

Davidson A.M. and Microzones



Target your customers with precision.

Davidson may only be one county, but its people, neighborhoods, and interests are quite diverse. Target your best customers with precision by using one or more of our Davidson County publications.

Davidson A.M. offers zoned delivery to subscriber and non-subscriber households every Wednesday in the north, southeast and eastern areas of the county. A west edition is delivered to subscribers only on Friday.

On Wednesday, the west edition is split into four targeted zones – **Belle Meade, Bellevue, Green Hills** and **West End/Vandy/East Nashville**. These publications are delivered to both subscriber and non-subscriber households.

The local-local coverage attracts readers' attention and surrounds your ad message within content that affects readers' lives. **Plus, there is additional community coverage for each area on Tennessee.com.**

DAVIDSON COUNTY PROFILE

- Own home 68%¹
- Some college or higher 61%¹
- HHI \$50,000 or more 54%¹
- Men 50%¹
- Women 50%¹
- Married 48%¹
- Kids in home under 18 34%¹
- Median Age 37 years²
- 2009 Retail Sales \$11.9 billion³

Contact your Tennessee account executive, or phone (615) 259-8338 today.

Sources: 1. Scarborough 2009, Release 2 (Davidson: Total Adults 18+ 478,860); 2. Claritas 2009; 3. Tennessee State Department of Revenue (Davidson County 2009); 4. Internal Circulation (as reported March 2010)

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 tmediasolutions.com.

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DISTRIBUTION

NORTH DAVIDSON

Distribution: 48,000 households⁴
 Average Household Income: \$50,430²
 Median Age: 37 years²

EAST DAVIDSON

Distribution: 27,700 households⁴
 Average Household Income: \$65,560²
 Median Age: 38 years²

SOUTHEAST DAVIDSON

Distribution: 40,700 households⁴
 Average Household Income: \$56,470²
 Median Age: 35 years²

WEST DAVIDSON

Distribution: 21,300 households⁴
 Average Household Income: \$86,830²
 Median Age: 39 years²

BELLEVUE

Distribution: 12,300 households⁴
 Average Household Income: \$89,700²
 Median Age: 39 years²

BELLE MEADE

Distribution: 8,900 households⁴
 Average Household Income: \$118,930²
 Median Age: 43 years²

GREEN HILLS

Distribution: 16,200 households⁴
 Average Household Income: \$111,290²
 Median Age: 44 years²

WEST END/VANDY/EAST NASHVILLE

Distribution: 34,400 households⁴
 Average Household Income: \$51,100²
 Median Age: 35 years²

DEADLINES

Wed. north, southeast and Donelson/Hermitage 5pm Tuesday one week prior
 Wed. Bellevue, Belle Meade, Green Hills, West End/Vandy/ East Nashville 5pm Wednesday one week prior
 Friday Davidson A.M. west 5pm Tuesday prior to pub date

BROADSHEET AD SIZES

1 column = 1.528" 4 columns = 6.611"
 2 columns = 3.222" 5 columns = 8.306"
 3 columns = 4.917" 6 columns = 10"
 Depth 21"

Rates (per column inch)

	East	North	Southeast	West
Open	\$19.50	\$27.00	\$28.00	\$26.06
6x*	15.00	20.50	21.50	13.80
13x	12.00	16.00	16.50	13.30
26x	10.50	13.50	14.00	12.85
52x	9.00	11.00	11.50	12.35

*Dollar volume advertisers earn the 6x rate.

Wednesday West Davidson Zone Rates (per column inch)

	Open	6x	13x	26x	52x
Green Hills	\$12.00	\$9.50	\$8.50	\$7.50	\$6.50
Belle Meade	12.00	9.25	8.00	7.00	6.00
Bellevue	12.00	9.50	8.50	7.50	6.50
West End/Vandy/East Nashville	15.00	12.00	10.00	9.00	8.00
Combo (choose any 4 zones)	38.25	30.19	26.25	23.25	20.25

West Wednesday/Friday Combo Rates (per column inch)**

Zone	Open	6x	13x	26x	52x
Green Hills	\$16.00	\$13.50	\$12.50	\$10.50	\$9.50
Belle Meade	16.00	13.25	12.00	10.00	9.00
Bellevue	16.00	13.50	12.50	10.50	9.50
West End/Vandy	19.00	16.00	14.00	12.00	11.00
Combo (choose any 4 zones)	50.25	42.19	38.25	32.25	29.25

**Dollar volume advertisers earn the 6x rate.

6x, 13x and 52x contracts are consecutive.

All neighborhood rates include an ad on the Tennessee.com search engine. Wed/Fri combo includes Friday West Davidson A.M.

