

Delivering Customers. Driving Results.

RETAIL Advertising Rates

With more channels and options than ever before, reaching your target customers is now more complex. But one thing still remains the same...no other local media can help you reach more consumers than The Tennessean – Middle Tennessee's #1 source for local news and information.

The Tennessean is the state's largest newspaper¹ and reaches²:

- 643,000 weekly
- 528,800 Sunday
- 358,000 Daily

Dollar Volume Contract Rates

DISPLAY ADVERTISING NON-COMMISSIONABLE

Schedule I (Per Inch Rates)

Group	Annual Volume	Daily	Sunday
Open rate		\$156.32	\$237.10
A.	\$ 7,000	94.30	143.62
B.	10,500	93.65	142.15
C.	15,000	92.30	140.26
D.	27,000	90.60	137.61
E.	50,000	90.07	136.69
F.	77,500	89.43	135.71
G.	155,000	86.92	131.95
H.	320,000	85.86	130.37
I.	465,000	84.80	128.47
J.	700,000	82.70	125.52
K.	1,000,000	79.30	120.47

commissions/discounts

Commissions to accredited or recognized agencies: 15% on commissionable rates only. Commissionable rate sheet available from your account executive.

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.tnmediasolutions.com



Color Rates

NON-COMMISSIONABLE

ROP Display Daily

Black + one color	\$1,466
Black + two colors	1,945
Black + three colors	2,607

ROP Display Sunday

Black + one color	\$1,681
Black + two colors	2,269
Black + three colors	3,018

Frequency rates for Black & 3 color units are available. Please ask your advertising account executive for details.

Discounts Available to Local Contract Advertisers

frequency discounts

ROP advertisers may earn the following frequency discounts on the same ad. Ads cannot be changed and must run in the following time slots:

Monday—Sunday	OR	Sunday—Saturday
1st Ad*	2nd Ad	3rd-6th Ad
Full Price	35% disc.	40% disc.

*Sunday ads are always billed at full rate even if they are not the first ad in a series. Sunday ads may not be used in both time slots. Discounts apply to space as well as color. No other discounts apply.

Religious & Charity Advertising

Rates apply to advertising of religious and charitable organizations and advertising of qualified non-profit organizations—the benefits from which are used for charitable purposes.

	Net per inch
Daily	\$ 88.88
Sunday	130.27

Weekend/Life

Tennessean readers are always looking for places to go and things to do. With our Friday Weekend/Life section, readers will find a guide featuring the best bets for the weekend including: live music, performing arts, restaurant reviews, movie reviews and listings, shopping deals and more.

The daily Tennessean reaches:

- 236,800 who dined at a sit-down restaurant 3 or more times in the past 30 days
- 150,500 who attended a symphony, opera, ballet or theater production in the past 12 months
- 96,300 who have attended a concert in the past 12 months
- 77,300 who have attended at least one movie in the past 3 months

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

Source: Scarborough 2010, Release 1 (1 weekday in CBSA)

Rates

MODULAR NON-COMMISSIONABLE RATES

	126"	60"	30"	21"	16"	8"	4"	2"
Open Rate	\$17,574	\$8,446	\$4,223	\$3,168	\$2,113	\$1,056	\$545	\$273
\$ 7,000	10,601	5,095	2,547	1,911	1,273	637	329	165
10,500	10,525	5,057	2,530	1,897	1,265	632	327	164
15,000	10,375	4,987	2,494	1,870	1,246	624	322	162
27,000	10,188	4,897	2,448	1,836	1,224	612	315	158
50,000	10,122	4,865	2,433	1,825	1,215	608	313	157
77,500	10,056	4,833	2,416	1,813	1,208	605	312	156
155,000	9,771	4,696	2,347	1,761	1,174	587	304	150
320,000	9,651	4,638	2,320	1,740	1,160	580	299	149
465,000	9,533	4,581	2,291	1,718	1,145	573	296	147
700,000	9,297	4,468	2,234	1,676	1,117	558	287	144
1,000,000	8,918	4,286	2,143	1,607	1,071	536	277	138

COLOR RATES

Black + 1 color	\$1,310
Black + 2 colors	1,637
Black + 3 colors	2,024

Weekend/Life and Metromix

If you need to reach active, young consumers, you can with Metromix, our young-reader publication. Receive a special rate when you place your ad in Metromix and Weekend/Life.

Sunday Life

The Tennessean's Sunday Life section brings a variety of audiences and interests together—particularly those of women who are making purchasing decisions for their households, including: Daily Crave and Shopping Diva pages, Ms. Cheap, Society pages, Puzzles, Weddings and other special occasions pages.

