

## Readers of classified ads are **highly qualified consumers.**

Classified readers are among the most highly qualified consumers in the Midstate—they're ready to buy, and they're actively searching. The Tennessean, the state's largest newspaper,<sup>1</sup> reaches more than 700,000 adults each week. Promote your products to prospective buyers in The Tennessean's Classifieds, Middle Tennessee's most comprehensive listings of merchandise.

Source: Burrells-Luce, 2008 (Top 100 Largest Newspapers); Tennessean Custom Study, 2007 (past 7 days); ABC, Audit 2007; (Tennessee Statewide Area)

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

### Classified open rates (non-contract net rates)

rates per line, per day

| Size     | 1 day  | Sunday  | 3 Days | 4 Days | 8 Days | 16 Days |
|----------|--------|---------|--------|--------|--------|---------|
| 5-112    | \$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  |

5 lines minimum ad size

### Daily frequency contract rates—52 weeks

rates per line, per day

| Size Lines | 1 Day Rate | Sunday Rate | 2 Day Rate | 3 Day Rate | 4 Day Rate | 8 Days (2 Weeks) | 12 Days (3 Weeks) | 16 Days (4 Weeks) |
|------------|------------|-------------|------------|------------|------------|------------------|-------------------|-------------------|
| 5-56       | \$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  | \$3.83     | \$5.15      | \$3.26     | \$2.67     | \$2.59     |                  |                   |                   |

(Billed as 3,000 lines)

\*A minimum of five 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. Eight, twelve and sixteen time orders must be consecutive days. Classified 52-week contracts are self-renewing unless canceled in writing.

### National Rate

|        |                  |
|--------|------------------|
| Daily  | \$13.52 per line |
| Sunday | \$17.06 per line |

### Blind Box Number

|                            |       |
|----------------------------|-------|
| Picked-up At Front Counter | \$ 86 |
| Mailed To Advertiser       | 156   |

Replies held for 30 days. Each box number is good only for original ad insertion.

### Color Rates

#### NON-COMMISSIONABLE (ROP DISPLAY)

|                      | Daily   | Sunday  |
|----------------------|---------|---------|
| Black + one color    | \$1,452 | \$1,665 |
| Black + two colors   | 1,926   | 2,247   |
| Black + three colors | 2,582   | 2,989   |

### Terms and Conditions

Advertising published in the Classified sections or USA Weekend will not be credited to the fulfillment of a Retail display advertising contract, nor will advertising published in the ROP display pages or USA Weekend be credited towards fulfillment of a Classified frequency contract. For more, see reverse side.

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](http://www.tennessean.com/rates)

**EFFECTIVE DATE: JANUARY 12, 2008**

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**THE TENNESSEAN**  
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