

farragutpress

Your Community Your Voice Your Newspaper Since 1988

“Many a small thing has been made large by the right kind of advertising.”

~ Mark Twain

The farragutpress offers a staff of professional advertising sales consultants ready to serve you . . .
Our Customers.

Whatever your business, we can structure an advertising plan to meet your needs.

Call today to put us to work for you.

For advertising contact us at
865-218-8877 Direct
865-675-6776 Fax
cwaggoner@farragutpress.com

Mailing address
11863 Kingston Pike
Farragut, TN 37934

All Rates Shown as Net.
25% Special Placement Charge available on 3x5 or larger ad. Display advertising cancelled on press day will be charged a cancellation fee.

COMMON SIZES WITH NET FREQUENCY DISCOUNTS

Size	Column Inches	OPEN RATE	4x Consecutive	8x	16x	26x	48x-52x
FULL PAGE	100	1200	1125	920	855	760	625
HALF PAGE	50	600	570	490	455	410	340
3X11	33	396	378	335	315	280	233
3X8	24	288	276	247	228	202	167
3X6	18	216	207	187	173	151	125
2X6/3X4	12	144	138	130	117	103	85
2X4	8	96	92	87	80	71	56
2X3	6	72	69	64	58	52	43
2X2	4	48	44	40	36	32	30

Bulk Contracts Available • Requires signed contract • Net/non-commissionable rates

Color Me Sold!
Increase Viewership by 43%
Process: \$5 pci, \$150 max

Special Color Co-op Rates Available
Targeted Special Sections and
Features Every Month

Ad Sizes & Dimensions. All dimensions are column inch width by actual height and are expressed in inches

CLASSIFIEDS RATES

(Prepayment Required)

Line Ads
Private Party 15 words **\$45/4 weeks**
Commercial..... 25 words **\$55/4 weeks**
Each additional word..... **.25¢ per week**

Display Ads **\$11.25** per column inch

Service Directory (Changes first week of month)
1 block **\$107/4 weeks**
2 blocks **\$168/4 weeks**

5th Week FREE! Call for prices on other sizes.

INSERTS

Cost Per Thousand

Single 8 1/2" x 11" \$55

Up to 8 page \$59

Up to 16 page \$75

Up to 24 page \$85

Zoning Available – 5000 minimum insertion
Contract rates available

ROP PCI \$12.00 per column inch

Legals/Non Profit \$10.70 per column inch

ADVERTISING DEADLINES

Display: Space ... 10 AM Friday Prior • Copy ... 3 PM Friday Prior

Camera Ready Copy ... Monday Prior

Special Promotions as Announced

Classified/Service Directory: 11 a.m. Monday Prior

Pre-printed Inserts: Reservations & Materials Friday Prior