



Completing the Online Registration Form

This guide is meant to help guide you through the online registration process. Remember, there is no fee to register. You can withdraw participation at any time.

1. Log on to the registration site:

<http://form.digitalpressconsortium.com/TNPress>
(or visit the link on the tnpress.com home page)

2. Required Information:

Website Advertising Contact

(concerning you or other contact)

Full Name Email Phone

3. Required Information:

Website Technical Contact

(person at your newspaper that oversees Website)

Name Email Phone

4. Website Traffic Information:

Website Pageview (Required): Ask the person who oversees your Website for the monthly average of pageviews. If they don't know, ask them to make an educated guess.

Website Visits: (Optional)

Website Unique Visitors (Optional)

5. Standard Website Ad Sizes (Required)

Other associations have found that ad traffic increases when standard "IAB" sizes are used.

If possible, it is suggested that you accept the standard size (300 X 250). However, if this is not possible because the area is too large to fit on your Website ad area, then select the smaller width (180 X 300). The smaller width is not as wide, but it is a little taller.

Maximum Monthly Impression Box (Optional)

Larger papers might want to enter a maximum number of monthly impressions for each ad (example: 60,000). If this is the case, enter that number in this box. If you don't know what this would be for your newspaper Website, feel free to leave it blank.

6. Advertising Restrictions (Optional):

TPS will not accept the following types of ads: Adult Services, 900 Numbers, Work at Home or debt consolidation. If you have additional restrictions, please enter those in this space.

7. Terms and Conditions (Required):

Enter your name, title and email address.

8. Click on the "Submit" button. You

will receive a confirmation of registration shortly.

For more information or assistance with completing the TnNET online registration process, call Beth Elliott at (865) 584-5761 or email bellott@tnpress.com.