

We design. We print. We deliver. **You profit.**



Targeted advertising is easy with The Tennessean's Direct program. We can design, print and deliver your ad message to more than 500,000 homes in Middle Tennessee.¹

Professional ad design.

Complete copywriting and graphic design services are included as part of the Tennessean Direct program. Let us design an attention-grabbing piece for you.

Quality printing.

Typesetting and top-quality offset printing on slick-finished paper will enhance the results of your ad message. Choose no-nonsense black-and-white or rich process color.

Market saturation.

With our zip code level distribution (Mon-Fri average), you'll reach both Tennessean paid circulation (daily² 169,000+) and non-subscribers (daily³ 346,300+) with this mailed TMC (Total Market Coverage) product. Target only the zip codes you want. Plus, let us help you target your best customers using our market research that includes both geographic and demographic information.

Deadlines

MONDAY, WEDNESDAY, THURSDAY OR FRIDAY INSERTION

Reservation/Ad copy: Monday three weeks prior to publication date

SUNDAY INSERTION

Reservation and approved ad due: Monday four weeks prior to publication date

Source:

1. ABC, September 24, 2006 (Mon.-Fri. subscribers) plus TMC (as reported July 2, 2007)*
2. ABC, September 24, 2006 (Mon.-Fri. subscribers)
3. TMC as reported on the July 2, 2007 mail distribution report*

*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.

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: SEPTEMBER 3, 2007

REACH • RELEVANCE • RESULTS | PRINT • ONLINE • DIGITAL

THE TENNESSEAN
Every day matters. www.tennessean.com

Rates

Note: Black counts as a color. Rates include design, copywriting, typesetting, printing and distribution.

Special quotes available on rush orders that do not meet deadline requirements. Custom designed printing also available on a bid basis. Below prices based on 75-lb High Bulk stock*, minimum 5,000 copies.

8.5 X 5.5**	10,000-	20,000-	50,000-	125,000	
1 side		19,999	49,999	124,999	& over
1 color		\$ 55	\$ 44	\$ 41	\$ 38
2 color		58	45	43	39
4 color		62	49	47	41
2 sides					
1 color/1 color		\$ 58	\$ 45	\$ 43	\$ 39
2 color/1 color		60	47	45	40
2 color/2 color		62	49	47	41
4 color/1 color		64	52	49	43
4 color/2 color		66	54	52	45
4 color/4 color		69	57	55	48

8.5 X 11**	5,000-	10,000-	20,000-	50,000-	125,000
1 side	9,999	19,999	49,999	124,999	& over
1 color	\$ 85	\$ 65	\$ 50	\$ 46	\$ 42
2 color	91	69	53	48	44
4 color	95	72	56	52	46
2 sides					
1 color/1 color	\$ 91	\$ 69	\$ 53	\$ 48	\$ 44
2 color/1 color	93	71	55	50	45
2 color/2 color	95	72	56	52	46
4 color/1 color	97	74	58	54	48
4 color/2 color	99	76	60	56	50
4 color/4 color	103	79	63	59	54

11 X 17**	10,000-	20,000-	50,000-	125,000
2 sides (includes half fold)	19,999	49,999	124,999	& over
1 color/1 color	\$ 104	\$ 83	\$ 73	\$ 66
2 color/1 color	107	87	76	70
2 color/2 color	110	90	79	73
4 color/1 color	113	93	82	76
4 color/2 color	116	96	85	79
4 color/4 color	122	101	91	84

**Cost per thousand

ONLINE RATES

Good	10,000 skyscraper impressions (160x600)	ROS	\$10 CPM
Better	10,000 skyscraper impressions (160x600)	Home page	add \$50
Best	10,000 skyscraper impressions (160x600)	Site or Section of choice	add \$75

Specifications

SIZES

Trim Size	Image Area
8.5" x 5.5"	7.875" x 4.875"
8.5" x 11"	7.875" x 10.375"
17" x 11"	16.75" x 10.375"

Bleed: add .5" to width & height

OPTIONAL PAPER CHOICES

5.5" x 8.5"	8.5" x 11"	11" x 17"
80 lb gloss coated text (white only)		
n/a	n/a	add \$12/m
80 lb coated cover (white only)		
add \$9.27/m*	add \$16/m*	add \$28/m*
67 lb Bristol uncoated text (white)		
add \$4.12/m	add \$6/m	add \$11/m
67 lb Bristol uncoated text (multiple colors avail.)		
add \$6.18/m	add \$11/m	add \$21/m

*meets postal mailing regulations

VOLUME RATES

The cost per thousand is determined by the quantity of a single version. To earn volume rates, advertisers may increase the printing (single version) to cover multiple insertions that occur within the time frames shown: 20,000-49,999 distribution must be completed within 30 days, 50,000 and more distribution must be completed within 90 days.