Color Rates (per inch, per zone)

	Per column inch	Minimum	Maximum
Spot Color	\$4	\$36	\$138
Full Color	\$6	\$54	\$207

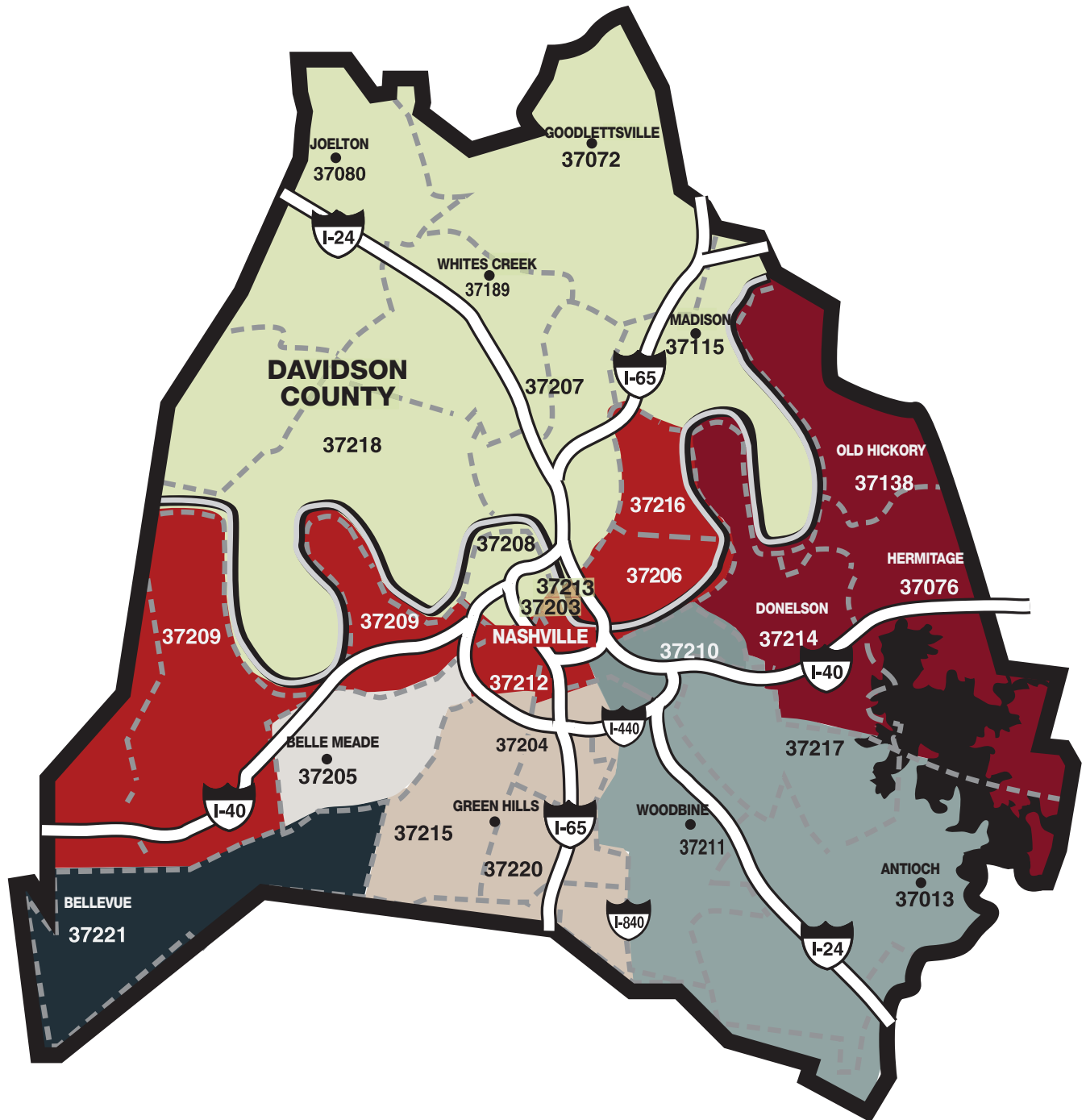
Front Page Banner Rate* (per zone)**

Wednesday \$195
 Friday \$150

***Based on a 13x commitment

Publication Dates:

Wednesday Davidson A.M. (North, Southeast and Donelson/Hermitage), Bellevue, Belle Meade, Green Hills and West End/Vandy/East Nashville
 Friday Davidson A.M. (west edition)



Davidson Zones

- | | | |
|---|---|--|
| <ul style="list-style-type: none"> North Davidson 37072 Goodlettsville 37080 Joelton 37115 Madison 37189 Whites Creek 37207 Trinity Lane 37208 Bordeaux 37213 Nashville 37218 Nashville | <ul style="list-style-type: none"> Southeast Davidson 37013 Antioch 37210 Downtown Nashville 37211 Woodbine 37217 Airport | <ul style="list-style-type: none"> East Davidson 37076 Hermitage 37138 Old Hickory 37214 Donelson |
|---|---|--|

West Davidson Zones

- | | | |
|---|---|---|
| <ul style="list-style-type: none"> Green Hills 37215 Green Hills, Forest Hills 37220 Oak Hill 37204 Berry Hill to Granny White | <ul style="list-style-type: none"> Belle Meade 37205 Belle Meade, Hillwood, Richland | <ul style="list-style-type: none"> West End/Vandy/East Nashville 37203 Downtown (to 440 or Wedgewood) 37209 Sylvan Park 37212 Vandy, Belmont 37206 East Nashville* 37216 Inglewood* Bellevue 37221 Bellevue |
|---|---|---|

* Not included in West Davidson A.M. distribution on Friday.