

EFFECTIVE NOVEMBER 1, 2010

Classified

ADVERTISING RATES



701 LYNN GARDEN DRIVE/P.O. BOX 479 • KINGSPORT, TN 37662

Personnel

Publisher	Keith Wilson
Advertising Director	George Coleman
Display Manager	Fred Mattingly
Telemarketing Manager	Lee Bellamy

Terms of Payment

Commercial advertisers may establish credit by submitting a credit application prior to placement of an advertising schedule. Without approved credit, advertising is cash with order.

Advertising becomes past-due if not paid on or before 15th of month following month advertisement ran. A charge of one and one-half percent (1 1/2%) eighteen percent (18%) per year, applies on all past-due balances as of 10 A.M. on our last business day in month. Saturdays and Sundays do not constitute a business day. Postmarks, check dates, etc. are deemed inconclusive proof of payment, therefore only payments received, in hand, are considered.

All local advertising rates are non-commissionable.

General Rate Policy

All classified advertising agreements must be accepted by the Classified Advertising Manager prior to the first publication of advertising to be credited to the agreement. Acceptance is conditional upon credit approval.

To cancel a signed advertising agreement, the advertiser agrees to pay for the space used prior to cancellation at the Open Rate plus a fifteen percent (15%) attorney's fees and other reasonable costs involved in collection. All payments made toward this space will be credited.

Upon signing a classified advertising agreement, the advertiser agrees to use the minimum space designated for the term of the agreement. If less space is used, the advertiser will pay for the minimum space.

If the advertiser fails to perform under the provisions of the agreement, the newspaper may cancel the agreement and the advertiser will pay for space used as set forth in the second paragraph.

Open Line Ad Rate

Days	Add'l for Sunday	1 Day	2 Days	3 Days	4 Days	5 Days	6 Days	7 Days	8-9 Days	10-13 Days	14-29 Days	30+ Days
3 Lines	0.80	4.85	4.24	3.59	3.02	2.71	2.25	2.40	2.27	2.17	2.08	1.90
4 Lines	0.60	3.83	3.32	2.79	2.27	2.02	1.90	1.77	1.71	1.64	1.60	1.46
5 Lines	0.60	3.81	3.30	2.77	2.25	2.00	1.88	1.75	1.69	1.62	1.58	1.44
6 Lines	0.60	3.79	3.28	2.75	2.23	1.98	1.86	1.73	1.67	1.60	1.56	1.42
7 Lines	0.60	3.77	3.06	2.73	2.21	1.96	1.84	1.71	1.65	1.58	1.54	1.40
8 Lines	0.60	3.75	3.24	2.71	2.19	1.94	1.82	1.69	1.63	1.56	1.52	1.38
9 Lines	0.60	3.73	3.22	2.69	2.17	1.92	1.80	1.67	1.61	1.54	1.50	1.36

Bold type add 30¢ per word

The publisher reserves the right to change the terms, conditions and rates upon thirty (30) days written notice. If the changes are not acceptable, the advertiser may terminate the agreement upon the date of change without penalty.

Advertising Rates

A. OPEN RATES. Rates apply to commercial advertisers who have not signed a classified performance agreement.

B. OPEN DISPLAY RATES. \$26.70 per Col. In. Daily, \$30.60 per Col In. Sunday

C. CLASSIFIED PERFORMANCE AGREEMENT RATES. Reduced rates are earned by agreeing to run an minimum of four (4) lines daily for a year. Copy may be changed as often as desired. Earned rate based on the 2-way sliding scale of reductions.

Take Advantage of Our Great Discount Programs!

ANY 7

Use any 7 to promote special programs, sales events, or anytime you need more ad power. Prebook the same ad to run 2 or more times in any 7 day period and get this discount on *each* ad! Ads can start on any day of the week and can be run on any combination of days.

Days	% Discount
7	40%
6	33%
5	29%
4	24%
3	18%
2	12%

SAVE WITH MODULAR

Use one of our preset modular ad sizes and get the following discount. There are 28 modular ad sizes to choose from. Please see modular ad size chart on last page!

Modular Ad Sizes (Min)	Modular Ad Discount
Full page	17.5%
2/3 page	15.0%
Half page	12.5%
3/8 page	10.0%
Quarter page	7.5%
1/8 page	5.0%
Basic	2.5%

A. CLASSIFIED LINE ADS. Line advertising is set in light face type. While 6.4 point type is standard, white space and large typefaces are available. Minimum ad size is three lines.

