



NATIONAL Advertising Rates

Harness the power of The Tennessean, the state's largest newspaper, reaching more than 700,000 adults each week.¹

Nashville's location and stability continues to attract more people to Middle Tennessee. In fact, 107,200 newcomers have moved into the area.²

Certainly, a major reason newcomers choose Middle Tennessee is that it's an affordable place to live, work and raise a family. With no state income tax, our personal tax burden ranks in the lowest five in the country.³

Median home price (comparable southern cities)⁴

- Charlotte \$147,000
- Nashville 147,400
- Jacksonville 154,100
- Raleigh 169,800
- Atlanta 170,200

Nashville's businesses span a wide spectrum, ensuring a strong and diverse economic base. With right-to-work laws, an equitable tax structure and a well-trained labor force, Middle Tennessee's low cost-of-doing-business continues to attract major employers.

Unemployment rate⁵

- Nashville MSA 4.2%
- Tennessee 5.2%
- National 4.6%

Plus the low cost of living adds up to lots of money for residents to spend on consumer goods.

Nashville CBSA retail spending⁶

- Total annual spending \$17.1 billion
- Annual per household \$30,719
- Household per week \$590.80

For an exceptional return on your marketing investment, you simply couldn't pick a better place than Nashville. And The Tennessean is the most effective way to deliver your message.

Sources:

1. Burrells-Luce, 2006 (Top 100 daily newspapers); Wilkerson & Associates, 2006 (past 7 days); ABC September 24, 2006 (TN statewide)
2. U.S. Census Bureau, 2005 (American Community Study)
3. The Tax Foundation, 2005
4. Claritas, 2006
5. Tennessee Department of Labor (March 2007)
6. Wilkerson & Associates, 2006

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

OUR READERS AND REACH⁶

	Total Market	% Profile of 7-day readership	Tennessean readership past 7 days	Tennessean % reach past 7 days
Total Adults	1,005,300	100%	602,200	60%
Men	487,902	50%	298,200	61%
Women	517,400	50%	303,900	59%
18-24	130,168	9%	57,100	44%
25-34	194,116	17%	104,800	54%
18-34	324,284	27%	161,900	50%
35-44	209,904	19%	116,100	55%
45-54	202,542	22%	134,700	67%
55-64	134,920	15%	91,200	68%
65+	133,653	16%	98,000	73%
Married/Partnered	688,267	71%	427,500	62%
Single never married	168,286	14%	86,500	51%
Separated, Divorced, Widowed	144,743	14%	85,600	59%
Under \$25,000	174,232	14%	81,700	47%
\$25,000-\$34,999	133,942	13%	80,000	60%
\$35,000-\$49,999	146,186	14%	86,000	59%
\$50,000-\$74,999	218,686	22%	131,900	60%
\$75,000+	332,257	37%	222,600	67%
\$100,000+	181,266	20%	119,800	66%
Own Home	809,892	83%	497,000	61%
Rent	164,748	15%	89,900	55%
High School	57,018	5%	32,500	57%
High School Graduate	247,723	21%	128,500	52%
Some College	221,582	22%	133,700	60%
Four-year College Grad.	235,692	26%	155,700	66%
Advanced Degree	174,012	18%	109,700	63%
White	812,000	81%	485,200	60%
Black/African American	137,000	16%	93,700	68%
Other/Asian/Am. Indian	42,700	3%	18,400	43%
Hispanic/Hisp. Descent	19,600	1%	8,200	42%
Children Under 18	388,801	36%	215,800	56%
Employed full-time	576,900	59%	352,600	61%
Employed Part-time	122,600	12%	71,600	58%

Dollar Volume Contract Rates

DISPLAY ADVERTISING

NON-COMMISSIONABLE RATES

		Daily	Sunday
Open rate		\$293.58	\$348.12
Group	Annual Volume	Per Inch Rates	
A.	\$ 7,500	\$203.94	\$295.82
B.	11,500	202.67	293.26
C.	15,000	200.44	289.76
D.	30,000	193.74	279.87
E.	85,000	181.93	259.77
F.	170,000	177.46	253.38
G.	350,000	175.88	250.84
H.	500,000	173.97	247.64
I.	750,000	170.44	242.53

Rate adjustments are limited to one contract level larger than signed agreement.

