

Delivering Customers. Driving Results.



Target Sumner County with precision.

The Tennessean Media Group offers more ways for businesses to effectively reach Sumner County than any other source. Target your best customers with precision with the following:

Sumner A.M. provides county-wide news. It publishes every Sunday inside The Tennessean. Plus, additional county coverage on Tennessean.com.

The Hendersonville Star News delivers community news and information free to virtually all homes in Hendersonville on Wednesday and Friday. News is also available on www.HendersonvilleStarNews.com.

The News Examiner, publishing since 1840, covers Gallatin, White House, Portland and the county north of Hendersonville. It is delivered to paid subscribers and via single copy outlets every Wednesday and Friday. News is also available on www.GallatinNewsExaminer.com.

Sumner County Shopper is delivered free to non-subscribers in upper Sumner County on Wednesday, which includes news from The News Examiner.

Sumner County Profile¹

Own home	72%
Women	55%
Married	55%
Kids in home under 18	53%
HHI \$50,000 or more	53%
Men	46%
Some college or higher	45%
Median Age	38 years ²
2009 Retail Sales	\$1.3 billion ³

Call Today!

- Hendersonville: 615.575.7153
- Gallatin: 615.575.7140
- Retail Sales Supervisor: 615.575.7141

Sources: 1. Scarborough 2009, Release 2 (Sumner: Total Adults 18+ 120,684); 2. Claritas 2009; 3. Tennessee State Department of Revenue (Sumner County 2009); 4. Internal Circulation (as reported March 2010)

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 tmediasolutions.com.

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.

Get connected.

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SUMNER A.M. RATES

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	10.50

NEWS EXAMINER GALLATIN RATES

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

HENDERSONVILLE STAR NEWS RATES

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

* Wednesday Sumner County Shopper included

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)

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%

SUMNER COUNTY FRONT PAGE BANNER RATES

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

Requires 13 week commitment

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

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"

PUBLICATION DATES

Sunday Sumner A.M.
Wednesday News Examiner and Sumner County Shopper
Wednesday Star News
Friday News Examiner
Friday Star News

SPACE & MATERIALS DEADLINES

Wednesday 5 p.m.
Friday, 5 pm
Friday, 5 pm
Tuesday, 5 pm
Tuesday, 5 pm

Distribution

SUMNER A.M.

Zip codes: 37022, 37031, 37048, 37066, 37072, 37075, 37148, 37186, 37188

Total Population: 191,200²

Average Household Income: \$63,770²

Median Age: 38 years²

Distribution: 24,600⁴

THE HENDERSONVILLE STAR NEWS

Zip codes: 37075

Total Population: 57,700²

Average Household Income: \$73,570²

Median Age: 39 years²

Distribution: 20,500 households⁴

THE NEWS EXAMINER (GALLATIN)

Zip codes: 37022, 37031, 37048, 37066, 37072, 37075, 37148, 37186, 37188*

Total Population: 191,200²

Average Household Income: \$63,770²

Median Age: 38 years²

Distribution: 4,800 households⁴

*only a small portion of this circulation area

SUMNER COUNTY SHOPPER

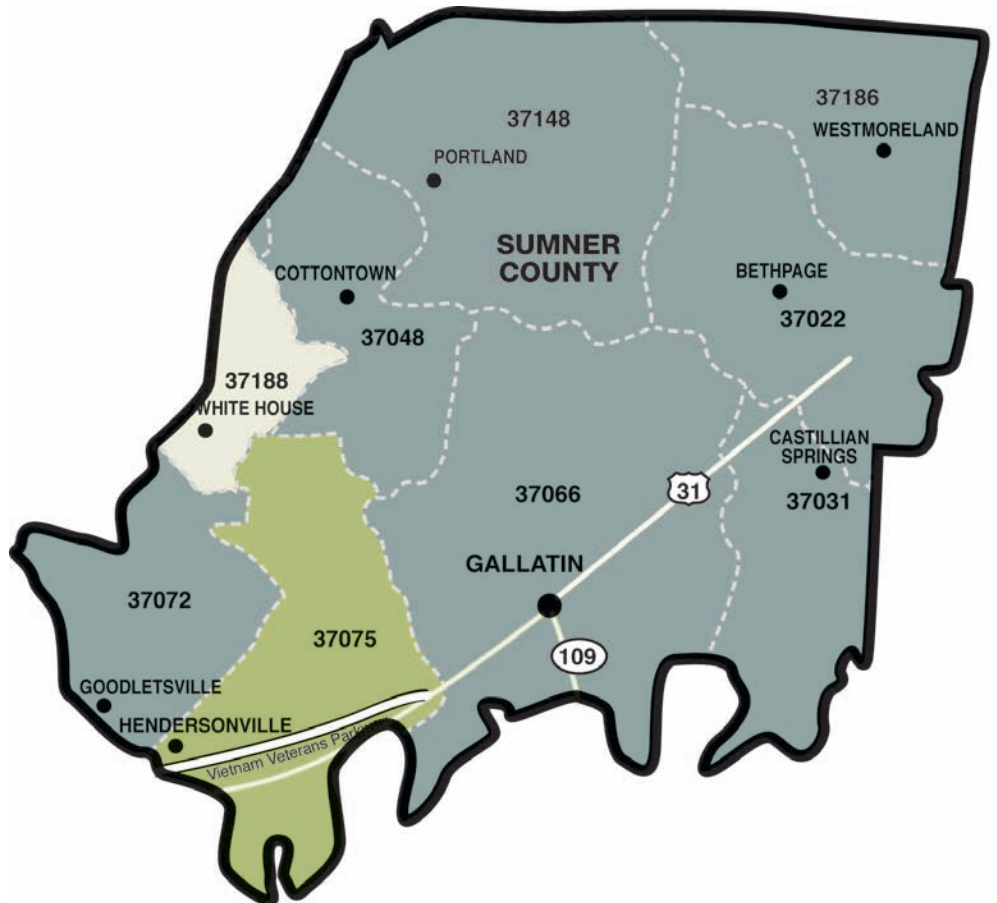
Zip codes: 37022, 37031, 37048, 37066, 37148, 37186

Total Population: 88,200²

Average Household Income: \$56,950²

Median Age: 37 years²

Distribution: 21,700 households⁴



- GALLATIN NEWS EXAMINER
- SUMNER A.M. and SUMNER COUNTY SHOPPER
- 37022 Bethpage
- 37031 Castillian Springs
- 37048 Cottontown
- 37066 Gallatin
- 37072 Goodlettsville*
- 37075 Hendersonville*
- 37148 Portland
- 37186 West Moreland
- 37188 White House*

- The Hendersonville Star News
- 37075 Hendersonville

* Not included in Sumner County Shopper distribution.