

# The Tennessee Press



## 2008 ADVERTISING RATES

<b>Display:</b>	<b>Per Column Inch</b>		<b>Popular Sizes</b>	
	1 to 10 column inches	\$7.50	Full Page (10" w x 11.75" h):	\$235.00
	11 to 25 column inches	\$6.25	Half-Page (10" w x 6" h):	\$150.00
	26 to 34 column inches	\$5.00	2 col. x Full (3 15/16" w x 11.75" h):	\$146.88
	35 to 50 column inches	\$4.50	3 col. x 10 (6" w x 10" h):	\$150.00
	Full page (5 col. x 11.75" h; 58.75 column inches)	\$4.00		
<b>Color:</b>	One color	\$90.00	Three colors	\$270.00
	Two colors <i>(Costs are added to space cost)</i>	\$180.00	Full process color <i>(best color value)</i>	\$270.00
<b>Classified:</b>	(up to 25 words):	\$ 7.50	<b>Inserts:</b>	Please call for rates— (865) 584-5761
	Each additional word:	\$ .30		
<b>Commissions:</b>	15% Agency commission allowed to recognized advertising agencies performing full-service role			
<b>Discounts:</b>	Members and Associate members of TPA will receive a 25% discount on space and color charges. Advertiser will receive a 10% discount on advertising placed in consecutive editions. Discount begins on second insertion. This discount is in addition to the member discount, if applicable.			
<b>Deadline:</b>	Space reservation: 5:00 p.m. second Monday of each month, for the following month's issue. Artwork: 5:00 p.m. Friday following the space reservation deadline.			
<b>Mechanical Requirements:</b>	Printable page area:	10 inches wide by 11.75 inches deep (newspaper tabloid)		
	Screen required:	85 lines per inch		
	Column width:	1 7/8 inches, Five columns per page—58.75 total column inches per page		
		Two columns:	3 15/16 inches	
		Three columns:	6 inches	
		Four columns:	7 7/8 inches	
		Five columns:	10 inches	
	Double-truck:	21 inches wide		
	Published by Offset Press			
<b>Circulation:</b>	Published monthly with 900+ copies distributed to editors, publishers, other key executives of Tennessee's non-daily and daily newspapers, TPA associate members and other interested individuals.			



**Advertising Representative:** Angelique Dunn, Production Assistant, The Tennessee Press  
435 Montbrook Lane, Knoxville, TN 37919  
(865) 584-5761 FAX: (865) 558-8687  
adunn@tnpress.com

*The publisher reserves the right to edit or reject any advertising deemed objectionable, whether in subject matter, illustration or phraseology.*

*Reporting news of interest to the Tennessee newspaper industry*

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## ADVERTISING ORDER FORM

**Advertiser's Information:** Name: \_\_\_\_\_ Address: \_\_\_\_\_  
 Company: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Order:** Publication Date: \_\_\_\_\_ *Please note: The deadline for space reservation is 5:00 p.m. the second Monday of each month for the following month's issue. Artwork and payment are due no later than 5:00 p.m. on the Friday following the space reservation deadline.*

**Ad Size:** *Please circle a popular size or list size in the space provided. No quarter-inch sizes, please.*

**Display:**

Popular Sizes	Column Inches:	Cost per column inch
Full Page (10"w x 11.75"h): \$235.00	_____ 1 to 10 column inches \$7.50	
Half-Page (10"w x 6"h): \$150.00	_____ 11 to 25 column inches \$6.25	
2 col. x Full (3 15/16"w): \$146.88	_____ 26 to 34 column inches \$5.00	
3 col. x 10 (6"w): \$150.00	_____ 35 to 50 column inches \$4.50	
	_____ 51 or more column inches \$4.00	

**Classified:**

Number of Words:	Cost	Size Cost:
_____ 0 to 25 words	\$7.50 total	_____
_____ Additional words	\$0.30 apiece	

**Color:** *Please circle your color choice.*

Black & White \$0.00	Three colors \$270.00
One color \$90.00	Full process color \$270.00
Two colors \$180.00	(best color value)

**Color Cost:** \_\_\_\_\_

**Subtotal:** \_\_\_\_\_ **Discount:** \_\_\_\_\_ **Surcharge:** \_\_\_\_\_ **Grand Total:** \_\_\_\_\_  
*Size Cost + Color Cost* *Member discount - 25%* *If paying by credit card, please*  
*Frequency discount - 10%* *add a 4% processing fee.*  
*See rate card for details.*

**Select your method of payment:** \_\_\_\_\_ **Check** \_\_\_\_\_ **Credit Card**  
 Type of card:  VISA  MC  AMEX  DISCOVER  
 Account Number: \_\_\_\_\_ Total amount to charge: \$ \_\_\_\_\_  
 Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_ I promise to pay such TOTAL subject to and in accordance  
 Name of Card Holder: \_\_\_\_\_ Signature: \_\_\_\_\_  
 with the Agreement governing the use of such card.

**SUBMIT YOUR ORDER TO:** Angelique Dunn, Production Assistant, The Tennessee Press  
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