

Your Complete Advertising Solution for Sumner County



The Tennessean's family of products has more ways for local businesses to reach Sumner County and its communities.

We offer effective ways to reach local consumers with packages that include:

- County-wide reach in The Tennessean—the premiere local news source
- Targeted reach in Hendersonville and Gallatin community newspapers
- Non-subscriber reach in a news-based product to ensure reader interest
- Online advertising on an interactive localized site

Sumner County Products

- **Sumner A.M.:** Published on Sunday (24,400 copies) within The Tennessean in Sumner County.¹
- **The News Examiner:** 5,800 copies purchased by subscribers and single copy buyers on Wednesday and 6,000 copies on Friday.¹
- **Summer County Shopper:** 25,100 non-subscribers in upper Sumner County will receive expanded coverage from The News Examiner.²
- **The Hendersonville Star News:** delivered to 20,100 Hendersonville homes Wednesday and Friday.³
- **Tennessean.com:** localized news for Sumner County, Gallatin and Hendersonville with news by and for local citizens.

Seize Sumner County's growth.

Sumner County is expected to grow by 10% through 2013.⁴ And retail sales have grown 67% from 2002-2007, topping \$1.5 billion.⁵ 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.

Sumner County⁴

Households: 59,700
 Population: 154,500
 Projected Household Growth*: 12%
 Average Household Income: \$66,800
 Median Age: 38 years

Sources:

1. Tennessean Circulation (as reported for September, 2008)
2. Tennessean Circulation (as reported for October 28, 2008 TMC delivery report)
3. Tennessean Circulation (as reported October 22 and 24, 2008)
4. Claritas, 2008
5. State of Tennessee Department of Revenue (2002-2007 in Sumner County)
 * over next 5 years

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

- In Hendersonville: 575-7133
- In Gallatin: 575-7140
- In Nashville: 259-8338
- Retail Sales Supervisor: 575-7131

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

EFFECTIVE DATE: DECEMBER 15, 2008

REACH ■ RELEVANCE ■ RESULTS | PRINT ■ ONLINE ■ DIGITAL

THE TENNESSEAN
 Every day matters. www.tennessean.com

DRIVE RESULTS WITH EFFECTIVE ADVERTISING SOLUTIONS
SUMNER A.M. RATES
DISTRIBUTION: 24,400¹ Sun.

Contract	Sunday
Open	\$17.00
750	13.50
1,500	12.00
3,000	11.75
4,500	11.50
7,000	11.25
10,500	11.00
15,000	10.5

COLOR RATES (per ad in package)

Process	\$125
Spot	75
Color by the inch	4

(Color by the inch rates apply to ads up to 16"/insertion)

SUMNER COUNTY FRONT PAGE BANNER RATES

Sunday Sumner A.M.	\$306.25/week
Inside fronts	125.00/week
Wednesday News Examiner or Hendersonville Star	\$195.00/week
Friday News Examiner or Hendersonville Star	\$150.00/week

Requires 13 week commitment

BROADSHEET AD SIZES

1 column	1.528"
2 column	3.222"
3 column	4.917"
4 column	6.611"
5 column	8.306"
6 column	10"
Depth	21"

Sizes apply to Sumner A.M., The News Examiner, The Hendersonville Star News and Sumner County Shopper

GALLATIN NEWS EXAMINER RATES

 5,800 Wed.; 6,000¹ Fri.

Contract	Wednesday*	Friday	2X/Week
Open	\$20.00	\$16.50	\$32.38
750	16.50	13.00	26.25
1,500	15.00	11.50	23.63
3,000	14.75	11.25	23.19
4,500	14.50	11.00	22.75
7,000	14.25	10.75	22.31
10,500	14.00	10.50	21.88
15,000	13.50	10.00	21.00

* Wednesday Sumner County Shopper included

FREQUENCY DISCOUNTS

ROP advertisers may earn the following frequency discounts on the same ad. Ads cannot be changed and discounts are as follows.

1st Ad	Full Price
2nd Ad	25%
3rd Ad	30%

ZONE PICK UP RATES
Any customer on a dollar volume rate can pick up the north edition of Davidson A.M. or Wilson A.M. at the courtesy 6x rate.

Wednesday Davidson North	\$20/ per column inch
Wednesday Wilson A.M.	\$15/ per column inch

HENDERSONVILLE STAR NEWS RATES

 20,100² on Wednesday and Friday

Contract	Wed. or Fri.	2X/Week
Open	\$17.00	\$29.75
750	13.50	23.63
1,500	12.00	21.00
3,000	11.75	20.56
4,500	11.50	20.13
7,000	11.25	19.69
10,500	11.00	19.25
15,000	10.50	18.38