

Advertising that **DRIVES RESULTS** for Your Business

A Complete Advertising Solution for Rutherford County

As Middle Tennessee grows, there are still some places that combine a tradition of community with the benefits of new development. One of those places is Rutherford County. Now The Daily News Journal and The Tennessean are working together to provide this vibrant and growing area with deeper local news.

With news of intense interest—like local schools, high school and recreational sports, shopping and dining, neighborhood issues, community events, local business... and of course, the impact of growth and development—there is no better way to reach Rutherford County adults with your advertising message.

By combining the strength of all Rutherford County local news resources, you can effectively reach Rutherford County consumers. Choose from the following publications:

- **New Smyrna A.M.:** inside all copies of The Tennessean and The Daily News Journal in the Smyrna area on Wednesdays and mailed to non-subscribers reaching virtually every household in Smyrna. Total distribution is 17,837.¹
- **Rutherford A.M.:** delivered in all Rutherford County copies of The Tennessean on Sunday and Wednesday. The Wednesday edition offers a separate north and south edition with more community oriented news, and it is also mailed to non-subscribers. Distribution includes 26,917 for the north edition, 41,291 for the south edition and 19,204 on Sunday.¹
- **The Daily News Journal:** delivered seven days a week to subscribers throughout Rutherford County and surrounding areas. Also, available at newsstands. Distribution is 16,579 daily and 19,532 on Sunday.¹
- **Online:** news for Smyrna on my.tennessean.com site including information generated by local citizens and organizations, and news for the entire county on Tennessean.com and DNJ.com.

Seize Rutherford County's growth.

Rutherford County is expected to grow 15% from 2006 to 2011.² Retail sales have grown 55% from 2000–2005, topping \$2.9 billion per year.³ This growth and affluence has attracted more competition for local discretionary spending with more businesses in the area offering similar products and services. Advertising your business is critical in such a lucrative market.

	Rutherford²
Households:	81,300
Population:	220,333
Annual Household growth:	4.0%
Average Household Income:	\$63,321
Median Age:	33 years

**Make the decision to build your business.
Call your advertising representative today!**

- In Rutherford: 893-5860
- In Nashville: 259-8338

Sources:

1. Internal Circulation (numbers subject to change)
2. Claritas, 2006
3. State of Tennessee Department of Revenue (2000-2005 in Rutherford County)

The
Daily News Journal
www.dnj.com

THE TENNESSEAN
Every day matters. www.tennessean.com

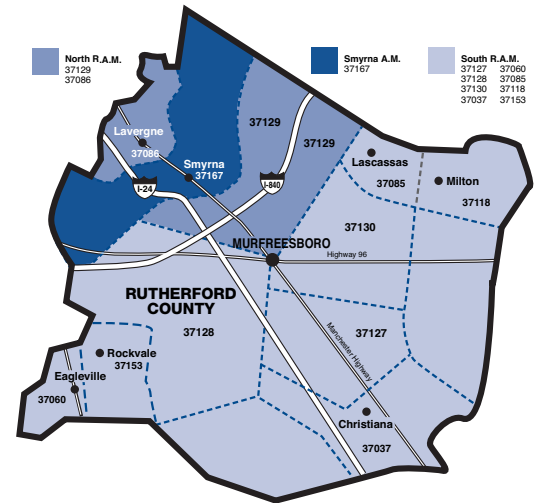


Rutherford A.M. Rates

	SUNDAY	WEDNESDAY SOUTH	SMYRNA A.M.	WEDNESDAY NORTH	SMYRNA A.M. +NORTH	WEDNESDAY NORTH OR SMYRNA A.M. + SOUTH	WEDNESDAY ALL ZONES
Open	\$29.65	\$20.00	\$17.00	\$17.00	\$22.00	\$37.54	42.23
13 weeks	15.00	10.10	8.59	8.59	10.61	19.00	20.43
26 weeks	12.80	8.65	7.35	7.35	8.87	16.25	16.66
52 weeks	10.60	7.20	6.12	6.12	7.20	13.50	13.50

Daily News Journal Combo Rates

DNJ LEVELS	SUNDAY COMBO	DNJ + WED. ONE ZONE	DNJ + WED. TWO ZONES	DNJ + WED. THREE ZONES
Local Open Rate	\$18.99	\$29.50	\$35.00	\$45.00
\$4,000	18.99	22.85	28.35	31.85
\$7,500	18.99	22.64	28.14	31.64
\$10,000	18.99	22.44	27.94	31.44
\$15,000	18.99	22.13	27.63	31.13
\$20,000	18.99	21.66	27.16	30.66
\$25,000	18.99	21.30	26.80	30.30
\$35,000	18.99	20.74	26.24	29.74
\$45,000	18.99	20.50	26.00	29.50
\$55,000	18.99	20.12	25.62	29.12
\$75,000	18.99	19.29	24.79	28.29



The Daily News Journal is delivered to subscribers throughout all of Rutherford County and surrounding counties.

Color Rates

	1-COLOR	2-COLOR	3-COLOR
Rutherford A.M./Smyrna A.M.	\$100	\$200	\$300
Daily News Journal - Monday-Friday	100	200	300
Daily News Journal - Sunday	150	300	350

Small Space Color Rates (33 inch maximum ad space)

	PUBLICATION DAY	1-COLOR	3-COLOR
Rutherford A.M./Smyrna A.M.	Wednesday	\$3/column inch	\$4/column inch
Daily News Journal	Monday - Saturday	Minimum charge \$30	Minimum charge \$40
Rutherford A.M.	Sunday	\$5 per column inch	\$6 per column inch
Daily News Journal	Sunday	Minimum charge \$50	Minimum charge \$60

Front Page Banner Rates

Sunday Rutherford A.M.	\$195
Wednesday Smyrna A.M., Rutherford A.M. North or South	\$150 each

Based on 13 week commitment

Deadlines

	PUBLICATION DATES	SPACE & COPY DEADLINE
Rutherford A.M./DNJ	Sunday	Wednesday, 4:00 p.m.
Rutherford A.M./Smyrna A.M.	Wednesday	Wednesday, 4:00 p.m.