

## Preprints reach only the **customers you want.**

### Targeting your customer with pinpoint accuracy.

We can deliver your preprinted ads to more than 700,000 homes in Middle Tennessee—to both Tennessean subscribers and non-subscribers.

With 27 zones throughout Middle Tennessee, you can pick and choose the areas 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 virtually reach every home in Middle Tennessee or 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) package.

Want to saturate your market? The Tennessean delivers! Contact your Tennessean account executive or phone (615) 259-8338 today.

### Preprint Distribution

Monday, Wednesday, Thursday, Friday, Sunday.

New Year's Day, Martin Luther King Jr. Day, President's Day, Memorial Day, Fourth of July, Labor Day, Thanksgiving Day and Christmas Day distribution will be increased to holiday levels and Sunday rates apply.

### Deadlines

**Space and materials:** Space reservation is 14 days prior to publication date.

Finished materials should arrive at The Tennessean 11 days prior to insertion date.

### Specifications

**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 – 4pm; Sat. 7am - 3pm. Closed Sun. and holidays.

**Warehouse contact:** Bobbie Felder, 615-313-2744. Bills of lading require total quantities received.

### Note:

- Buying individual zip codes rather than entire zones will increase rates by 10%.
- For subscriber preprint rates, add \$1 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.
- 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.

**Source:** Internal Circulation (based on Claritas 2009; CBSA)

These rates are made subject to the Tennessean Media Group'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.tnmediasolutions.com](http://www.tnmediasolutions.com)

**Get connected.**

615.259.8338 | [tnmedia@tennessean.com](mailto:tnmedia@tennessean.com) | [www.tnmediasolutions.com](http://www.tnmediasolutions.com)

[@TNMedia](https://twitter.com/TNMedia) | [facebook.com/TNMedia](https://facebook.com/TNMedia) | **Moving the Needle** at [tnmediasolutions.com/blog](http://tnmediasolutions.com/blog)