FREQUENCY DISCOUNTS—CONSECUTIVE WEEKS

Open	Daily	Sunday
13 Insertions	215.36	307.63
26 Insertions	213.80	305.47
52 Insertions	204.20	291.22

DISPLAY ADVERTISING COMMISSIONABLE RATES*

		Daily	Sunday
Open rate		\$345.39	\$409.55
Group	Annual Volume	Per Inch Rates	
A.	\$ 7,500	\$239.93	\$348.02
B.	11,500	238.43	345.01
C.	15,000	235.81	340.89
D.	30,000	227.93	329.26
E.	85,000	214.03	305.61
F.	170,000	208.77	298.09
G.	350,000	206.92	295.11
H.	500,000	204.67	291.35
I.	750,000	200.52	285.33

Rate adjustments are limited to one contract level larger than signed agreement. Dollar Volume brackets are net.

FREQUENCY DISCOUNTS—CONSECUTIVE WEEKS

Open	Daily	Sunday
13 Insertions	253.36	361.92
26 Insertions	251.53	359.38
52 Insertions	240.24	342.61

*Commissions to accredited or recognized agencies: 15% on commissionable rates only. Agency commission, if any, shall apply to all space charges, color charges and adjustments under this contract. If an advertiser employs an agency, the advertiser and the advertiser's agency shall be jointly and severally liable for payment and for compliance with all the terms of the advertiser's contract.

Color rates

NON-COMMISSIONABLE

Black + one color	\$1,664
Black + two colors	2,090
Black + three colors	2,570

COMMISSIONABLE

Black + one color	\$1,958
Black + two colors	2,459
Black + three colors	3,024

- National rates include Monday-Sunday publication in the following: The Tennessean, The Clarksville Leaf Chronicle and The Daily News Journal.
- We can also deliver your message to readers within surrounding counties when you advertise in our Wednesday Middle Tennessee Community Newspapers (MTCN) including The Ashland City Times, The Dickson Herald, The Hendersonville Star News, The News Examiner and the Robertson County Times.
- Purchase all five MTCN's for \$22.73 per column inch (non-commissionable)
- Add the Jackson Sun for \$15.76 per column inch daily or \$16.07 on Sunday.

Readership

- The Tennessean (TN Statewide area): 700,000¹
- All 5 MTCN's (Sumner, Robertson, Dickson and Cheatham Counties): 106,500²
- The Daily News Journal (Rutherford County): 42,700 Daily and 54,000 Sunday²
- The Leaf Chronicle (Montgomery): 54,200 Daily and 55,000 Sunday³
- Jackson Sun: (Chester & Madison): 95,100 Daily and 116,400 Sunday⁴

Sources:

1. Wilkerson & Associates, 2006 (past 7 days); ABC, 2006 (TN Statewide)
2. Wilkerson & Associates, 2006
3. Scarborough, 2007, Release 1 (Leaf Chronicle CBSA)
4. ABC, 2006 (Circulation multiplied by readers per copy for daily & Sunday)

Friday Weekend

Tennessean readers are always looking for good movies, new restaurants and exciting things to do. So we've assembled the information they want into a tabloid-style section called Weekend, published every Friday in The Tennessean.

Your ad in Weekend will reach an active crowd. The daily Tennessean reaches:

- 256,100 who frequent sit-down restaurants three or more times a month
- 177,100 who attended at least one movie in the past three months
- 122,900 who attended a symphony, opera or theatre production in the past year

Publication: Friday; Space and materials deadline: Tuesday, 6 p.m.

