighth Page

5" wide x 3.635" high

* Christian Voice Monthly distributed to drop locations

Business Card
5" wide x 1.8" high

Quarter Page Horizontal

10.25" wide x 3.635" high

MAP KEY

*Numbers Updated Monthly

- Christian Voice Monthly 10,000 at 400+ drop locations throughout SE Hillsborough
- Osprey Observer Bloomingdale/FishHawk Communities over 14,000 in mailboxes
- Osprey Observer Riverview/Apollo Beach Communities over 20,000 in mailboxes
- Osprey Observer Valrico Communities over 13,000 in mailboxes
- Osprey Observer Brandon/Winthrop Communities over 13,000 in mailboxes

VALRICO

Brentwood Hills
Buckhorn Estates
Buckhorn Oaks
Copper Ridge
Diamond Hill
Lakes of Valrico
Oakwood Terrace
Strawberry Ridge
Twin Lakes
and more

BRANDON/WINTHROP

Barrington Oaks
Bloomingdale West
LaCollina
Providence Lakes
South Oak
Sterling Ranch
Stonewood
Winthrop
and more

BLOOMINGDALE/FISHHAWK

Bloomingtondale East
Channing Park
FishHawk West
FishHawk Preserve
FishHawk Ranch
FishHawk Trails
Lithia Ridge
Mason Oaks
River Hills
Starling Ranch
and more

RIVERVIEW

Boyette Springs
River Glen
Rivercrest
Panther Trace
Summerfield
Triple Creek
Waterleaf
and more

APOLLO BEACH

Andalucia
Covington Park
MiraBay
Symphony Isles
Waterset
SouthShore Falls
and more

More than 70,000 editions per month

BEST VALUE!

MONTHLY ADVERTISING RATES

	Any 1 Paper			Any 2 Papers			Any 3 Papers			Any 4 Papers			All 5 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	1 month	6 month	12 month
Full Page															
B/W	\$1050	\$960	\$870	\$1890	\$1720	\$1560	\$2670	\$2450	\$2220	\$3360	\$3070	\$2880	\$3935	\$3700	\$3300
Full Color	\$1475	\$1340	\$1220	\$2655	\$2412	\$2195	\$3760	\$3480	\$3120	\$4720	\$4280	\$3840	\$5530	\$5025	\$4300
Half Page															
B/W	\$690	\$600	\$500	\$1240	\$1080	\$900	\$1760	\$1530	\$1275	\$2210	\$1920	\$1680	\$2500	\$2250	\$1900
Full Color	\$1035	\$900	\$750	\$1860	\$1620	\$1350	\$2670	\$2295	\$1910	\$3310	\$2880	\$2520	\$3880	\$3375	\$2900
Quarter Page															
B/W	\$380	\$320	\$270	\$680	\$575	\$485	\$970	\$810	\$690	\$1220	\$1025	\$870	\$1425	\$1100	\$1000
Full Color	\$580	\$485	\$405	\$1045	\$870	\$730	\$1480	\$1240	\$1030	\$1855	\$1550	\$1290	\$2200	\$1820	\$1600
Eighth Page															
B/W	\$260	\$200	\$165	\$470	\$360	\$300	\$665	\$510	\$420	\$830	\$640	\$530	\$975	\$750	\$600
Full Color	\$390	\$300	\$250	\$700	\$540	\$450	\$995	\$765	\$640	\$1250	\$960	\$800	\$1450	\$1150	\$940
Business Card															
B/W	\$140	\$110	\$90	\$250	\$200	\$160	\$360	\$280	\$235	\$450	\$360	\$290	\$525	\$415	\$350
Full Color	\$210	\$160	\$135	\$380	\$290	\$245	\$535	\$420	\$345	\$670	\$510	\$430	\$790	\$600	\$500

Business Directory-B/W \$50 per month per edition or minimum 5 editions \$200 per month

Website Advertising: ospreyobserver.com christianvoicemonthly.com