

# Osprey OBSERVER

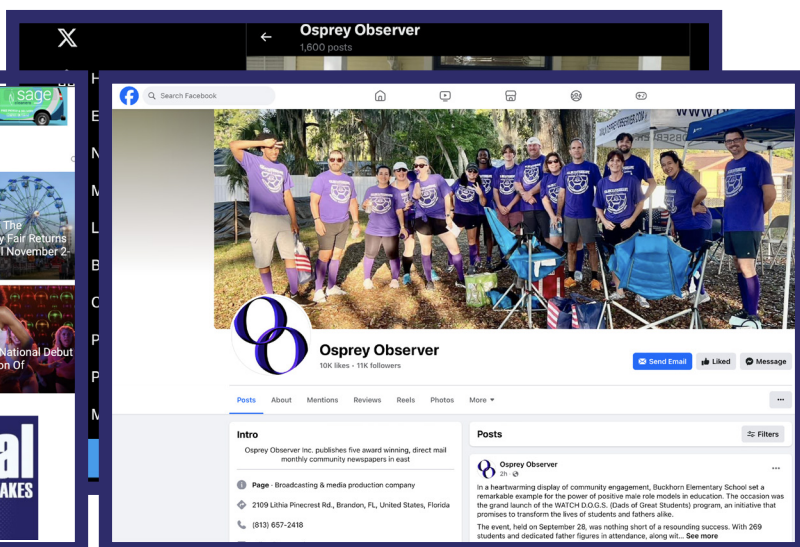
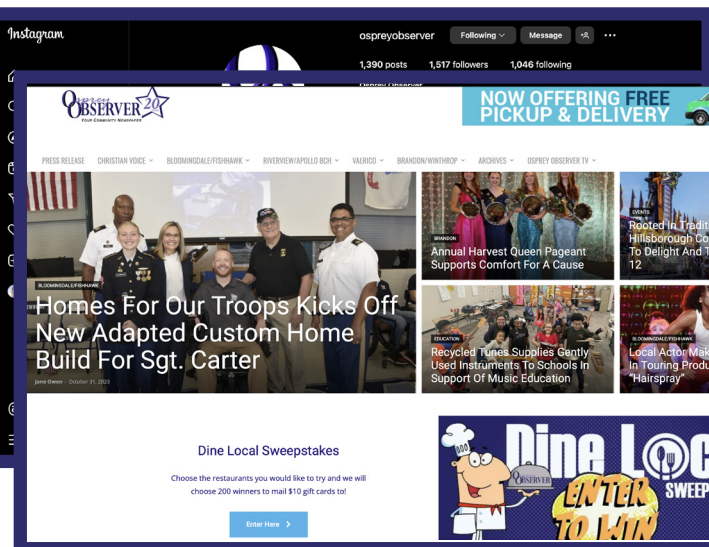
## MEDIA KIT



YOUR COMMUNITY NEWSPAPER

**AWARD WINNING, DIRECT-MAILED COMMUNITY NEWSPAPERS PUBLISHING POSITIVE NEWS**

**BLOOMINGDALE/FISHHAWK • RIVERVIEW/APOLLO BEACH • VALRICO • BRANDON/WINTHROP**



**Follow Us**



**OSPREYOBSERVER.COM**

**SUPPORTING LOCAL CHAMBERS**



- **www.ospreyobserver.com averages more than 50,000 visits per month.**
- **Website banner ads receive more than 125 click throughs per day.**



### 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**



## Read What Our Clients Say About The Osprey Observer



We have thoroughly enjoyed our relationship with the *Osprey Observer* over the years! They are not only professional but friendly and caring. We are a small independent restaurant and you don't always get the "best" service from some of the big vendors anymore. The Osprey's Melissa Hartman treats us like we are her biggest client all the while treating us like friends she cares about. Our advertising is always on point and current and brings current and new customers into our door. **DAHLIA FERNANDEZ, Owner – La Séptima Cafe**

Canine Cabana has been partnering with The *Osprey Observer* since 2008. We love they promote positive news from our community. We have done several articles highlighting new services, team members and Canine Cabana accomplishments over the past 15 years. We will continue to advertise and partner with the *Osprey Observer*. Thank you for the past 15 years of amazing customer service and positive news.

