

EFFECTIVE NOVEMBER 1, 2010

retail

ADVERTISING RATES



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

Telephone Numbers

Kingsport	423.246.8121 FAX 423.392.1392
Southwest Virginia	1.800.251.0328
Bristol	1.800.251.0328
Johnson City	423.929.2197

Personnel

Publisher	Keith Wilson
Advertising Director	George Coleman
Display Manager	Fred Mattingly
Telemarketing Manager	Lee Bellamy
National Advertising Manager.	Lynn Brooks

Terms of Payment

Except for those firms and individuals having established credit with the Times-News, all advertising is cash with the order.

Advertising becomes past-due if not paid on or before 15th of the month following the 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 of the 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 retail advertising agreements must be accepted by the Advertising Director 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 and other reasonable costs involved in collection. All payments made toward this space will be credited.

Upon signing a retail 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.

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.

Brokered contracts or preprints are not accepted.

Annual Dollar Contracts

Level	Discount	Daily	Prime	Sunday & Holiday
Base Rate		\$31.67	\$35.42	\$33.25
\$2,000	5%	30.09	34.60	31.59
\$2,500	6%	29.77	34.23	31.26
\$3,125	7%	29.45	33.87	30.92
\$3,910	8%	29.14	33.51	30.59
\$4,880	9%	28.82	33.14	30.26
\$6,100	10%	28.50	32.78	29.93
\$7,630	11%	28.19	32.41	29.59
\$9,540	12%	27.87	32.05	29.26
\$11,920	13%	27.55	31.69	28.93
\$14,900	14%	27.24	31.32	28.60
\$18,630	15%	26.92	30.96	28.26
\$23,280	16%	26.60	30.59	27.93
\$29,100	17%	26.29	30.23	27.60
\$36,400	18%	25.97	29.86	27.27
\$45,500	19%	25.65	29.50	26.93
\$56,800	20%	25.34	29.14	26.60
\$71,100	21%	25.02	28.77	26.27
\$88,800	22%	24.70	28.41	25.94

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

Open Rate

Daily	Prime	Sunday & Holiday
\$39.40	\$45.34	\$41.76

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%

Preprint Insert Rates

Tab Pg.	Open	\$4m+	\$23m+	\$71m+
SS	\$31	\$24	\$22	\$20
4	48	45	41	39
8	56	52	49	47
12	66	61	59	55
16	71	65	63	59
20	81	74	69	66
24	88	80	75	71
28	95	86	81	76
32	102	92	87	81
36	109	98	93	87
40	116	104	99	93

Full run preprints earn \$2.00 CPM discount

Full run distribution 37,000 daily, 45,000 Sunday. Add 2% spoilage.

Zoned Preprints

Available on a cost per thousand basis by zones throughout the region. One Hundred Dollars (\$100) minimum charge.

Delivery & Shipping Instructions

Deadline for insertion orders is 7 days prior weekday, 10 days prior Sunday. Materials deadline for weekday insertions, four (4) days prior. For Sunday insertions, six (6) days prior. Preprints are to be shipped on skids or pallets not exceeding 2,000 pounds per skid, and stacked in turns of 50, 100, 150 or 200. They should be strapped securely with bands and clearly labeled on the outside with the advertiser's name and the insertion date. Deliveries accepted between 8 a.m. and 5 p.m., Monday through Saturday.

Mechanical Specifications For Standard Inserts

The Times-News adheres to the Recommended Guidelines for Uniform Advertising inserts as developed by the Newspaper Association of America. Preprints that fail to meet minimum specifications may tear or multi. The Times-News is not liable for poor insertion quality of out of spec preprints.

Maximum Size: 12" long (along the folded edge), 10" wide (perpendicular to folded edge).

Minimum Size: 5" x 7"; this includes cards, envelopes: 8" x 10.5" for quarter-folded inserts. No magazine-type section should be smaller than quarter-fold (half tabloid) size.

Maximum Thickness: 1/4" maximum thickness. Standard broadsheet inserts printed on 30-lb. newsprint should be limited to 96 pages.

Minimum Thickness: .0056" minimum thickness for single-sheets/cards/envelopes. Standard broadsheet inserts printed on 30-lb. newsprint should be 8 pages minimum. Inserts of less than 8 pages may need to be quarter-folded for insertion. Standard tabloid page inserts printed on 30-lb. stock should be a minimum of 8 pages.

Out of Spec Inserts

Inserts with the following characteristics may pose problems for machine insertion. Please check with your sales representative and arrange to test these inserts for production capability before placing an insertion order.

