



The Tennessean is the leader in local news and information online.

With all the conveniences the Internet has to offer, it's no wonder more than 7 out of 10 Middle Tennesseans (787,100) go online.¹ **Tennessean.com** averaged 16.5 million page views and 1.2 million unique visitors each month in 2007.² Plus, site users spend an average of 10 hours online each week.³

Snapshot of Tennessean.com users⁴

- 81% are homeowners (209,400)
- 73% are married (170,300)
- 66% have household incomes of \$50,000 or more (170,300)
- 50% are age 25-44 (129,800)
- 49% are female (125,200) and 51% are male (132,400)
- 47% have children in the home (121,900)
- 43% are college graduates (111,200)

Introducing the new and more interactive Tennessean.com:

- New design, easier to navigate and better ad recognition
- Deeper news content plus multimedia
- Most complete and updated events calendar, searchable by category
- Social networking tools for blogs, uploading photos and comments

Contact your account executive or Mandy Medsker at (615) 726-8937.

Sources: (1.) Scarborough, Release 2, 2007 (Nashville CBSA, Accessed Internet past 30 days); (2.) Tennessean.com Internal Records (2007 monthly average); (3.) Scarborough, Release 2, 2007 (CBSA: Accessed Tennessean.com past 30 days); (4.) Tennessean Market Study, Scarborough 2007 (Accessed Tennessean.com past 30 days).

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: MARCH 12, 2008

REACH ■ RELEVANCE ■ RESULTS | PRINT ■ ONLINE ■ DIGITAL

THE TENNESSEAN
Every day matters. www.tennessean.com



PLUS—Better presentation of our niche sites:

- MusicCityMoms.com
- NashvilleShopping.com
- TuneInMusicCity.com
- TennesseeGreen.com
- TennesseanTravel.com



Non-traditional advertising opportunities

- **Pre-roll and Online Commercial** – a 10-15 second video clip in front of existing online video segments, plus a leaderboard above the video player for maximum exposure. We can also place your video in an ad position.
- **Local Search** – local search combining area business listings, websites, events and news with top priority in category search results, plus listing enhancements and keyword sponsorships.
- **Z.A.G.** – target specific people or areas by zip code, age or gender.
- **Mobile Website** –allows viewers to get content on the go from their mobile phones/devices.
- **Behavioral Targeting** – follow your demographic as they go from page to page and site to site within our Tennessean.com network.

Digital Advertising Rates

HOME PAGE/UMBRELLA	SIZE	CPM
Island	300x250	\$18
Leaderboard	728x90	12
Skyscraper	160x600	12

ENTERTAINMENT, BUSINESS AND FEATURES

Island	300x250	\$17
Leaderboard	728x90	13
Skyscraper	160x600	14

NEWS

Island	300x250	\$16
Leaderboard	728x90	13
Skyscraper	160x600	14

SPORTS

Island	300x250	\$15
Leaderboard	728x90	13
Skyscraper	160x600	12

CAREERS

Leaderboard	728x90	\$16
Skyscraper	160x600	16

REAL ESTATE

Mouse over tile	300x250	\$500/month
Leaderboard	728x90	16
Skyscraper	160x600	16

RUN OF SITE

Island	300x250	\$14
Leaderboard	728x90	11
Skyscraper	160x600	12

Please ask your Account Executive for rates specific to our niche sites, or call Mandy Medsker at (615) 726-8937.

PREMIUM PLACEMENTS	CPM
Breakout Animation	\$35
Roadblock*	35
Pencil	35
ZAG	30
Behavioral Targeting	30
Rich Media	30
Weather Sponsor**	5
Local Search	5
Pre-roll Video	600/month

*Roadblocks are sold on a first come first serve basis. Any ad campaign that reserves 75% or more of any page's impressions for a given day will be considered a Roadblock, and the advertiser must pay the roadblock rate.

**Minimum of 200,000 impressions required

EMAIL NEWSLETTERS

Daily News	\$750 /month
Breaking & Afternoon News Bundle	750 /month
Sports	350 /month
Business	250 /month
TuneInMusicCity.com	250/month
NashvilleShopping.com	250/month

TEXT ADS***

Entertainment, Sports,	\$300 /month
Local News,	
Business and Features,	
Classifieds Service Directory	

MusicCityMoms.com,	\$200 /month
TennesseeGreen.com,	
TennesseeTravel.com,	
TuneInMusicCity.com	
NashvilleShopping.com	

Davidson, Williamson, Wilson,	\$100/month
Rutherford, Sumner, Robertson,	
Montgomery, Dickson and	
Cheatham County pages	

***All text ads will include a gold enhanced local search listing.