Source: Scarborough, 2007, Release 1 (CBSA/13-county area)

Rates

MODULAR NON-COMMISSIONABLE RATES

	Double Truck	Full Page	1/2 Page	3/8 Page	1/4 Page	1/8 Page	1/16 Page	1/32 Page
Open Rate	\$30,072	\$14,452	\$7,227	\$5,420	\$3,614	\$1,806	\$932	\$466
\$7,500	20,545	9,873	4,937	3,703	2,469	1,235	636	319
11,500	20,413	9,811	4,906	3,678	2,453	1,225	633	317
15,000	20,162	9,690	4,845	3,633	2,423	1,211	626	312
30,000	19,467	9,356	4,678	3,508	2,339	1,170	605	301
85,000	18,193	8,743	4,372	3,279	2,187	1,093	564	281
170,000	17,744	8,528	4,264	3,198	2,132	1,066	551	275
350,000	17,560	8,440	4,221	3,165	2,109	1,055	544	273
500,000	17,366	8,346	4,174	3,130	2,085	1,044	539	270
750,000	16,989	8,165	4,082	3,062	2,041	1,021	527	263

MODULAR COMMISSIONABLE RATES

	Double Truck	Full Page	1/2 Page	3/8 Page	1/4 Page	1/8 Page	1/16 Page	1/32 Page
Open Rate	35,379	17,002	8,502	6,376	4,252	2,125	1,096	548
\$7,500	24,171	11,615	5,808	4,356	2,905	1,453	748	375
11,500	24,015	11,542	5,772	4,327	2,886	1,441	745	373
15,000	23,720	11,400	5,700	4,274	2,851	1,425	736	367
30,000	22,902	11,007	5,504	4,127	2,752	1,376	712	354
85,000	21,404	10,286	5,144	3,858	2,573	1,286	664	331
170,000	20,875	10,033	5,016	3,762	2,508	1,254	648	324
350,000	20,659	9,929	4,966	3,724	2,481	1,241	640	321
500,000	20,431	9,819	4,911	3,682	2,453	1,228	634	318
750,000	19,987	9,606	4,802	3,602	2,401	1,201	620	309

Sunday Life

Life is a vibrant section that brings a variety of leisure interests together into one neat package. Life reaches active, affluent people during their coveted "down time." And more importantly, when they are planning how to spend their time and money. We are read by:

- 61% of all greater Nashville adults
- 69% of those earning \$100,000+
- 67% of college graduates

Publication: Sunday **Space and materials deadline:** Tuesday 6 p.m.

- Advertiser must sign separate Life frequency contracts to earn 4X, 8X, 24X, 48X discounts.
- Life expenditures count toward Tennessean dollar volume contract fulfillment.
- Pick up into Weekend tab and save 35% on Weekend.
- Life contracts do not self-renew.
- Advertisers without dollar volume contracts receive open rate for non-Life ads.
- Weekly Life contract rates do not apply in other Tennessean products or sections. An annual dollar volume contract is required to be eligible for ROP frequency discounts.
- No other discounts allowed.

Source: Wilkerson & Associates, 2006 (past 4 Sundays in 9 county area)

MODULAR NON-COMMISSIONABLE RATES

	Full Page	1/2 Page	3/8 Page	1/4 Page	1/8 Page	1/16 Page	1/32 Page
Open Rate	\$17,447	\$8,722	\$6,544	\$4,362	\$2,182	\$1,126	\$563
1X Contract	15,264	7,632	5,726	3,817	1,910	985	492
4X Consecutive	10,385	5,193	3,897	2,597	1,448	747	374
8X Consecutive	7,788	3,897	2,920	1,947	1,088	561	280
24 of 52 Weeks	7,057	3,528	2,646	1,766	982	507	254
48 of 52 Weeks	5,991	2,995	2,247	1,499	834	429	215