- Non-rectangular; tri-fold; die-cut, special shape inserts. **Accordion folds can't be accommodated.**
- Inserts of inconsistent thickness (non-uniform thickness or a lump in an insert, pre-stuffed inserts).
- Inserts that stick together and do not separate consistently.
- Insert pages that are glued, stapled, stitched, perforated or perfect bound.
- Objects such as keys, coins, CDs, etc., attached to any page of an insert; sachets containing scented objects; liquids or shampoos; polybags; paper bags; product samples
- Inserts for direct mail or total market coverage (TMC) must be submitted for testing and for checking postal regulations prior to acceptance for insertion.

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.

Color Rates

	Daily 1/c	Sunday 1/c	Daily 4/c	Sunday 4/c
2"-40"	\$150	\$159	\$375	\$390
41"-75"	255	265	460	475
76"-135"	395	410	490	510

Special Services

A. Photograph taken by Staff Photographers. \$10 in studio, \$30 outside, \$3.00 for each additional photograph at the same location

B. Reproduction Copy \$2.00

Special Days, Pages & Features

- Food Days, Wednesday and Sunday
- GoTriCities, Thursday
- Business, Sunday
- Travel, Sunday
- Religion, Friday
- Entertainment, Thursday
- Technology, Sunday

R.O.P. Depth Requirements

- Standard Page, 22 1/2 inches
- Tabloid Page, 13 inches

Advertisements 1, 2, or 3 columns wide must be as many inches deep as columns wide without the prior approval of the advertising director. Advertisements 4, 5, or 6 columns wide must be at least 3 inches deep without 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 and Copy Regulations

A. ACCEPTABILITY:

The Kingsport Times-News reserves the right to revise or reject 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:

Advertisements may be placed as R.O.P. (Run of Paper) or Prime Position. Ads placed R.O.P. may be placed anywhere within the newspaper at the option of the Kingsport Times-News. Prime Position advertising is run conditionally upon placement within a particular section, location or page. All prime position ads are accepted conditionally upon position availability and provided they do not violate make-up guidelines. Should the requested position be unavailable, the ad will run as a regular ROP ad at the normal ROP rate for that advertiser.

F. 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.

G. 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.

H. PROOFS:

Proof delivery is available at no additional charge to local advertisers of ads 30 inches or more. Proofs of smaller ads may be made available at the newspaper office or by fax. 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 40¢ per inch times the total column inches in the ad.

I. 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 advertisement.

Copy Deadlines

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.
GoTriCities	Friday at 5 p.m.

For holiday deadlines, check with an advertising representative.

Mechanical Measurements

A. STANDARD PAGE

Width 6 columns, Depth 22 1/2 Inches

Columns	Inches	Modular Size	Dimension (inches deep)
1	2.02	A	2.81
2	4.22	B	5.62
3	6.41	C	8.43
4	8.61	D	11.25
5	10.80	E	14.06
6	13.00	F	16.87
11*	22.37	G	N/A
13*	26.75	H	22.50

B. TABLOID PAGE

Width 5 columns, Depth 13 Inches

Columns	Picas	Inches
1	12.20	2.02
2	25.40	4.22
3	38.60	6.41
4	51.80	8.61
5	64.10	10.80
11*	134.60	22.68

C. CLASSIFIED PAGE

Width 9 columns, Depth 22 1/2 Inches

Columns	Picas	Inches
1	8.30	1.37
2	17.00	2.82
3	25.40	4.27
4	34.50	5.72
5	43.20	7.16
6	51.11	8.61
7	60.80	10.06
8	69.40	11.51
9	78.20	12.97
19*	160.6	26.75

***DOUBLE TRUCK POSITION**

Double truck positions will be charged a portion of the space which extends over the gutter or vertical fold. No double-truck advertisements will be accepted less than 11 standard and tabloid page columns, 15 columns for the classified pages and without the prior approval of the Ad Manager. Double trucks charged at 287 inches.

Special Classification Rates

Level	Daily	Prime	Sunday
Church & Charity	24.70	28.41	25.94
Non-Profit	28.50	32.78	29.93
Political/Open	39.40	45.34	41.76

Classified Rates

A separate rate card outlining rates, classifications, deadlines and general provisions for classified advertising is available through your Times-News representative or by calling the advertising department.

