

farragutpress

Your Community. Your Voice. Your Newspaper.

11863 Kingston Pike • Farragut, TN 37934 • 865.675.6397 • Fax: 865.675.6776 • E-mail: production@farragutpress.com

Together We Can Make A Difference...

The **farragutpress** offers a staff of professional advertising sales consultants standing 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!

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*All Rates Shown as Net

Common Sizes with Net Frequency Discounts							
Size	COLUMN INCHES	48x-52x	26x	16x	8x	4x Consecutive	OPEN RATE
FULL PAGE	100	790	925	1020	1085	1250	1325
HALF PAGE	50	400	470	515	550	630	660
3X11	33	268	315	350	375	420	438
3X8	24	197	232	258	277	306	318
3X6	18	148	174	196	210	230	239
2X6/3X4	12	100	119	132	145	153	159
2X4	8	66	81	90	97	102	106
2X3	6	51	60	66	72	77	80
2X2	4	35	42	46	48	51	53

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

Special COLOR CO-OP RATES Available

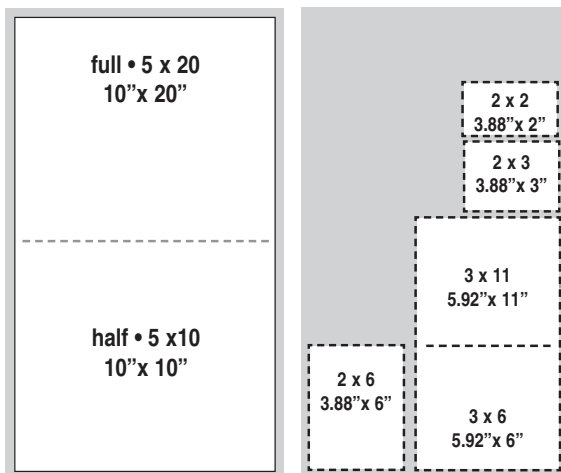
Color Me Sold!
Increase Viewership by 43%
Spot: \$4 pci, \$50 max
Process: \$5 pci, \$150 max

Targeted SPECIAL SECTIONS and FEATURES Every Month

Ad Sizes & Dimensions

All dimensions are column inch width by actual height and are expressed in inches

25% Special Placement Charge available on 3x5 or larger ad.



Classifieds Rates

(Prepayment Required)

Line Ads

Private Party15 words \$45/4 weeks

Commercial 25 words \$55/4 weeks

Each additional word25¢ 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

PrePrints

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

Legals \$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



Display advertising cancelled on press day will be charged a cancellation fee.

Giving you over 35,000 Readers in the Affluent West Knox Market every Thursday