MODULAR COMMISSIONABLE RATES

	Full Page	1/2 Page	3/8 Page	1/4 Page	1/8 Page	1/16 Page	1/32 Page
Open Rate	20,526	10,261	7,699	5,132	2,567	1,325	662
1X Contract	17,958	8,979	6,736	4,491	2,247	1,159	579
4X Consecutive	12,218	6,109	4,585	3,055	1,704	879	440
8X Consecutive	9,162	4,585	3,435	2,291	1,280	660	329
24 of 52 Weeks	8,302	4,151	3,113	2,078	1,155	596	299
48 of 52 Weeks	7,048	3,524	2,644	1,764	981	505	253

COLOR NON-COMMISSIONABLE RATES

ROP Display Daily	
Black + one color	\$1,865
Black + two colors	2,477
Black + three colors	3,289
ROP Display Sunday	
Black + one color	\$2,195
Black + two colors	2,957
Black + three colors	3,940
Sunday Life	
All sizes	
Black + one color	\$1,664
Black + two colors	2,090
Black + three colors	2,570

COLOR COMMISSIONABLE RATES

ROP Display Daily	
Black + one color	\$2,194
Black + two colors	2,914
Black + three colors	3,869
ROP Display Sunday	
Black + one color	\$2,582
Black + two colors	3,479
Black + three colors	4,635
Sunday Life	
All sizes	
Black + one color	\$1,958
Black + two colors	2,459
Black + three colors	3,024

TMC Mail Rates

Weight	TMC Rates
0.1-0.9 ounces	45.02
1.0 ounces	52.37
1.1 ounces	57.03
1.2 ounces	61.69
1.3 ounces	66.37
1.4 ounces	71.04
1.5 ounces	75.72
1.6 ounces	80.38
1.7 ounces	85.08
1.8 ounces	89.73
1.9 ounces	94.41
2.0 ounces	99.08
2.1 ounces	103.75
2.2 ounces	108.43
2.3 ounces	113.08
2.4 ounces	117.77
2.5 ounces	122.44
2.6 ounces	127.11
2.7 ounces	131.79
2.8 ounces	136.46
2.9 ounces	141.12
3.0 ounces	145.81
3.1 ounces	150.48
3.2 ounces	155.16
3.3 ounces	159.83

Split Run Rates

Split run ROP advertising is available Sunday through Saturday on a perfect A-B split (every other paper) basis.

There is an extra charge of \$200 (non-commissionable) per insertion. Minimum size is 31.50 inches. For black and 1 color ads, the extra charge is \$250 per insertion plus color premium. Minimum size is 42.75 inches. For black and 2 color ads, the extra charge is \$237 per insertion plus color premium. Minimum size is 42.75 inches.

Special Classification Rates

ROP LEGAL RATES

These rates apply to all legal advertising required by local, state or federal ordinance, statute or regulation.

	Net Per Inch
Daily (Monday-Saturday)	\$157.94
Sunday	227.93

The charge for each affidavit is \$5, or \$15 per affidavit if being reissued at a later date.

Sunday Comic Rates

Rate Bracket	Non-commissionable	Commissionable
\$ 7,500	\$132.37	\$155.73
11,500	131.03	154.15
15,000	129.30	152.12
30,000	126.87	149.26
85,000	117.31	138.01
170,000	114.03	134.15
350,000	112.64	132.52
465,000	111.06	130.66
750,000	108.48	127.62
1,000,000	104.08	122.45

Preprint Rates

With 27 zones throughout Middle Tennessee, you can pick and choose the zones that encompass your prime-target zip codes. Our complimentary market research service can help you identify ideal geography and customer demographics.

With our preprint delivery service, you can effectively reach all the homes in each selected zip code, minimize duplication, and share postage costs with other advertisers. Your preprints can be distributed in The Tennessean, and they can also be delivered to non-subscribers in our weekly TMC (Total Market Coverage) direct-mail package.