B. CLASSIFIED DISPLAY. Minimum ad size is two column inches on a 9 column format. Type variations and illustrations are acceptable.

Line Ad Rates based on consecutive days of insertion without changes in

Employment Open Line Ad Rate

Days	Add'l for Sunday	1 Day	2 Days	3 Days	4 Days	5 Days	6 Days	7 Days	8-9 Days	10-13 Days	14-29 Days	30+ Days
3 Lines	0.65	5.85	4.84	3.99	3.32	2.96	2.72	2.55	2.42	2.27	2.18	2.00
4 Lines	0.50	4.58	3.82	3.19	2.47	2.22	2.05	1.92	1.86	1.74	1.70	1.56
5 Lines	0.50	4.51	3.70	3.07	2.45	2.15	1.98	1.85	1.79	1.72	1.68	1.54
6 Lines	0.50	4.39	3.58	2.95	2.38	2.08	1.96	1.83	1.77	1.70	1.66	1.52
7 Lines	0.50	4.27	3.51	2.88	2.36	2.06	1.94	1.81	1.75	1.68	1.64	1.50
8 Lines	0.50	4.15	3.44	2.86	2.29	2.04	1.92	1.79	1.73	1.66	1.62	1.48
9 Lines	0.50	4.13	3.42	2.84	2.27	2.02	1.90	1.77	1.71	1.64	1.60	1.46

Bold type add 30¢ per word

90 Day Contract Performance

Days	Add'l for Sunday	1 Day	2 Days	3 Days	4 Days	5 Days	6 Days	7 Days	8-9 Days	10-13 Days	14-29 Days	30+ Days
3 Lines	0.65	3.75	3.24	2.69	2.22	1.99	1.81	1.76	1.71	1.63	1.58	1.54
4 Lines	0.50	2.88	2.51	2.08	1.73	1.55	1.46	1.40	1.36	1.32	1.28	1.18
5 Lines	0.50	2.86	2.49	2.06	1.71	1.53	1.44	1.38	1.34	1.30	1.26	1.16
6 Lines	0.50	2.84	2.47	2.04	1.69	1.51	1.42	1.36	1.32	1.28	1.24	1.14
7 Lines	0.50	2.82	2.45	2.02	1.67	1.49	1.40	1.34	1.30	1.26	1.22	1.12
8 Lines	0.50	2.80	2.43	2.00	1.65	1.47	1.38	1.32	1.28	1.24	1.20	1.10
9 Lines	0.50	2.78	2.41	1.98	1.63	1.45	1.36	1.30	1.26	1.22	1.18	1.08

Advertisers on 90 Day Contract rates shall receive the \$5,000 contract rate for any display ad. Bold type add 30¢ per word

90 Day Employment Contract Performance

Days	Add'l for Sunday	1 Day	2 Days	3 Days	4 Days	5 Days	6 Days	7 Days	8-9 Days	10-13 Days	14-29 Days	30+ Days
3 Lines	0.65	4.79	3.87	3.11	2.53	2.25	2.02	1.91	1.86	1.73	1.68	1.64
4 Lines	0.50	3.67	3.04	2.50	1.94	1.76	1.62	1.55	1.51	1.42	1.38	1.28
5 Lines	0.50	3.60	2.92	2.38	1.92	1.69	1.55	1.48	1.44	1.40	1.36	1.26
6 Lines	0.50	3.48	2.80	2.26	1.85	1.62	1.53	1.46	1.42	1.38	1.34	1.24
7 Lines	0.50	3.36	2.73	2.19	1.83	1.60	1.51	1.44	1.40	1.36	1.32	1.22
8 Lines	0.50	3.24	2.66	2.17	1.76	1.58	1.49	1.42	1.38	1.34	1.30	1.20
9 Lines	0.50	3.22	2.64	2.15	1.74	1.56	1.47	1.40	1.36	1.32	1.28	1.18

Advertisers on 90 Day Contract rates shall receive the \$5,000 contract rate for any display ad. Bold type add 30¢ per word

NUMBER OF LINES IN AD. Display Ad Rates based on 1 day insertion with discount based on pick-up rate.

C. GUARANTEED ANNUAL VOLUME RATES. Under the volume contract plan, all money spent with the Kingsport Times-News will count toward contract fulfillment. Should any advertiser fail to place the volume of advertising signed for under the terms of the agreement, the advertiser agrees to pay the difference between the billed rate and the rate actually earned for all inches published under the contract.