The Sunday Tennessean reaches (4 Sundays):

- 69% of those earning \$100,000+
- 60% of women
- 60% of all greater Nashville adults
- 49% of young women ages 18-34 years

A broadsheet format with content designed to be the location for readers who want to be in the know of shopping deals, social gatherings and leisure activities.

Publication: Sunday

Space and materials deadline: Tuesday 6 p.m.

- Advertiser must sign separate Life frequency contracts to earn 4X, 8X, 24X, 48X discounts. No other discounts allowed.
- Life expenditures count toward Tennessean dollar volume contract fulfillment.
- Life contracts self-renew.
- 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.

Sources: Scarborough 2010, Release 1 (4 Sundays); CBSA

Rates

	126"	60"	30"	21"	16"	8"	4"	2"
1X Non Contract	\$27,604	\$13,583	\$6,791	\$5,094	\$3,396	\$1,698	\$876	\$438
1X Contract	17,388	8,556	4,278	3,209	2,139	1,070	553	276
4X Consecutive	11,830	5,821	2,911	2,184	1,455	811	419	209
8X Consecutive	8,873	4,366	2,184	1,637	1,092	609	314	158
24X / 52X	8,038	3,955	1,978	1,483	989	550	284	142
48X / 52X	6,825	3,358	1,679	1,259	840	467	241	120

*For all other sizes, Sunday dollar volume contract rates will apply.

COLOR RATES

(1x)	1 color	2 colors	3 colors
1/2 page or larger	\$1,141	\$1,520	\$1,903
3/8 page or smaller	856	1,141	1,427
(4x & 8x)			
1/2 page or larger	\$736	\$982	\$1,226
3/8 page or smaller	552	736	921
(24x & 48x)			
1/2 page or larger	\$490	\$736	\$982
3/8 page or smaller	369	552	736

Delivering Customers. Driving Results. CONTINUED

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 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) publications.

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

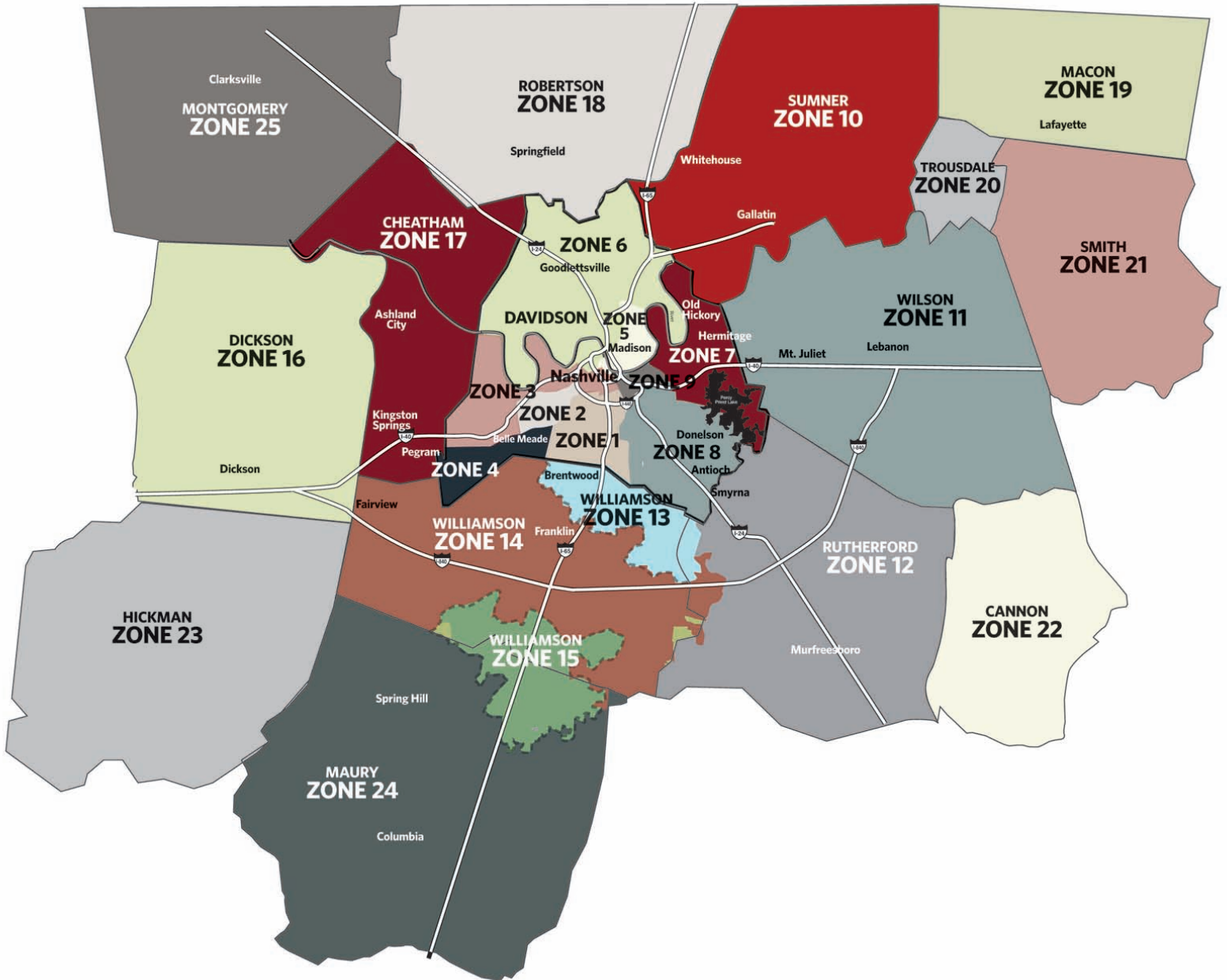
Delivery address: 1100 Broadway, Nashville, TN 37203