DAILY NON-COMMISSIONABLE CPM—ANNUAL FREQUENCY CONTRACT RATES

Tab Pages	Dist. Level	Open Rate	5 to 10	11 to 20	21 to 28	29 to 43	44 to 90	Over 90
Flyer	Up to 120 M	\$55.89	\$44.52	\$43.60	\$42.66	\$41.75	\$39.42	\$36.38
	Over 120 M	41.53	33.09	32.39	31.71	31.01	29.29	27.03
4 Page	Up to 120 M	57.41	45.27	44.78	43.82	42.88	40.48	37.38
	Over 120 M	42.28	33.68	32.98	32.29	31.58	29.81	27.52
6 Page	Up to 120 M	66.49	52.96	51.85	50.74	49.64	46.89	43.26
	Over 120 M	43.80	34.90	34.17	33.45	32.70	30.88	28.50
8 Page	Up to 120 M	71.03	56.57	55.40	54.22	53.03	50.12	46.23
	Over 120 M	54.39	43.30	42.42	41.51	40.60	38.35	35.39
12 Page	Up to 120 M	81.62	63.74	62.41	61.08	59.76	56.42	52.08
	Over 120 M	69.53	54.27	53.17	52.04	50.90	48.06	44.34
16 Page	Up to 120 M	83.13	64.92	63.58	62.22	60.84	57.48	53.03
	Over 120 M	77.11	60.18	58.95	57.68	56.42	53.29	49.17
20 Page	Up to 120 M	87.67	68.46	67.00	65.61	64.19	60.62	55.94
	Over 120 M	84.62	66.10	64.73	63.35	61.95	58.53	54.00
24 Page	Up to 120 M	95.22	74.36	72.81	71.28	69.71	65.85	60.76
	Over 120 M	92.22	72.01	70.49	69.01	67.50	63.75	58.81

SUNDAY NON-COMMISSIONABLE CPM—ANNUAL FREQUENCY CONTRACT RATES

Tab Pages	Dist. Level	Open Rate	5 to 10	11 to 20	21 to 28	29 to 43	44 to 90	Over 90
Flyer	Up to 120 M	\$61.93	\$49.35	\$48.33	\$47.29	\$46.26	\$43.68	\$40.30
	Over 120 M	43.82	34.90	34.17	33.45	32.70	30.88	28.50
4 Page	Up to 120 M	63.45	50.56	49.50	48.44	47.39	44.76	41.29
	Over 120 M	45.32	36.09	35.34	34.61	33.84	31.96	29.49
6 Page	Up to 120 M	69.53	55.37	54.22	53.06	51.89	49.04	45.24
	Over 120 M	48.35	38.51	37.72	36.87	36.09	34.09	31.45
8 Page	Up to 120 M	77.11	61.41	60.11	58.83	57.55	54.35	50.16
	Over 120 M	60.43	48.13	47.13	46.13	45.12	42.63	39.34
12 Page	Up to 120 M	90.68	70.81	69.34	67.88	66.39	62.70	57.87
	Over 120 M	83.13	64.92	63.58	62.22	60.84	57.48	53.03
16 Page	Up to 120 M	95.22	74.36	72.81	71.28	69.71	65.85	60.76
	Over 120 M	89.18	69.64	68.19	66.74	65.29	61.66	56.90
20 Page	Up to 120 M	105.82	82.65	80.92	79.19	77.46	73.17	67.52
	Over 120 M	102.78	80.28	78.59	76.92	75.26	71.06	65.58
24 Page	Up to 120 M	113.36	88.54	86.68	84.85	83.00	78.40	72.35
	Over 120 M	110.33	86.19	84.39	82.61	80.79	76.29	70.41

Preprint distribution: Monday, Wednesday, Thursday, Friday, Sunday.

Deadlines: Space reservation is 14 days prior to publication day. Finished materials should arrive at The Tennessean 11 days prior to publication day.

Maximum size: 10" X 11", minimum 5" X 7"

Minimum thickness: At least .007" thick

Minimum insert quantity: 10,000

Delivery address: 1100 Broadway, Nashville, TN 37203

Delivery hours: Mon.-Fri. 7am - 5pm; Sat. 7am - 4pm. Closed Sun. and holidays.