D. NATIONAL DISPLAY RATES. \$32.90 daily. \$34.40 Sunday. For line rates, please consult with our Classified Department

E. PUBLIC NOTICE RATES. Rate per line \$1.06, Display rate per inch \$14.90

F. HOLIDAY DISTRIBUTION. The Times-News shall distribute to all daily and Sunday subscribers on major holidays. Sundays ROP rates and distribution quantities for preprints shall be in effect on these days: Labor Day, Thanksgiving, Christmas, New Years Day, Memorial Day & July 4th.

Annual Dollar Contracts

Level	Discount	Daily	Sunday
Base Rate		20.57	\$22.63
\$2,000	5%	19.54	21.50
\$2,500	6%	19.34	21.27
\$3,125	7%	19.13	21.05
\$3,910	8%	18.92	20.82
\$4,880	9%	18.72	20.59
\$6,100	10%	18.51	20.37
\$7,630	11%	18.31	20.14
\$9,540	12%	18.10	19.91
\$11,920	13%	17.90	19.69

Annual Dollar Contracts (continued)

Level	Discount	Daily	Sunday
\$14,900	14%	17.69	19.46
\$18,630	15%	17.48	19.24
\$23,280	16%	17.28	19.01
\$29,100	17%	17.07	18.78
\$36,400	18%	16.87	18.56
\$45,500	19%	16.66	18.33
\$56,800	20%	16.46	18.10
\$71,100	21%	16.25	17.88
\$88,000	22%	16.04	17.65

Annual Dollar Volume contract holders agree to spend the minimum dollar amount in any combination of services offered by the Kingsport Times-News

Color Rates

	Daily 1/c	Sunday 1/c	Daily 4/c	Sunday 4/c
2"-50"	\$150	\$159	\$375	\$390
51"-125"	255	265	460	475
126"-202"	395	410	490	510

Special Services

A. PHOTOGRAPHY. Photographs taken by the Times-News are charged at \$30.00 for the first and \$3.00 for each subsequent photo at the same location. \$10.00 in our studio.

B. BLIND BOX CHARGES. Rate per ad: Picked-up \$24.00, Mailed \$35.00

R.O.P. Depth Requirements

A. Standard Page, 22 1/2 inches

B. Tabloid Page, 13 inches

Advertisements must be as many inches deep as columns wide without the prior approval of the advertising director. Advertisements over 20 inches in depth will be charged the full column depth of twenty-two and one-half (22 1/2) inches.

Contract & Copy Regulations

A. ACCEPTABILITY: The Kingsport Times-News reserves the right to revise any and all advertising copy.

B. ADVERTISING CONTENT: The Advertiser and/or Advertising Agent or Agents assumes liability for the content of all advertisements that he authorizes for publication, and all claims that arise therefrom against the Kingsport Publishing Corporation.

C. ERRORS: The Kingsport Times-News is not liable for failure to publish a scheduled advertisement or the inadvertent publication of an unscheduled one. The Kingsport Times-News will not be liable for an error or omission to a greater extent than the cost of the space occupied by the error or omission. No allowances made for errors that do not materially affect the value of the advertisements. In the event of an error advertising goods or services at less than the specified price, we will furnish a letter to the advertiser to be posted, noting the error and stating the correct price, but we will not assume any liability for goods or services sold at the incorrect price. Claims for errors must be made within 24 hours of publication. The Kingsport Times-News assumes no responsibility for orders, cancellations or corrections given over the phone.

D. REPRODUCTION RIGHTS: All property rights, including any copyright interest in any advertisements produced for advertisers by the Kingsport Times-News, using art work and/or typography furnished or arranged for by us, shall be the property of the Kingsport Times-News. No such ad or any part thereof may be reproduced without the prior written consent of the Kingsport Times-News.

E. ADVERTISING PLACEMENT: Classified ads are not guaranteed position within a classification. Display ads will be placed at the foot of the page as near possible to the classification ordered.

F. SKIP DATES: Ads with skip publication days (non-consecutive) are billed at the one-time rate. When a copy change is made, the original order will terminate and the ad is billed at its earned rate. A new order will be made for the revised ad.

G. FLOOD, FIRE: In the event of flood, fire, strike or other emergencies beyond the control of either party, contract shall be suspended by agreement and neither the Kingsport Times-News nor the advertiser held liable for damages.