## Non-Commissionable CPM Contract Rates

### DAILY NON-COMMISSIONABLE CPM—ANNUAL FREQUENCY CONTRACT RATES

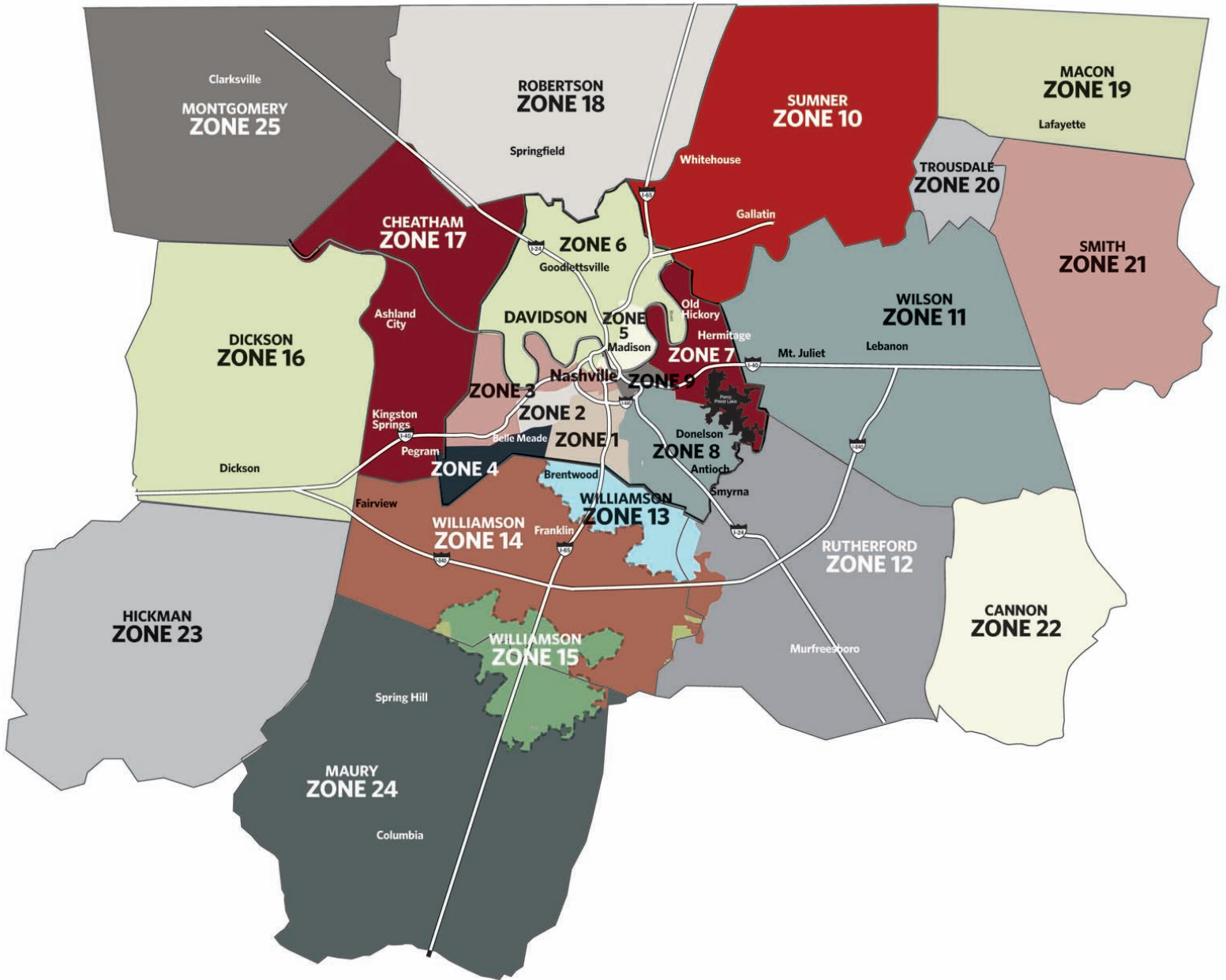
Tab Pages	Dist. Level	Open Rate	5 to 10	11 to 20	21 to 28	29 to 43	44 to 90	Over 90
Flyer	Up to 120 M	\$55.89	\$44.52	\$43.60	\$42.66	\$41.75	\$39.42	\$36.38
	Over 120 M	41.53	33.09	32.39	31.71	31.01	29.29	27.03
4 Page	Up to 120 M	57.41	45.27	44.78	43.82	42.88	40.48	37.38
	Over 120 M	42.28	33.68	32.98	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

## TMC Rates

Weight	TMC Rate per thousand	
0.1-0.9 ounces	\$46	1.8 ounces 93
1.0 ounces	53	1.9 ounces 98
1.1 ounces	58	2.0 ounces 103
1.2 ounces	63	2.1 ounces 108
1.3 ounces	68	2.2 ounces 113
1.4 ounces	73	2.3 ounces 118
1.5 ounces	78	2.4 ounces 123
1.6 ounces	83	2.5 ounces 128
1.7 ounces	88	2.6 ounces 133
		2.7 ounces 138
		2.8 ounces 143
		2.9 ounces 148
		3.0 ounces 153
		3.1 ounces 158
		3.2 ounces 163
		3.3 ounces 168



