

Advertising Solutions in Davidson County



The Tennessean delivers the key ingredients for small business advertising success—targeted delivery plus total market coverage. Davidson may only be one county, but its people, neighborhoods, and interests are quite diverse. Target your best customers with precision in one or more of our Davidson County newspapers including:

- Davidson A.M. North
- Davidson A.M. Donelson/Hermitage/Old Hickory
- Davidson A.M. Southeast
- Davidson A.M. West
- Bellevue
- Belle Meade
- Green Hills
- West End*Vandy*Downtown

Every Wednesday, Davidson A.M. north, southeast and east editions and the west community papers deliver your advertising message to both subscriber and non-subscriber households, allowing you to reach virtually all households in the areas of your choice. The west community papers are combined on Friday to deliver a west edition of Davidson A.M. to subscribers.

Your ad message will be surrounded by news and events that affect readers every day lives. Plus, there is additional community coverage for each area on Tennessee.com.

Seize Davidson County's growth.

- The population has grown 2% since 2000, and it is expected to grow another 2% over the next five years.¹
- The average household income is on the rise with a projected increase of 8% over the next five years.¹
- Retail sales in the county have grown 2% from 2006 to 2007 and 42% over the past five years—that's \$4 billion more in spending.^{2*}

This growth and affluence has attracted more competition for local discretionary spending with more businesses in the area offering similar products and services. Advertising your business is critical in such a lucrative market.

Contact your Tennessean account executive or phone (615) 259-8338 to reserve your customer-grabbing space in one or more of our Davidson County community papers.

Sources:

1. Claritas, 2008
 2. Tennessee State Department of Revenue (Davidson County)
 3. Internal circulation (based on September 2008)
- * Past five years = 2002-2007

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

EFFECTIVE DATE: DECEMBER 8, 2008

REACH • RELEVANCE • RESULTS | PRINT • ONLINE • DIGITAL

THE TENNESSEAN
Every day matters. www.tennessean.com

Distribution

NORTH DAVIDSON

Distribution: 57,100 households³
 Average Household Income: \$48,600¹
 Median Age: 37 years¹

EAST DAVIDSON

Distribution: 37,200 households³
 Average Household Income: \$63,100¹
 Median Age: 38 years¹

SOUTHEAST DAVIDSON

Distribution: 71,600 households³
 Average Household Income: \$53,400¹
 Median Age: 34 years¹

WEST DAVIDSON

Distribution: 25,100 households³
 Average Household Income: \$75,900¹
 Median Age: 38 years¹

BELLEVUE

Distribution: 16,100 households³
 Average Household Income: \$84,800¹
 Median Age: 39 years¹

BELLE MEADE

Distribution: 11,200 households³
 Average Household Income: \$118,200¹
 Median Age: 43 years¹

GREEN HILLS

Distribution: 18,300 households³
 Average Household Income: \$107,400¹
 Median Age: 43 years¹

WEST END/VANDY/DOWNTOWN

Distribution: 43,300 households³
 Average Household Income: \$48,400¹
 Median Age: 35 years¹

Deadlines

Wed. north, southeast and Donelson/Hermitage: Tuesday, one week prior, 5pm

Wed. Bellevue, Belle Meade, Green Hills, West End/Vandy/Downtown: Wednesday, one week prior, 5pm

Friday Davidson A.M. west: Tuesday prior to pub date, 5pm

Broadsheet Ad Sizes

1 column 1.528"
 2 columns 3.222"
 3 columns 4.917"
 4 columns 6.611"
 5 columns 8.306"
 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/Downtown | 15.00 | 12.00 | 10.00 | 9.00 | 8.00 |
| Combo | 38.25 | 30.19 | 26.25 | 23.25 | 20.25 |

(choose any 4 zones)

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 | 50.25 | 42.19 | 38.25 | 32.25 | 29.25 |

(choose any 4 zones)

**Dollar volume advertisers earn the 6x rate.

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

All neighborhood rates include an ad on the Tennessean.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)