Delivery hours: Mon.-Fri. 7am - 4pm; Sat. 7am - 3pm. Closed Sun. and holidays.

Warehouse contact: Bobby 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.



 ZONE 1	Green Hills	 ZONE 10	Sumner	 ZONE 18	Robertson
 ZONE 2	Belle Meade	 ZONE 11	Wilson	 ZONE 19	Macon
 ZONE 3	West End/Vandy/East Nash	 ZONE 12	Rutherford	 ZONE 20	Trousdale
 ZONE 4	Bellevue	 ZONE 13	Brentwood	 ZONE 21	Smith
 ZONE 5	West End/Vandy/East Nash	 ZONE 14	Franklin	 ZONE 22	Canon
 ZONE 6	Davidson North	 ZONE 15	Spring Hill/Thompsons Station	 ZONE 23	Hickman
 ZONE 7	Davidson East	 ZONE 16	Dickson	 ZONE 24	Maury
 ZONE 8	Davidson Southeast	 ZONE 17	Cheatham	 ZONE 25	Montgomery
 ZONE 9	Davidson Downtown				

TMC Mail Rates

Weight	TMC Rates
0.1-0.9 ounces	\$46
1.0 ounces	53
1.1 ounces	58
1.2 ounces	63
1.3 ounces	68
1.4 ounces	73
1.5 ounces	78
1.6 ounces	83
1.7 ounces	88
1.8 ounces	93
1.9 ounces	98
2.0 ounces	103
2.1 ounces	108
2.2 ounces	113
2.3 ounces	118
2.4 ounces	123
2.5 ounces	128
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

Sources:

- MORI Research and NAA (How America Uses Advertising 2009)
- Scarborough 2010, Release 1 (7 days in CBSA)

Front Page

Reinforce your brand in a big way by advertising on The Tennessean's front page. Your ad on the most visible place in the newspaper will impress your brand image on the minds of Middle Tennesseans.

Advertising space is on the front page of all sections, and your front-page ad establishes an unmistakable presence in the market:¹

- **Best for promoting sales.** 42% of consumers say newspapers are best for bringing sales to their attention. (Direct mail is next at 19%)
- **Best for planning purchases.** 41% of consumers say newspapers are the most valuable information source when planning a purchase. (Internet is next at 25%.)
- **Preferred source.** 39% of consumers prefer getting their ad information from newspapers. (Direct Mail was next at 15%.)

content regulations

Color tones may be adjusted to maintain quality levels of front page reproduction. Limit one price per item per ad. Content must be pre-approved. No controversial products or services allowed. Ads must run consecutive weeks.

contract regulations

Front Page Banner advertising requires all revenue for front page agreement be incremental to either current contract agreement or last year's expenditures (whichever is higher). Twenty-five (25) percent of the value of space already published is the cancellation charge if contract is cancelled before completion. Larger contracts will have preference over smaller contracts.

ad size

ROP: 6 col. (10") x 2" strip

All 26- and 52-week ads include a ROS (run of site) online leaderboard on Tennessean.com. One week in The Tennessean combined with Tennessean.com will reach 58% of adults in the 8-county area.²

Rates

Main News	Daily	Sunday
Open	\$2,350	\$3,431
4 Weeks	2,002	2,923
13 Weeks	1,872	2,730
26 Weeks	1,741	2,542
52 Weeks	1,548	2,260
Other*	Daily	Sunday
Open	\$2,089	\$3,050
4 Weeks	1,779	2,599
13 Weeks	1,548	2,260
26 Weeks	1,354	1,977
52 Weeks	1,161	1,695

*Local News, Business, Sports, Life, Weekend/Life

Middle Tennessee Community Newspapers Pick-up Rates

When you combine your Tennessean buy with advertising in our Middle Tennessee Community Newspapers, you get a powerful combination that increases your reach, visibility and results.