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
 Telephone: 423/929-3111
 Circulation
 Daily: 29,467 Sunday: 31,013

The Erwin Record
THE VALLEY BEAUTIFUL IN A WHOLE NEW LIGHT

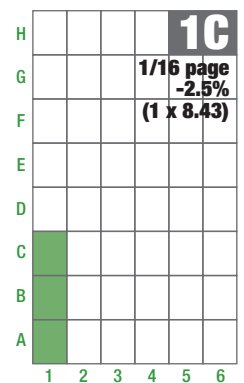
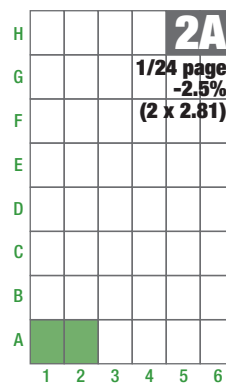
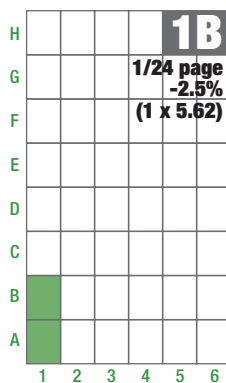
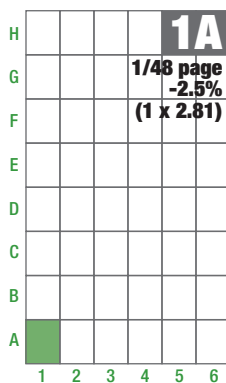
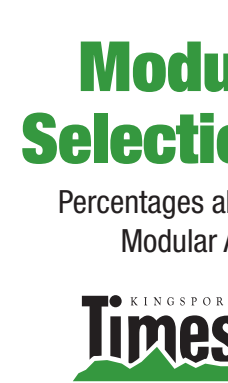
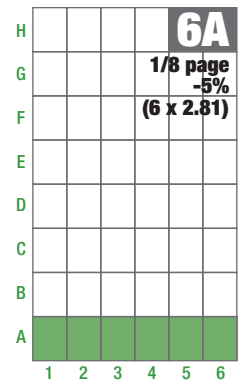
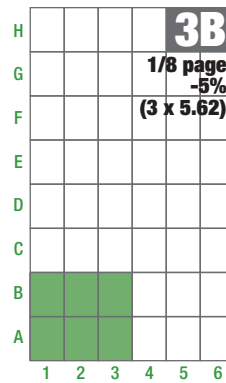
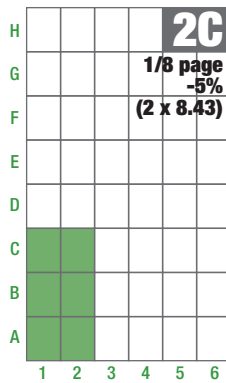
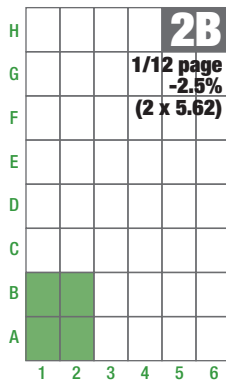
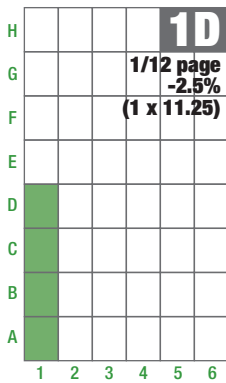
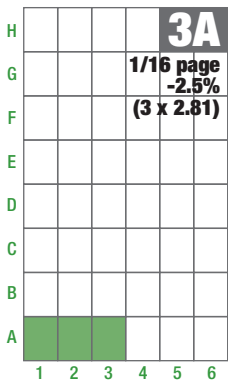
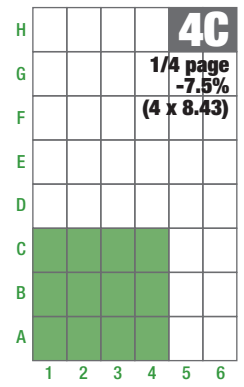
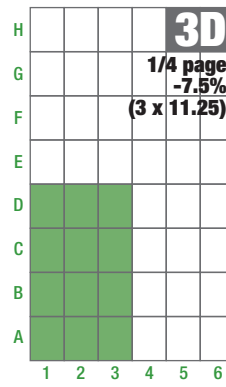
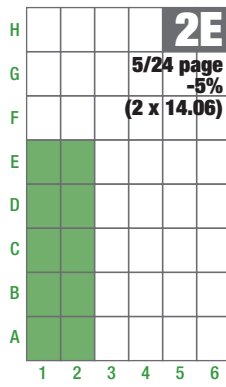
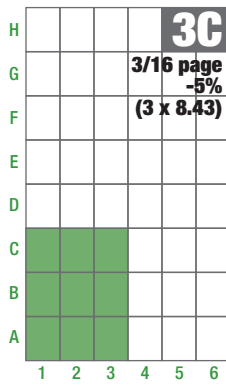
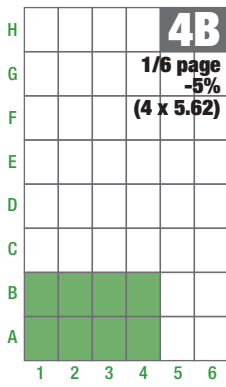
