



AUTOMOTIVE Advertising Rates

Reach auto buyers when they're ready to buy

According to CNW Research, in the month before purchase, auto shoppers rely on newspaper advertising more than any other source.¹ And in Nashville, auto shoppers rely on The Tennessean more than any other local advertising source.²

They love that new-car smell³

More than 142,500 (7%) adults in Middle Tennessee plan to buy or lease a new vehicle in the next 12 months. Among this group, 68% (97,100) plan to buy or lease a car of any style, while 37% (52,200) plan to buy or lease a van/mini-van, truck or SUV.

Advertising regularly with The Tennessean increases reach of prospective buyers of new vehicles.³

- One issue of the daily Tennessean reaches 35% (49,100) of adults who plan to buy or lease a new vehicle, while five issues reach 43% (61,400).
- One issue of the Sunday Tennessean reaches 44% (62,400) of adults who plan to buy or lease a new vehicle, while four issues reach 59% (84,200).

Used vehicles are popular too

Middle Tennessee is also an attractive market for those selling used vehicles, as 213,500 adults plan to buy a used vehicle in the next 12 months. Among this group, 56% (120,200) plan to buy a used car of any type, while 54% (116,000) plan to buy a used van/mini-van, truck or SUV.³

Advertising regularly with The Tennessean increases reach of prospective buyers of used vehicles.³

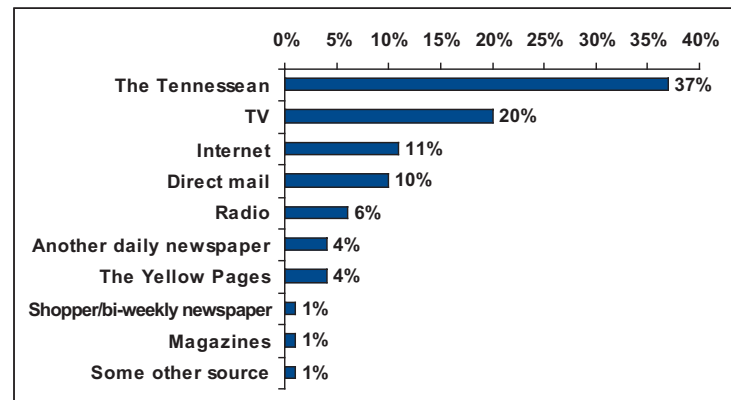
- One issue of the daily Tennessean reaches 26% (54,300) of adults who plan to buy a used vehicle, while five issues reach 40% (86,200).
- One issue of the Sunday Tennessean reaches 40% (84,700) of adults who plan to buy a used vehicle, while four issues reach 57% (121,100).

The newspaper rules both new and used car sales

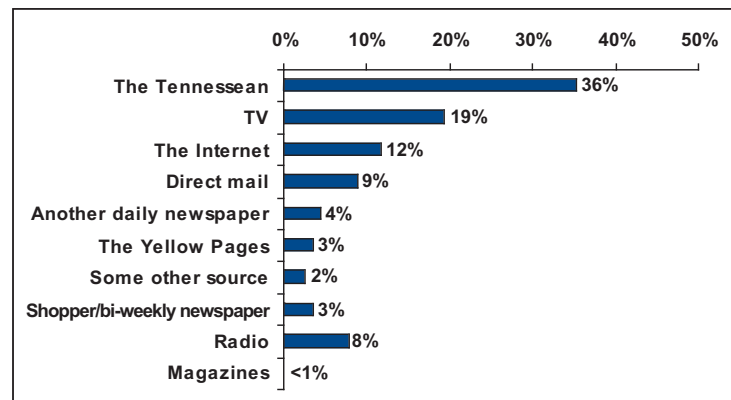
Consumers shopping for a new vehicle say the newspaper is the most useful advertising source. As you can see, the newspaper outperforms everything by a substantial margin²

By working with The Tennessean, you can broaden your media mix. We offer Internet and direct mail in addition to our print publications. For more information, call 615-259-8827.

New car buyers²



Used car buyers²



Sources:

1. CNW Research (as reported by 2007 newspaper advertising planbook)
2. Wilkerson & Associates, 2006 (9-county area)
3. Scarborough, 2007; Release 1 (Nashville DMA)

These rates are made subject to The Tennessean's terms and conditions, which are expressly made a part hereof and incorporated herein by reference. You may download a copy of the terms and conditions by going to www.tennessean.com/rates

The Tennessean, the state's largest newspaper reaching more than 700,000 adults each week,¹ is the fastest inroad for attracting ready-to-buy consumers planning their next vehicle purchase. With The Tennessean, you can reach 3 out of 5 car buyers—that's more than 202,200 adults² in the market to buy a car. Act now to steer shoppers to your showroom and drive up sales.