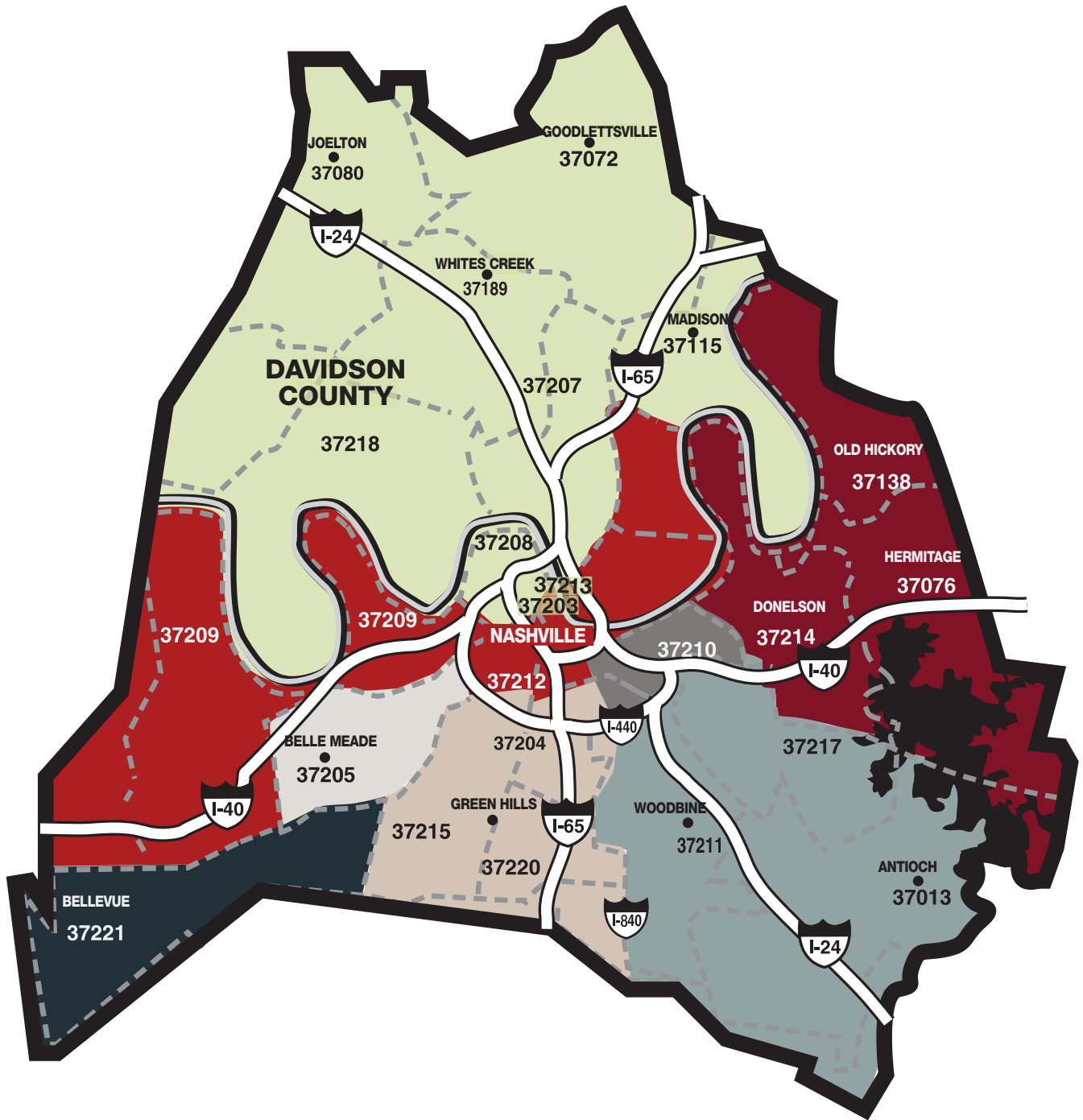
| | |
|-----------|-------|
| Wednesday | \$195 |
| Friday | \$150 |

***Based on a 13x commitment

Publication Dates:

Davidson A.M. (north, southeast and east), Bellevue, Belle Meade, Green Hills and West End/Vandy/Downtown: Wednesday

Davidson A.M. West: Friday



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"> West End/Vandy 37203 Downtown (to 440 or Wedgewood) 37209 Sylvan Park 37212 Vandy, Belmont 37206 East Nashville* 37216 Inglewood* |
| <ul style="list-style-type: none"> Belle Meade 37205 Belle Meade, Hillwood, Richland | <ul style="list-style-type: none"> Bellevue 37221 Bellevue |