



BUILDING BAROMETER

TBBA Member Rates

AD SIZE	1X	3X	6X	12X
1/8 Page	\$160	\$145	\$115	\$100
1/4 Page	\$245	\$225	\$185	\$180
1/2 Page	\$415	\$370	\$335	\$325
1/2 Page Color	\$690	\$650	\$600	\$550
Full-Page	\$760	\$730	\$660	\$650
Full-Page Color	\$1,300	\$1,250	\$1200	\$1,100
Inserts - All Mailed Copies	\$500	\$500	\$500	\$500
Inserts - Builders Only	\$375	\$375	\$375	\$375

Non TBBA members may advertise, FHBA members will be charged a 15% premium, all others a 40% premium. TBBA members will be invoiced monthly, all non TBBA member advertising must be prepaid at the time of contract. TBBA offers a 10% discount to members that prepay their 12x order. All rates are net.

The Tampa Bay Builders Association is one of the largest in the state of Florida covering both Pinellas and Hillsborough Counties. Areas include Clearwater, St Petersburg and Tampa Bay.

The Building Barometer is mailed monthly to all TBBA members, government officials and other industry professionals. Each month 2900 copies are distributed. Newspapers are passed around offices ensuring your message will be seen by more than 6000 each month.

Potato Communications, Inc., is proud to produce The Building Barometer for the TBBA. We also produce newspapers for the HBAs in Sarasota, Charlotte, DeSoto, Collier and Palm Beach Counties.

Contact Karen Wiseman at (727) 322-6099 or email karen@potatopub.com for further information. Specs are on the following page and also available at www.potatopub.com.

*Space Reservations:
1st of the month.
Feb 1st for March issue*

*Materials Due:
5th of the month.
materials@potatopub.com*



212 30th Street North
St. Petersburg, FL 33713
Phone (727) 322-6099
Toll Free (866) 4-POTATO
Fax (727) 322-6044
www.potatopub.com