<span style="display: inline-block; width: 15px; height: 10px; background-color: #d9ead3; border: 1px solid #000; margin-right: 5px;"></span> ZONE 1	Green Hills	<span style="display: inline-block; width: 15px; height: 10px; background-color: #e74c3c; border: 1px solid #000; margin-right: 5px;"></span> ZONE 10	Sumner	<span style="display: inline-block; width: 15px; height: 10px; background-color: #d9ead3; border: 1px solid #000; margin-right: 5px;"></span> ZONE 18	Robertson
<span style="display: inline-block; width: 15px; height: 10px; background-color: #f4cccc; border: 1px solid #000; margin-right: 5px;"></span> ZONE 2	Belle Meade	<span style="display: inline-block; width: 15px; height: 10px; background-color: #5dade2; border: 1px solid #000; margin-right: 5px;"></span> ZONE 11	Wilson	<span style="display: inline-block; width: 15px; height: 10px; background-color: #d9ead3; border: 1px solid #000; margin-right: 5px;"></span> ZONE 19	Macon
<span style="display: inline-block; width: 15px; height: 10px; background-color: #f4cccc; border: 1px solid #000; margin-right: 5px;"></span> ZONE 3	West End/Vandy/East Nash	<span style="display: inline-block; width: 15px; height: 10px; background-color: #95a5a6; border: 1px solid #000; margin-right: 5px;"></span> ZONE 12	Rutherford	<span style="display: inline-block; width: 15px; height: 10px; background-color: #d9ead3; border: 1px solid #000; margin-right: 5px;"></span> ZONE 20	Trousdale
<span style="display: inline-block; width: 15px; height: 10px; background-color: #2c3e50; border: 1px solid #000; margin-right: 5px;"></span> ZONE 4	Bellevue	<span style="display: inline-block; width: 15px; height: 10px; background-color: #5dade2; border: 1px solid #000; margin-right: 5px;"></span> ZONE 13	Brentwood	<span style="display: inline-block; width: 15px; height: 10px; background-color: #e74c3c; border: 1px solid #000; margin-right: 5px;"></span> ZONE 21	Smith
<span style="display: inline-block; width: 15px; height: 10px; background-color: #d9ead3; border: 1px solid #000; margin-right: 5px;"></span> ZONE 5	West End/Vandy/East Nash	<span style="display: inline-block; width: 15px; height: 10px; background-color: #e74c3c; border: 1px solid #000; margin-right: 5px;"></span> ZONE 14	Franklin	<span style="display: inline-block; width: 15px; height: 10px; background-color: #fff2cc; border: 1px solid #000; margin-right: 5px;"></span> ZONE 22	Canon
<span style="display: inline-block; width: 15px; height: 10px; background-color: #d9ead3; border: 1px solid #000; margin-right: 5px;"></span> ZONE 6	Davidson North	<span style="display: inline-block; width: 15px; height: 10px; background-color: #27ae60; border: 1px solid #000; margin-right: 5px;"></span> ZONE 15	Spring Hill/Thompsons Station	<span style="display: inline-block; width: 15px; height: 10px; background-color: #d9ead3; border: 1px solid #000; margin-right: 5px;"></span> ZONE 23	Hickman
<span style="display: inline-block; width: 15px; height: 10px; background-color: #e74c3c; border: 1px solid #000; margin-right: 5px;"></span> ZONE 7	Davidson East	<span style="display: inline-block; width: 15px; height: 10px; background-color: #d9ead3; border: 1px solid #000; margin-right: 5px;"></span> ZONE 16	Dickson	<span style="display: inline-block; width: 15px; height: 10px; background-color: #2c3e50; border: 1px solid #000; margin-right: 5px;"></span> ZONE 24	Maury
<span style="display: inline-block; width: 15px; height: 10px; background-color: #5dade2; border: 1px solid #000; margin-right: 5px;"></span> ZONE 8	Davidson Southeast	<span style="display: inline-block; width: 15px; height: 10px; background-color: #e74c3c; border: 1px solid #000; margin-right: 5px;"></span> ZONE 17	Cheatham	<span style="display: inline-block; width: 15px; height: 10px; background-color: #d9ead3; border: 1px solid #000; margin-right: 5px;"></span> ZONE 25	Montgomery
<span style="display: inline-block; width: 15px; height: 10px; background-color: #d9ead3; border: 1px solid #000; margin-right: 5px;"></span> ZONE 9	Davidson Downtown				

**Zone 1 Green Hills**

37204 Berry Hill  
37215 Green Hills  
37220 Oak Hill

**Zone 2 Belle Meade**

37205 Belle Meade

**Zone 3 West End/Vandy/East Nash**

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 West End/Vandy/East Nash**

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 Orinda  
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.