



Advertising Solutions in Wilson County.

Reach your primary customers with Wilson A.M. — a highly targeted county publication backed by the unmatched promotional power of The Tennessean.

This broadsheet section is delivered every Wednesday to subscriber and non-subscriber households—giving you total market coverage. Plus, you can also find an online edition from the Communities link on Tennessean.com.

Your ad message will be placed along-side local content your customers care about including area schools, growth and development, youth sports, local events, community leaders and more.

Let Our Reach = Your Results.

The Tennessean—in paper and online—reaches 26,900 Wilson County adults every week.¹

Seize Wilson County's Growth.

Wilson County's 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.

Plus, ask your account executive how you can extend your reach further by bundling Wilson A.M. with our Gallatin or East Davidson County products!

Call Today!

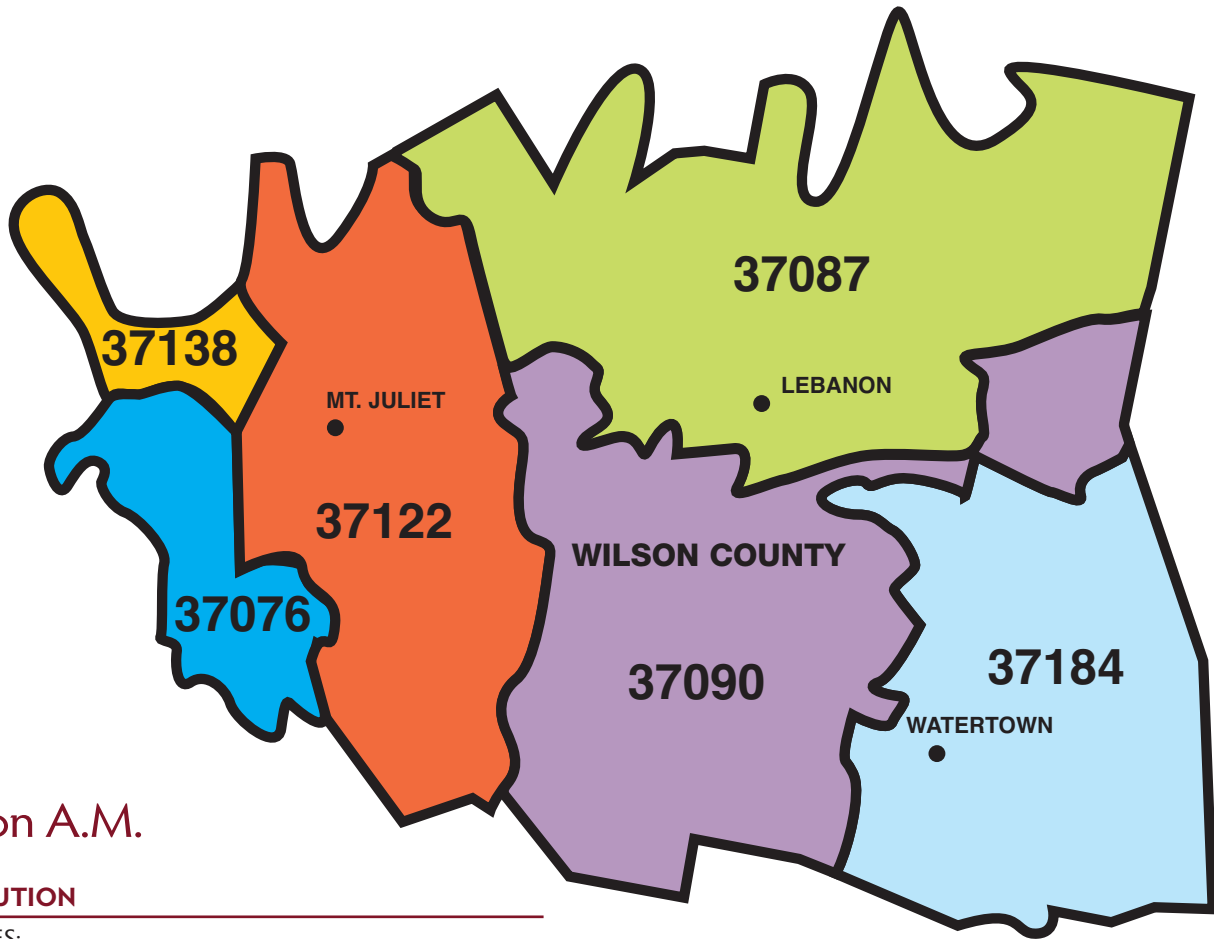
Make a decision to build your business today. Contact Jennie Slowey at 615.726.8924, LaDonna Tatum at 615.726.8918, or your account executive at 615.259.8338



Sources: 1. Scarborough 2009, Release 2 (Wilson: Total Adults 18+ 84,255); 2. Internal Circulation (as reported March 2010); 3. Claritas 2009; 4. Tennessee State Department of Revenue (Wilson County 2009))

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 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.



Wilson A.M.

DISTRIBUTION

ZIP CODES:

- 37087 - Lebanon
- 37090 - Lebanon
- 37122 - Mount Juliet
- 37184 - Watertown
- 37138 - Old Hickory (Wilson County neighborhoods only)
- 37076 - Hermitage (Wilson County distribution only)

Circulation: 37,800²

WILSON COUNTY PROFILE¹

POPULATION: 104,000

Own home	93%
Married	71%
Household income \$50,000 or more	71%
Some college or higher	53%
Household income \$75,000 or more	50%
Men	50%
Women	50%
Kids in home under 18	41%
Median Age	37 years ³
2009 Retail Sales	\$1.2 billion ⁴

RATES

WEDNESDAY TMC RATES

Open Rate	\$19.50
6x*	15.00
13x	12.00
26x	10.50
52x	9.00

* Pick-up rate for Tennessean Contract Advertisers

FRONT PAGE STRIP AD RATES

1x	\$300
13x	250

COLOR RATES

Spot Color	\$4 per column inch
Process	\$6 per column inch

PUBLICATION DATE: Wednesday

SPACE & MATERIALS DEADLINE: Wednesday prior