

The Tennessee Press

2017 ADVERTISING RATES

Display:	Per Column Inch 1 to 10 column inches \$7.50 11 to 29 column inches \$6.50 30 to 50 column inches \$5.50 Full page (56.75 column inches) \$4.00	Popular Sizes Full Page (10.125" w x 11.375" h): \$227.00 Half-Page (10.125" w x 6" h): \$165.00 2 col. x Full (3.94" w x 11.375" h): \$147.88 3 col. x 10 (6" w x 10" h): \$165.00 2 col. x 6 (3.94" w x 6" h): \$ 78.00
Color:	One color \$50.00 Two colors \$90.00 <i>(Costs are added to space cost)</i>	Three colors \$120.00 Full process color \$120.00 <i>(best color value)</i>
Classified:	(up to 25 words): \$ 7.50 Each additional word: \$.30	Inserts: Please call for rates— (865) 584-5761, ext. 105
Commissions:	15% Agency commission allowed to recognized advertising agencies performing full-service role	
Discounts:	Members and Associate members of TPA will receive a 25% discount on space and color charges. Frequency discount of 15% offered for advertisers who run consecutive months.	
Deadline:	Space reservation: 5:00 p.m. first Monday of each month, for the following month's issue. Artwork: 5:00 p.m. Friday following the space reservation deadline.	
Mechanical Requirements:	Printable page area: 10.125 inches wide by 11 inches deep (newspaper tabloid) Screen required: 85 lines per inch Column width: 1.889 inches, Five columns per page—58.75 total column inches per page Two columns: 3.948 inches Three columns: 6 inches Four columns: 8 inches Five columns: 10.125 inches Double-truck: 21.25 inches wide Published by Offset Press	
Circulation:	Published monthly with 750+ copies distributed to editors, publishers, other key executives of Tennessee's non-daily and daily newspapers, TPA associate members and other interested individuals. Also available in PDF format online at www.tnpress.com/thetennesseepress.html	
Advertising Representative:	Robyn Gentile, Production Coordinator, The Tennessee Press 412 N. Cedar Bluff Road, Suite 403 • Knoxville, TN 37923 (865) 584-5761, ext. 105 FAX: (865) 584-6513 rgentile@tnpress.com	



Reporting news of interest to the Tennessee newspaper industry...

The Tennessee Press

ADVERTISING ORDER FORM

Display Rates:	Per Column Inch		Popular Sizes	
	1 to 10 column inches	\$7.50	Full Page (10.125" w x 11.375" h):	\$227.00
	11 to 29 column inches	\$6.50	Half-Page (10.125" w x 6" h):	\$165.00
	30 to 50 column inches	\$5.50	2 col. x Full (3.94" w x 11.375" h):	\$147.88
	Full page (56.75 column inches)	\$4.00	3 col. x 10 (6" w x 10" h):	\$165.00
			2 col. x 6 (3.94" w x 6" h):	\$ 78.00

Color Charges:	One color	\$90.00	Three colors	\$270.00
	Two colors	\$180.00	Full process color	\$270.00
	<i>(Costs are added to space cost)</i>		<i>(best color value)</i>	

Advertiser's Information:

Company: _____ Name: _____

Phone Number: _____ E-mail: _____

Address: _____ City, State, Zip: _____

Order:	TTP Edition: _____	Cost:	Space Cost: _____
	Size of Ad: _____		Color Cost: + _____
	Color(s): _____		Associate Discount: - _____
			<i>(25% discount for associate members)</i>
	Deadline: _____		Net Ad Cost: = _____
	Signature: _____		Date: _____

Deadline: Space reservation: 5:00 p.m. first Monday of each month, for the following month's issue.
 Artwork: 5:00 p.m. Friday following the space reservation deadline.

SUBMIT YOUR ORDER TO: Robyn Gentile, Production Coordinator, The Tennessee Press
 412 N. Cedar Bluff Rd., Suite 403, Knoxville, TN 37923
 (865) 584-5761, ext. 105 FAX: (865) 584-5761 rgentile@tnpress.com

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