

NATIONAL ADVERTISING RATES

Effective January 1, 2009 • MEDIA CODE: 1 144 5330 1.00



Advertising Director, George Coleman

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

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	\$34.00	Daily	\$20.20
Sunday	\$37.20	Sunday	\$21.80

COLOR RATES

B/1 Color	B/2 Colors	B/3 Colors
\$470.00	\$566.00	\$580.00

VOLUME DISCOUNTS

Inches	Daily	Sunday
126	\$35.60	\$37.90
250	\$33.20	\$35.40
500	\$32.50	\$34.50
750	\$32.10	\$33.50
1200	\$31.40	\$32.80
1600	\$30.60	\$32.00
3200	\$29.60	\$31.00

PREPRINT INSERT RATES

Single Sheet.....	\$40 per thousand
Up to 6 Page Standard/14 Page Tab	\$2875.00
8 Page Standard/16 Page Tab & Over.....	\$3115.00

FREQUENCY DISCOUNTS (CPM)

Size	45X	55X
2-16 page tab	\$46.00	\$44.00
18-24 page tab	\$49.00	\$47.00
26+ page tab	\$57.50	\$55.50

QUANTITY REQUIRED

49,000

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