- The Tennessean reaches 849,400 adults each week.¹
- Middle Tennessee Community Newspapers include The Ashland City Times, The Dickson Herald, Hendersonville Star News, The Gallatin News Examiner and the Robertson County Times, and they cover Sumner, Robertson, Dickson and Cheatham Counties. MTCN's have a combined readership of 133,200¹
- The Daily News Journal (Rutherford) reaches 85,200 Daily and 52,900 on Sunday¹
- Leaf Chronicle (Montgomery) with a readership of 34,800 Daily and 42,200 on Sunday²
- Jackson Sun (Chester & Madison) reaches 55,800 Daily and 67,900 on Sunday²

PICK-UP RATES PER COLUMN INCH*

Newspaper	Pub Days	Circulation	Rate
All Five MTCN**	Wed	41,800 ³	\$22.73
The Gallatin News Examiner**	Wed	4,600 ³	8.21
	Friday	4,700 ³	8.21
The Hendersonville Star News**	Wed/Fri	20,500 ³	8.32
Robertson County Times**	Wed	6,400 ³	8.16
The Dickson Herald**	Wed/Fri	6,200 ³	8.16
The Ashland City Times**	Wed	3,900 ³	6.85
Clarksville Leaf-Chronicle	Daily	16,500 ²	9.56
	Sunday	20,000 ²	9.56
The Jackson Sun	Daily	26,500 ²	15.76
	Sunday	32,300 ²	16.07

*Rates are applicable when used in combination with The Tennessean full-run products/sections

** MTCN does not include Leaf-Chronicle or Jackson Sun.

** Ask your sales representative how to get total market coverage by adding the Tuesday or Wednesday non-subscriber publication.

OPEN RATES

Newspaper	Rate
The News Examiner	Wed - \$20.00 Fri - \$16.50
The Hendersonville Star News (Wed or Fri)	17.00
Robertson County Times	13.40
The Dickson Herald	12.30
The Ashland City Times	8.77

Clarksville Daily	\$35.54
Clarksville Sunday	48.19

COLOR RATES

Black + one color	\$112/pub
Black + two colors	125/pub
Black + three colors	140/pub

Sources:

1. Scarborough 2010, Release 1 (DMA)

2. ABC Publisher's Statement, March 28, 2010 (Readership determined by multiplying circulation by the 2.1 readers per copy average)

3. Internal circulation (as reported for second quarter average 2010)

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DIGITAL ADVERTISING RATE

BANNER ADS*

Island	300 x 250	\$15 CPM
Leaderboard	728 x 90	13 CPM
Skyscraper	160 x 600	10 CPM

PREMIUM PLACEMENTS*

	CPM
Breakout Animation	\$25
Roadblock**	25
ZAG	25
Behavioral Targeting	25
Rich Media	25
Mobile	20
Pre-roll Video	500/month

WEATHER SPONSORSHIPS

\$3 CPM with minimum of 100,000 impressions

\$10 CPM expanable

\$1,500 month buyout

EMAIL NEWSLETTERS

	Cost per month
Daily News	\$750
Breaking & Afternoon News Bundle	750
Sports	350
Business	250
TuneInMusicCity.com	250
Metromix	250
Nashville Lifestyles	750

CALL TODAY!

To get started, contact your Account Executive, or call (615) 259-8338.

SLIDING BILLBOARD

Section	Cost per day
Home page	\$3,000
Sports	1,500
Tennessee Titans Index	1,000
MetroMix	500
News-Obituaries Index	500
Nashville Area News Index	500
Moms Like Me	500
Real Estate Index	300
Tennessee Vols Index	300
High School Sports Index	300
Tune in Music City Index	300
Crime & Courts Index	300
Vanderbilt Commodores Index	300
Williamson County News Index	300
Nashville Entertainment Index	300
The Dickson Herald Index	300
Business Index	300
Nashville Predators Index	300
Government & Politics Index	300
Tennessee Green Index	300
Community news Index	300