

# 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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Standard Sizes & Net Frequency Discounts							
Size	COLUMN INCHES	48x-52x	26x	16x	8x	4x Consecutive	OPEN RATE
Full page	100	\$ 725	\$ 850	\$ 935	\$1000	\$1150	\$1225
Half Page	50	367	430	475	510	580	612
3x11	33	245	288	320	345	385	405
3x6	18	135	160	179	192	210	220
2x6	12	91	109	121	132	140	147
2x3	6	46	55	61	66	70	74
2x2	4	31	37	41	44	47	49

Bulk Contracts Available Requires signed contract • Non-commissionable

\*All Rates Shown as Net

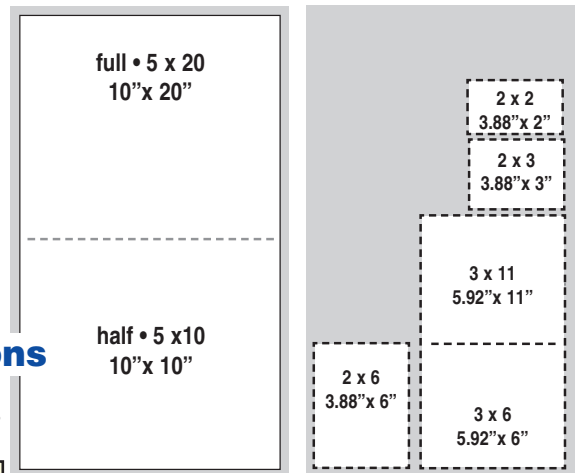
**Open Rate**  
**\$12.25**  
National Rate \$14.10

**Color Me Sold!**  
Increase Viewership by 43%  
Spot: \$3 pci, \$45 max  
Process: \$5 pci, \$150 max

**Special Placement**  
25% Position Charge  
on 3x6 or larger

### Ad Sizes & Dimensions

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



Classifieds Rates		PrePrints	
(Prepayment Required)		Cost Per Thousand	
<b>Line Ads</b>		<b>Single</b> 8 1/2 "x 11" .....	\$50
Private Party . . . . .	15 words \$35/4 weeks	<b>Up to 8 page</b> .....	\$55
Commercial.....	25 words \$45/4 weeks	<b>Up to 16 page</b> .....	\$68
Each additional word . . . . .	25¢ per week	<b>Up to 24 page</b> .....	\$80
<b>Display Ads</b> . . .	\$10.45 per column inch		
<b>Service Directory</b> (Changes first week of month)		Zoning Available	
1 block . . . . .	\$95/4 weeks	5000 minimum insertion	
2 blocks . . . . .	\$155/4 weeks	Contract rates available	
	<b>5th Week FREE!</b>		
	Call for prices on other sizes	<b>Legals</b> .....	\$9.95 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 after deadline will be charged a minimum of 20% of the space ordered. Cancellation on print day will be charged at full price.

**Reaching over 16,000 homes & businesses every Thursday**