ADDITIONAL SERVICES

Perforations

\$36 set up, then \$9.30 per thousand

Folding

\$9.30 per thousand

PMS colors

\$52.55 upcharge per color

Overruns available

Order extra copies for in-store use.

Zone 1 Davidson/ Green Hills

37204 Berry Hill
37215 Green Hills
37220 Oak Hill

Zone 2 Belle Meade

37205 Belle Meade

Zone 3 West End/Vanderbilt

37201 Church Street
37202 Church Street
37203 Church Street
37209 Charlotte Pike
37219 Church Street
37228 Church Street
37238 Church Street
37243 Church Street
37244 Church Street
37247 Church Street
37212 Acklen
37232 Acklen
37235 Acklen

Zone 4 Bellevue

37221 Bellevue

Zone 5 East Nashville

37206 East Nashville
37216 Inglewood

Zone 6 Davidson North

37072 Goodlettsville
37080 Joelton
37115 Madison
37189 Whites Creek
37207 Trinity Lane
37208 Bordeaux
37218 Nashville

Zone 7 Davidson East

37076 Hermitage
37138 Old Hickory
37214 Donelson

Zone 8 Davidson Southeast

37013 Antioch
37211 Woodbine
37217 Airport

Zone 9 Davidson Downtown

37210 Downtown Nashville
37213 Nashville

Zone 10 Sumner County**

37022 Bethpage
37031 Castalian Springs
37048 Cottontown
37066 Gallatin
37075 Hendersonville
37148 Portland
37186 Westmoreland
37188 White House

Zone 11 Wilson County

37087 Lebanon*
37090 Lebanon
37122 Mount Juliet
37184 Watertown

Zone 12 Rutherford County

37037 Christiana
37060 Eagleville
37085 Lascassas
37086 Lavergne
37118 Milton
37127 Murfreesboro
37128 Murfreesboro
37128 Murfreesboro
37129 Murfreesboro
37130 Murfreesboro
37130 Murfreesboro
37149 Readyville
37153 Rockvale
37167 Smyrna

Zone 13 Brentwood

37027 Brentwood
37135 Nolensville

Zone 14 Franklin

37014 Arrington
37046 College Grove
37062 Fairview
37064 Franklin
37067 Franklin
37069 Franklin
38476 Primm Springs

Zone 15 Spring Hill/Thompson's Station

37174 Spring Hill
37179 Thompson Station

Zone 16 Dickson County**

37029 Burns
37036 Charlotte
37051 Cumberland Furnace
37055 Dickson
37181 Van Leer
37187 White Bluff

Zone 17 Cheatham County**

37015 Ashland City
37035 Chapmansboro
37082 Kingston Springs
37143 Pegram
37146 Pleasant View

Zone 18 Robertson County**

37010 Adams
37032 Cedar Hill
37049 Cross Plains
37073 Greenbrier
37141 Orlinda
37172 Springfield

Zone 19 Macon County*

37083
37150

Zone 20 Trousdale County*

37074

Zone 21 Smith County*

37030
37057
37145
37151
38547
38552
38560
38563
38569

Zone 22 Cannon County*

37016
37026
37149
37190

Zone 23 Hickman County*

37025
37033
37098
37137
38476

Zone 24 Maury County

38401 Columbia
38451 Culleoka
38461 Hampshire
38462 Hohenwald
38474 Mount Pleasant
38482 Santa Fe
38487 Williamsport

Zone 25 Montgomery County

(Clarksville)
Zone 26 State East
Zone 27 State West

*Must purchase entire county.

**Non-subscriber papers are delivered through Middle Tennessee Community Newspapers.