Warehouse contact: Bonnie Hartle, 615-259-8895. Bills of lading require total quantities received.

Note:

- Buying individual zip codes rather than entire zones will increase rates by 10%.
- Preprint dollars do not contribute to a lower contract rate. Add 50¢ per page for rates above 24 pages.
- Preprint rates are subject to change with a 30 day written notice. Multi-advertiser sections are accepted only if sold and printed by The Tennessean. A-B splits: Please add \$2.00 CPM to earned rate.
- Products that do not meet the recommended minimum sizes will have a higher occurrence of being missed or doubled. Any damaged or poorly shipped material may be rejected or incur a processing fee.

Tennessean.com

With all the conveniences the Internet has to offer, it's no wonder why nearly 7 out of 10 Middle Tennesseans (754,800) go online¹

The Power of Tennessean.com

Tennessean.com averaged 15.8 million page views and more than 1.2 million unique visitors each month in 2006.² Site users spend 9 hours on the Internet each week, and they have spent an average of \$751 on online purchases within the past twelve months.³

Here's a snapshot of Tennessean.com users:⁴

- 83% are homeowners (125,700)
- 72% are married (110,200)
- 66% have household incomes of \$50,000 or more (100,900)
- 62% are college graduates (95,700)
- 59% are age 25-44 (89,800)
- 51% are female (77,700) and 49% are male (75,700)
- 50% have children in the home (76,500)

Plus we now offer several non-traditional ways to effectively reach your online audience including:

- **Online Commercial**—position your message as a 10-15 second video clip in front of existing online video segments. Your ad will also appear as a Leaderboard positioned above the video player, giving you maximum exposure.
- **Planet Discover**—local search that combines area business listings, web sites, events and the news. Advertising opportunities include priority listing at the top of search results in your category, business listing enhancements and key word sponsorships.
- **ShopLocal**—a unique zip-code targeted web resource that gives local retailers an efficient way to deliver information about their promotions and sales to nearby online shoppers.
- **Z.A.G.**—allows you to target specific people or specific areas within Middle Tennessee by zip code, age or gender.

Contact your account executive, or call 615-259-8338 today.

Tennessean.com Rates

STANDARD ADS

HOME PAGE RATES

	CPM	SIZE
Leaderboard	\$12	728x90
Mouse-over Tile	all impressions	120x90 300x250
Tile	\$9	120x90
Weather Sponsor		88x31

SECTION RATES*

Floating Ad**	n/a	
Leaderboard	\$9	728x90
Mouse-over Tile	all impressions	120x90 300x250
Skyscraper	\$8	160x600
Island	\$7	300x250
Tile	\$6	120x90
Spotlight Sponsor		88x31

*Section ads are guaranteed to run within section of choice, if available.

**Floating Ad formerly known as Break-out Animation

ROS RATES

Floating Ad**	call for quote	
Leaderboard	\$7	728x90
Skyscraper	\$7	160x600
Island	\$6	300x250
Tile	\$5	120x90

**Floating Ad formerly known as Break-out Animation

SPECIALTY ADS

ShopLocal 7 day	\$35
ShopLocal 30 day	\$75
	Monthly Rate
One Month Coupon	\$100
Splash Page	\$150
	Annual Rate
Annual Coupon	\$600

FREQUENCY DISCOUNTS*

CONTRACT LENGTH	DISCOUNT%
3 month agreement	5%
6 month agreement	10%
12 month agreement	20%

*Frequency discounts do not apply to Specialty Ads

Sources:

1. Scarborough, Release 1, 2007 (CBSA/13-county area: The Market)
2. Tennessean.com Internal Records (2006 monthly averages)
3. Scarborough, Release 1, 2007 (Tennessean.com: past 7 days in CBSA/13-county area)
4. Wilkerson & Associates, 2006 (Tennessean.com: past 7 days in 9-county area)