

CONTRACT RATES

Tennessean Only

Contract line agreement	1 day	Sunday only	Sun/Wed*	5 days**	5 days/4 weeks**
1,500	\$7.00	\$7.84	\$4.70	\$4.60	\$4.45
3,000	6.86	7.70	4.61	4.51	4.36
6,000	6.16	7.03	4.22	4.12	3.97
12,500	5.83	6.88	4.13	4.03	3.88
17,500	5.60	6.59	3.96	3.86	3.71

Tennessean including neighborhood zone of choice and Metromix***

Contract line agreement	1 day	Sunday only	Sun/Wed*	5 days**	5 days/4 weeks**
1,500	\$13.00	\$12.84	\$9.70	\$9.60	\$9.45
3,000	11.86	12.70	9.61	9.51	9.36
6,000	11.16	12.03	9.22	9.12	8.97
12,500	10.83	11.88	9.13	9.03	8.88
17,500	10.60	11.59	8.96	8.86	8.71

Dollar Volume Conversions

1,500 lines	\$13,500
3,000 lines	\$27,000
6,000 lines	\$50,000
12,500 lines	\$100,000
17,500 lines	\$135,000

LOCAL OPEN RATES

Tennessean Multi-media Rate (Per Line, Per Day)

Includes Metromix and neighborhood zone of choice***

1 day	\$18.72
Sun/Wed*	13.24****
5 consecutive days	11.72****
5 days consecutive for 4 weeks (20 days)	10.50

Tennessean Only Per Line, Per Day Rates

(not bundled)

1 day	\$15.78
Sun/Wed*	9.48****
5 consecutive days	7.73****
5 days consecutive for 4 weeks (20 days)	4.25

*The Sunday/Wednesday buy includes publication in our five Middle Tennessee Community Newspapers.

**Consecutive days

***Choose from Davidson A.M. Wednesday, Rutherford A.M., Williamson A.M. and Sumner A.M.

****Must publish within a 7-day period.

8 line minimum. Rates are net and are per line per day.

Contracts are valid for 52 weeks. Contracts cannot be back dated. Advertisers not fulfilling annual signed agreement will be re-rated to the earned rate on all advertising placed during the contract term.

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: JANUARY, 12 2008

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