Source:

1. Burrells-Luce, 2006 (100 Top Daily Newspapers); Wilkerson & Associates, 2006 (past 7 days); ABC, September 24, 2006 (Tennessee Statewide area)

2. Wilkerson & Associates, 2006 (TN past 7 days; likely to purchase a new/used vehicle)

Automotive Print Contract Rates/cars.com³

Sell your vehicles the high-tech way with listings on cars.com at Tennessean.com—the area's most extensive, searchable database of both new and used automobiles. Cars.com is the fastest growing automotive marketplace for buyers, dealers and private-party sellers. A trackable 800 number allows you to track sales leads daily. With more than 8 million vehicle shopper visits each month, cars.com is a great way to get more prospective buyers looking at your vehicles. In fact, 61% of cars.com shoppers who contact a seller purchase a vehicle, and 79% buy within 90 days. Receive the below rates on your print ad when you advertise on cars.com. Ask your account executive about cars.com breaks.

Source:

3. Cars.com Internal Records

4. Experian Automotive, Auto Leads Analysis, September 2004-August 2005

Annual revenue	CLASSIFIED RATES PER LINE			ROP RATES PER INCH		
	Daily	Fri./Sat.*	Sun.	Daily	Fri./Sat.**	Sun.
\$ 50,000	\$3.37	\$4.35	\$4.47	\$78.42	\$101.16	\$103.84
100,000	2.79	3.61	3.49	64.99	83.81	81.11
150,000	2.54	3.28	3.28	59.13	76.23	76.23
200,000	2.16	2.78	2.78	50.34	64.75	64.75
300,000	2.12	2.75	2.75	49.36	64.01	64.01
400,000	2.09	2.69	2.71	48.63	62.54	63.04
500,000	2.06	2.64	2.64	47.88	61.33	61.33

*600 line minimum. If you purchase Fri./Sat., Sun. billed at daily rate. Ads must be consecutive.

**26" minimum

Dollar Volume Frequency Color Rates (non-commissionable)

Annual Frequency	Black + one color		Black + two colors		Black + three colors	
	Daily or Sun.	Fri./Sat.	Daily or Sun.	Fri./Sat.	Daily or Sun.	Fri./Sat.
13x	\$1,160	\$1,819	\$1,532	\$2,412	\$2,061	\$3,242
26x	1,142	1,796	1,510	2,373	2,029	3,192
52x	1,066	1,678	1,423	2,240	1,918	3,013
104x	974	1,530	1,301	2,048	1,750	2,752
156x	967	1,520	1,283	2,021	1,726	2,718
More than 156x	951	1,494	1,254	1,973	1,690	2,658

Open Color Rates (non-commissionable)

	Display Daily	Display Sun.	Tabloid—Fri. Weekend
Black + one color	\$1,452	\$1,665	\$1,336
Black + two colors	1,926	2,247	1,670
Black + three colors	2,582	2,989	2,065

Circulation is an audited number taken at a given point in time. Day to day changes in subscriber activity cause actual press runs on any particular day to vary from the audited number. For preprint planning for a particular day, contact your sales representative for distribution estimates.

Automotive Dealer Association Rates

NET CLASSIFIED LINE RATES

Monthly Frequency and Dollar Volume

	Daily	Sunday
1 Day	\$4.17	\$5.31
2 Days	3.94	5.03
3 Days or \$10,000	3.88	4.94
4 Days or \$20,000	3.72	4.60

COMMISSIONABLE CLASSIFIED LINE RATES

Monthly Frequency and Dollar Volume

	Daily	Sunday
1 Day	\$4.91	\$6.25
2 Days	4.64	5.92
3 Days or \$10,000	4.56	5.81
4 Days or \$20,000	4.38	5.41

NET ROP INCH RATES

Monthly Frequency and Dollar Volume

	Daily	Sunday
1 Day	\$96.85	\$123.92
2 Days	91.72	116.88
3 Days or \$10,000	90.09	114.86
4 Days or \$20,000	86.39	110.12

COMMISSIONABLE ROP INCH RATES

Monthly Frequency and Dollar Volume

	Daily	Sunday
1 Day	\$113.94	\$145.79
2 Days	107.91	137.51
3 Days or \$10,000	105.99	135.13
4 Days or \$20,000	101.64	129.55

Dealer Association rates apply to ads with local dealer groups identified in each ad. Standard color rates apply.