H. CONTRACTS: Contracts not completed will be short-rated. Contract agreements are non transferable. Advertisers may not directly or indirectly advertise the business of another firm or individual under the terms of their contract agreement. Any advertising contract (or merely any schedule or copy) may be cancelled at any time for reasons satisfactory to the Publisher, without penalty to either party.

I. PROOFS: Proof delivery is available at no additional charge to local advertisers of ads 50 inches or more. Proofs of smaller ads may be made available at the newspaper office. Delivery of smaller ads may be arranged for with a delivery charge of \$5. Proofs are provided for typographical corrections only. Advertiser revisions of original copy or layout will be charged at the rate of 25¢ per inch times the total column inches in the ad.

J. GENERAL PROVISIONS: The Times-News is not responsible for repro materials not called for within thirty (30) days after publication. All property rights and copyright interest in advertisements, materials and proofs produced are retained by the Times-News.

Advertisements scheduled, but not cancelled prior to deadline, will be charged at fifty percent (50%) of the earned space rate. All advertisements pertaining to prize contests must be submitted to and approved by the local United States Post Office or other controlling authorities before acceptance for publication.

Political and Issue advertising is cash with the order.

Advertising set to resemble news matter must carry the word "Advertisement" in the top right corner of the ad. News typefaces will not be used for such advertisements.

Because the classified column of the Times-News commands respect of readers and reflect integrity of advertisers, the newspaper reserves the right to edit, revise or reject any advertising copy. No ads will knowingly be misclassified for any reason.

K. ABBREVIATIONS: The Times-News allows standard abbreviations.

L. CANCELLATIONS & CORRECTIONS: Cancellation of ads prior to the first day's insertion will be billed for one day. Corrections will be made following day after notification of error.

Copy Deadlines

A. LINE ADS

Edition	Deadline
Monday	Friday at 4:30 p.m.
Tuesday - Friday	Day Prior at 4:30 p.m.
Saturday	Friday at 4:00 p.m.
Sunday	Friday at 4:00 p.m.

B. DISPLAY

Edition	Deadline
Sunday	Wednesday at 5 p.m.
Monday	Thursday at 5 p.m.
Tuesday	Thursday at 5 p.m.
Wednesday	Friday at 5 p.m.
Thursday	Monday at 5 p.m.
Friday	Tuesday at 5 p.m.
Saturday	Wednesday at 5 p.m.

For legal holidays, check your advertising representative.

Mechanical Measurements / Classified Page

9 Columns Wide x 22 1/2 Inches Deep

(202.5 Inches per page)

COLUMN	INCHES	MODULAR SIZE	DIMENSION (Inches)
1	1 3/8	A	2.81
2	2 13/16	B	5.62
3	4 1/4	C	8.43
4	5 3/4	D	11.25
5	7 3/16	E	14.06
6	8 5/8	F	16.87
7	10 1/8	H	22.5
8	11 9/16		
9	13		
19*	26 3/4		

*DOUBLE TRUCK POSITION

Double truck positions will be charged seventeen inches (17) for the space which extends over the gutter or vertical fold.

Ads over twenty (20) inches in depth will be charged at the full column depth of twenty-two and one-half (22 1/2) inches.

Special Classification

Church, Charity and Happy Ads – \$16.64 per Column Inch - Daily

Church, Charity and Happy Ads – \$18.10 per Column Inch - Sunday

Found Ads

The Times -News will run a 4-line ad for 4 days at no charge as a public service for any found items.

Circulation

Audit Bureau of Circulations average paid circulation for six month period ending March 31, 2010.

Daily: 38,881 Sunday: 40,197

Local Community Papers

Extended coverage is available throughout the Upper East Tennessee area through our sister newspapers:

Johnson City Press

P.O. Box 1717 • Johnson City, TN 37605 • 423/929-3111
Circulation: Daily: 29,467 Sunday: 31,013



P.O. Box 700, Erwin, TN 37650 • 423/743-4112
Published each Tuesday. Circulation: 5,000

Herald and Tribune

P.O. Box 277, Jonesborough, TN 37659 • 423/753-3136
Published each Wednesday. Circulation: 4,500

The Tomahawk, In

P.O. Box 90, Mountain City, TN 37683 • 423/727-6121
Published each Wednesday. Circulation: 5,200