**ANGIE PICKREN, Owner – Canine Cabana**



TGH Imaging, formerly Tower Radiology, has advertised with the *Osprey Observer* for over ten years, and it continues to be one of our best-performing local print ads for lead generation. Jennifer Hurst consistently exceeds our expectations as a valued business partner and continues to meet the needs of our demanding and deadline-driven industry. Reaching the community in a way that feels authentic, useful, and professional is an essential component of our business. We hope to continue working with the *Osprey Observer* for many more years.

**BRITTANY FLOOD, Senior Marketing Manager, TGH Imaging**



**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 any of the following digital formats: PDF, EPS, TIF, JPG, PNG. Image resolution should be sufficient (very minimum of 150dpi but no more than 300dpi).

## DEADLINES FOR MATERIALS

Bloomingtondale/FishHawk.....10th of every month  
Riverview/Apollo Beach.....25th of every month  
Valrico.....1st of every month  
Brandon/Winthrop.....5th of every month

## DELIVERY/US Post Office

1st of every month  
8th of every month  
15th of every month  
23rd 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

Business Card  
5" wide x 1.8" high

Quarter Page Horizontal

10.25" wide x 3.635" high

### BRANDON/ WINTHROP

13,000+

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

### VALRICO

13,000+

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

### BLOOMINGDALE/ FISHHAWK

14,000+

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

### APOLLO BEACH/RIVERVIEW

19,000+

Andalucia  
Covington Park  
MiraBay  
Symphony Isles  
Waterset  
SouthShore Falls  
and more

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

## Osprey Observer MONTHLY RATES

### Any 1 Paper

1 month 6 month 12 month

### Any 2 Papers

1 month 6 month 12 month

### Any 3 Papers

1 month 6 month 12 month

### Any 4 Papers

1 month 6 month 12 month

Full Page B/W  
Full Color

\$1050 \$960 \$870  
\$1475 \$1340 \$1220

\$1890 \$1720 \$1560  
\$2655 \$2412 \$2195

\$2670 \$2450 \$2220  
\$3760 \$3480 \$3120

\$3360 \$3070 \$2880  
\$4720 \$4280 \$3840

Half Page B/W  
Full Color

\$690 \$600 \$500  
\$1035 \$900 \$750

\$1240 \$1080 \$900  
\$1860 \$1620 \$1350

\$1760 \$1530 \$1275  
\$2670 \$2295 \$1910

\$2210 \$1920 \$1680  
\$3310 \$2880 \$2520

Quarter Page B/W  
Full Color

\$380 \$320 \$270  
\$580 \$485 \$405

\$680 \$575 \$485  
\$1045 \$870 \$730

\$970 \$810 \$690  
\$1480 \$1240 \$1030

\$1220 \$1025 \$870  
\$1855 \$1550 \$1290

Eighth Page B/W  
Full Color

\$260 \$200 \$165  
\$390 \$300 \$250

\$470 \$360 \$300  
\$700 \$540 \$450

\$665 \$510 \$420  
\$995 \$765 \$640

\$830 \$640 \$530  
\$1250 \$960 \$800

Business Card B/W  
Full Color

\$140 \$110 \$90  
\$210 \$160 \$135

\$250 \$200 \$160  
\$380 \$290 \$245

\$360 \$280 \$235  
\$535 \$420 \$345

\$450 \$360 \$290  
\$670 \$510 \$430

Best Value!  
60K Circulation

Business  
Directory-B/W  
\$50 per month  
per edition or  
minimum 4 editions  
\$200 per month

Website Advertising: [ospreyobserver.com](http://ospreyobserver.com)