

There's nothing **quite like it!**



No other healthcare publication can do for your advertising dollars what The Tennessean's **new** Salute to Nurses magazine can do.

Salute to Nurses, a glossy magazine, will be direct mailed each quarter to the homes of every RN, LPN and APN across the state of Tennessee. Each geographic area—West, East and Middle Tennessee—will have content localized to the nurses living there. All nurses will receive Salute to Nurses free of charge.

Salute to Nurses magazine is the one advertising vehicle allowing you to target your message directly to Tennessee nurses. Whether you need to hire them or want them to purchase or recommend your products/services, there is no better place to reach nurses.

Attention-grabbing topics. Targeted distribution.

Your advertising message inside the Salute to Nurses magazine will be delivered to 69,700* active nurses statewide. And the magazine includes feature stories, continuing education information, awards/recognitions, and "what's new" in the healthcare industry.

Take advantage of this unique opportunity. Contact your sales representative or call (615) 726-5218 today for more information.

*Source: Internal Circulation (Based on the January 2009 delivery report.)

	April 2009	July 2009	October 2009
Publication date:	Thursday, April 30	Monday, July 27	Monday, October 26
Advertising deadline:	Wednesday, April 1	Monday, July 1	Thursday, October 1

RATES

All 3 zones:

Premium positions:	1x	2x	3x	4x
Back page	\$8,250	\$8,000	\$7,750	\$7,500
Inside Front Cover	8,000	7,750	7,500	7,250
Inside Back Cover	8,000	7,750	7,500	7,250
2 page spread	16,000	15,000	14,000	13,000
Page 3 (2/3 page)	7,000	6,500	6,000	5,500
Front pg banner	2,000	1,800	1,600	1,400

Modular ad rates:

Full page	\$7,500	\$7,200	\$6,900	\$6,600
2/3 page	6,500	6,300	6,100	5,900
1/2 page	4,500	4,300	4,100	3,900
1/3 page	3,000	2,850	2,700	2,550

One zone:

Premium positions:	1x	2x	3x	4x
Back page	\$6,500	\$6,300	\$6,100	\$5,900
Inside Front Cover	6,000	5,900	5,800	5,700
Inside Back Cover	6,000	5,900	5,800	5,700
2 page spread	12,000	11,500	11,000	10,500
Page 3 (2/3 page)	4,600	4,500	4,400	4,300
Front pg banner	1,500	1,450	1,300	1,250

Modular ad rates:

Full page	\$5,500	\$5,300	\$5,100	\$4,900
2/3 page	4,200	4,100	4,000	3,900
1/2 page	3,000	2,900	2,800	2,700
1/3 page	2,000	1,900	1,800	1,700

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