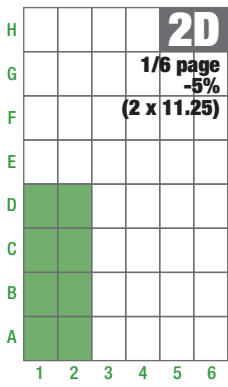
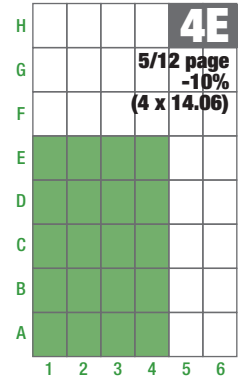
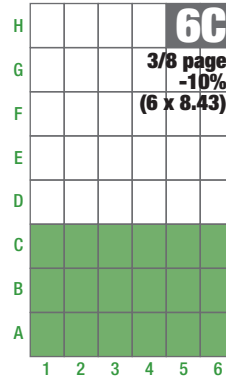
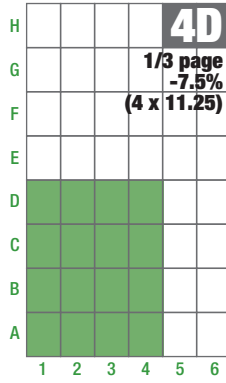
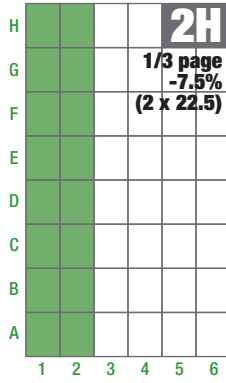
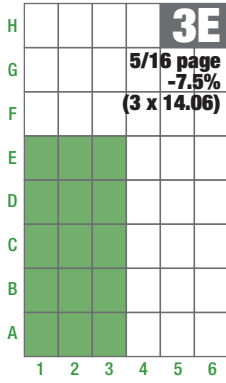
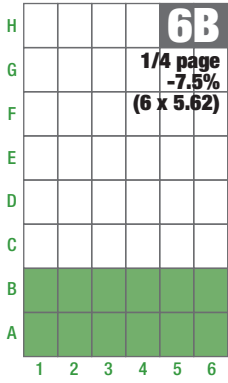
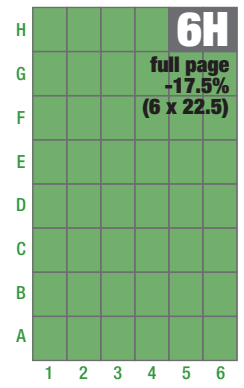
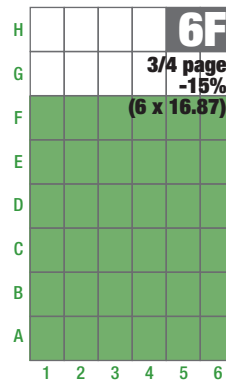
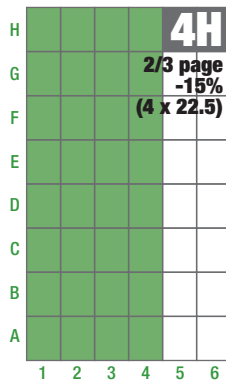
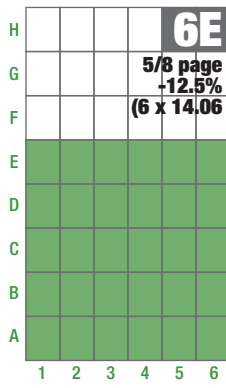
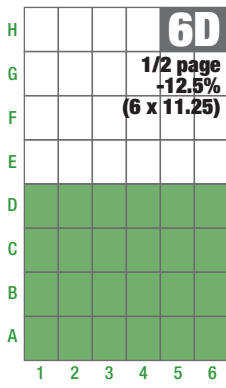
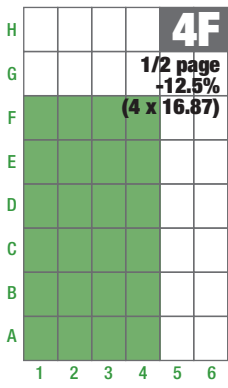
P.O. Box 700
 Erwin, TN 37650
 Telephone: 423/743-4112
 Published each Tuesday
 Circulation: 5,000

Herald and Tribune

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

The Tomahawk, In

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



Modular Ad Selection - ROP

Percentages above indicate the Modular Ad Discount

