

# NATIONAL ADVERTISING RATES

Effective January 1, 2011 • MEDIA CODE: 1 144 5330 1.00



701 Lynn Garden Drive • P.O. Box 479 • Kingsport, TN 37662  
(423) 246-8121 • FAX (423) 392-1392

Advertising Director, George Coleman

National Advertising Coordinator, Lynn Brooks

## BLACK & WHITE R.O.P. RATES

OPEN RATE ... Daily \$55.00 Sunday \$57.20

REPEAT DISCOUNT A 25% discount is allowed for the second and subsequent insertions within six days of the first insertion.

## CO-OP DEALER ASSOCIATION RATE

Retail		Classified	
Daily	\$35.00	Daily	\$21.50
Sunday	\$38.00	Sunday	\$23.00

## COLOR RATES

B/1 Color	B/3 Colors
\$485.00	\$600.00

## VOLUME DISCOUNTS

Inches	Daily	Sunday
126	\$36.60	\$38.90
250	\$34.20	\$36.40
500	\$33.50	\$35.50
750	\$33.10	\$34.50
1200	\$32.40	\$33.80
1600	\$31.60	\$33.00
3200	\$30.60	\$32.00

## PREPRINT INSERT RATES

Single Sheet.....	\$38 per thousand
Up to 6 Page Standard/14 Page Tab .....	\$2875.00
8 Page Standard/16 Page Tab & Over.....	\$3115.00

## QUANTITY REQUIRED

46,000

## MATERIAL DELIVERY DEADLINES

Weekday Insertion .....	4 days prior to insertion
Sunday Insertion.....	1 week prior to insertion

## SHIPPING INSTRUCTIONS

(Skids Preferred)

Mon.-Sat., 8 a.m. – 5 p.m.

## KINGSPORT TIMES-NEWS

701 Lynn Garden Drive

Kingsport, TN 37660

Attn: Rick Jones

## NOTE:

All rates above are subject to 15% Agency Commission