Classified Rates

All advertisements are charged for space occupied, measured by agate line rule.

CLASSIFIED OPEN RATES (NON-CONTRACT NET RATES)

Size (Lines)	Rates per line, per day					
	1 Day	Sunday	3 Days	7 Days	14 Days	30 Days
3 - 112	\$7.68	\$10.92	\$5.86	\$5.38	\$5.20	\$4.78
113 - 600	7.20	10.28	5.38	5.02	4.84	4.54
601 - 3000	6.79	9.74	5.20	4.90	4.61	4.24

DAILY FREQUENCY CONTRACT RATES—52 WEEKS (SCHEDULE IX)*

Size (Lines)	Rates per line, per day							
	Daily 1 Day	Sunday 1 Day	2 Days	3 Days	4 Days	7 Days	10 Days	30 Days
3 - 56	\$5.08	\$6.99	\$4.10	\$4.07	\$3.89	\$3.78	\$3.74	\$3.68
57 - 112	4.93	6.84	4.01	3.97	3.78	3.67	3.63	3.49
113 - 250	4.75	6.65	3.88	3.79	3.66	3.48	3.43	3.36
251 - 600	4.62	6.52	3.74	3.71	3.49	3.36	3.33	3.26
601 - 1499	4.52	6.19	3.66	3.63	3.43	3.33	3.26	3.13
1500 - 2999	4.10	5.52	3.49	3.09	2.92			
Full Page (Billed as 3,000 lines)	3.83	5.15	3.26	2.67	2.59			

*A minimum of three lines per day must run to qualify for contract rates. Any additional straight line Classified or Classified Display running during this period will be billed at the earned rate. Rate is earned based on the number of insertions within a seven day period. Seven, ten, and thirty-time orders must be consecutive days. Classified 52-week contracts are self-renewing unless canceled in writing.

Automotive Dollar Volume Contract Rates (non-commissionable)

Group	Annual Revenue	Classified Rate Per Line		
		Daily	Fri. & Sat.*	Sun.
A	\$ 50,000	\$3.69	\$4.83	\$4.88
B	100,000	3.05	3.99	3.80
C	150,000	2.77	3.66	3.58
D	200,000	2.36	3.09	3.04
E	300,000	2.32	3.05	3.00
F	400,000	2.29	3.00	2.96
G	500,000	2.25	2.95	2.88

*600 line minimum. If you purchase Fri./Sat., Sun. billed at daily rate.
Ads must be consecutive.

Annual Group	Revenue	ROP Rate Per Inch		
		Daily	Fri. & Sat.*	Sun.
A	\$ 50,000	\$85.81	\$112.33	\$113.49
B	100,000	70.93	92.79	88.37
C	150,000	64.42	85.12	83.26
D	200,000	54.88	71.86	70.70
E	300,000	53.95	70.93	69.77
F	400,000	53.26	69.77	68.84
G	500,000	52.33	68.60	66.98

*26" minimum

CARS.COM WEEKLY

Distributed free at more than 400 locations throughout the Midstate, Clarksville and Jackson. *Cars.com Weekly* is the only used car weekly that is designed the way people shop for cars. *Cars.com Weekly* lets readers see what they're shopping for: all vehicles are organized by their make and model and feature a photo. With 13,000 copies distributed each week, you get qualified leads to help move your used cars faster. When you place your ad in *Cars.com Weekly* you also get a liner ad in the Saturday Tennessean and a listing on Cars.com. Take *Cars.com Weekly* for a test drive, and see how fast your vehicles can go! Contact your account executive today for rate information.¹

CARS.COM

Reach more buyers and close more sales by using Cars.com. Promote your dealership and sell your inventory with this easy to use tool. Maximize your advertising investment with reports, support and training with more than 200 exclusive online partners that feature your inventory. With more than 8 million vehicle shopper visits each month, cars.com is a great way to get more prospective buyers looking at your vehicles.²

LEADS PLUS

Leads Plus is a great way for your dealership to get quality targeted leads. With Leads Plus, heads will turn to your dealership quickly. And since you only pay for the number of leads your dealership requests, you control the cost.

POWER POSITIONS

Reach a high-quality local audience with the right message at the right time. Power Positions prove to provide you with an edge in the crowded local automobile market place. Plus you can track results with online ad reporting.

Source:

1. Internal Circulation
2. Cars.com Internal Records