



# metromix

your advertising solution

## Where Nashville goes *before* they go out.

Due to the overwhelming success of Metromix.com and to better serve you and our readers, All The Rage will become Metromix—still Nashville's most comprehensive local entertainment guide geared toward the young, socially active set.

Metromix is what's happening in Nashville from movies and music to searchable listings of thousands of events and destinations including restaurants, bars & clubs and more.

### With Metromix, you'll still reach:

- The elusive 21-34 demo, single or married, no kids
- A secondary 35-49 demo, who still want to be "in the know"
- Young, hip adults with the disposable income to spend out on the town

### Metromix.com

Metromix.com received nearly a half million page views recently.<sup>1</sup> Young, active adults log on to Metromix.com to plan their evenings, their weekends, their lives. Combine Metromix\* with Tennessean.com and The Tennessean's Friday Weekend section to reach 64% of 21-49 year olds each month.<sup>2</sup>

For more information on Metromix advertising and sponsorship opportunities, call your sales representative. Or call

### Print Advertising:

615.726.8918

### Online Advertising:

615.726.8937

**Publication date:** Thursday

**Space and materials deadline:**

Thursday, 6 p.m. (one week prior to publication)



Sources:

1. Metromix.com (October page views as of 10/23/08 total 488,153)

2. Tennessean Custom Study, Scarborough, 2007 (4 daily Tennesseans; 4 ATR; 30 days Tennessean.com)

\*Metromix pulled as current All The Rage reach



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### ONLINE ROS RATES:

|                          |         |             |
|--------------------------|---------|-------------|
| Leaderboard              | 728x90  | \$13 cpm    |
| Island                   | 300x250 | \$16 cpm    |
| Skyscraper               | 160x600 | \$12 cpm    |
| Widget/microbar          | 88x31   | \$5 cpm     |
| Enhanced search listings |         | \$55/per mo |
| Half leaderboard         | 468x60  | \$15 cpm    |

This exclusive position will appear on all section fronts and Metromix homepage for the first two months of launch. After the two months, this position may switch to \$14 cpm.

### 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"    |

Metromix rates are based on a format of 6 columns x 9.75 inches per page, although actual size may vary slightly. Advertisements ordered more than 9 inches in depth will be billed a full column depth of 9.75 inches.

### FRONT PAGE RATES:

|     |          |
|-----|----------|
| 1x  | \$642.06 |
| 4x  | \$446.58 |
| 8x  | \$406.98 |
| 13x | \$367.20 |
| 26x | \$327.60 |
| 52x | \$287.82 |

### RETAIL RATES:

| Frequency | Rate          |
|-----------|---------------|
| 1x        | \$35.67 / pci |
| 4x*       | \$24.81 / pci |
| 8x        | \$22.61 / pci |
| 13x       | \$20.40 / pci |
| 26x       | \$18.20 / pci |
| 52x       | \$15.99 / pci |

\*4x rate agreement is consecutive. All others are non-consecutive.

### STICKY NOTE

(Full Distribution) \$1,720

### PREMIUM POSITIONS RATES

Premium positions include the back page, inside cover or a variety of options.

- 25% premium
- 15% premium for 52x commitments

### TENNESSEAN CONTRACT COURTESY RATES

As a Tennessean dollar volume contract advertiser, you are eligible for a courtesy rate in Metromix. Advertising in Metromix does count toward Tennessean contract fulfillment. Please refer to The Tennessean retail rate card for details.

- Tennessean contract advertisers less than \$27,000 earn rate of \$22.61 per inch.
- Tennessean contract advertisers \$27,000 or more earn rate of \$20.40 per inch.

Courtesy rates are not applicable to front page or the restaurant/club bundle.

**Ask your representative about special programs for salons/restaurants/clubs.**

