

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
865-218-8878 Office
865-675-6776 Fax
cford@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	1236	1159	948	881	783	644
HALF PAGE	50	618	588	505	469	423	350
3X11	33	408	390	345	325	289	240
3X8	24	297	285	255	235	209	172
3X6	18	223	214	193	179	156	129
2X6/3X4	12	149	143	134	121	107	88
2X4	8	99	95	90	83	74	58
2X3	6	75	71	66	60	54	43
2X2	4	50	46	42	38	33	31

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 **\$47/4 weeks**
Commercial..... 25 words **\$57/4 weeks**
Each additional word..... **25¢ per week**

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

Service Directory (Changes first week of month)
1 block **\$60/4 weeks**
2 blocks **\$115/4 weeks**

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

INSERTS

Cost Per Thousand

Single 8 1/2" x 11" \$60

Up to 8 page \$64

Up to 16 page \$81

Up to 24 page \$91

Zoning Available – 5000 minimum insertion
Contract rates available

ROP PCI \$12.00 per column inch

Legals/Non Profit \$11.00 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

Submission Information

farragutpress is an Apple (or Mac) platform based newspaper. Our production staff uses Adobe InDesign C3, Adobe Photoshop CS, Adobe Acrobat Professional, and Microsoft Word (text files only).

Listed is the information to aid you in your ad submission process.

Min. Resolution: 150 dpi.

Max. Resolution: 600 dpi.

NOTE: We prefer that all submitted art (ads) be flattened and sent as a PDF or TIFF.

PDF: When creating PDFs please be sure that all images are CMYK for color or Grayscale for B/W.

Photoshop: Files must be CMYK for color or Grayscale for B/W ads.

Please rasterize all fonts with your ad, or flatten the image and save as a TIFF.

Illustrator: Convert all text to outlines and save as an EPS or PDF file.

Indesign: Convert all text to outlines and save as PDF file.

*****We are sorry but we cannot accept Microsoft Power Point, Publisher or Corel Draw files.**

For further technical questions, please contact **farragutpress Production @ 865.218.8872.**

Ad Sizes

Broadsheet Ads (ROP)

Columns.....	Inches
1 column.....	1.84"
2 column.....	3.88"
3 column.....	5.92"
4 column.....	7.95"
5 column.....	10"

Classified Ads

1 column.....	1.5"
2 column.....	3.2"
3 column.....	4.9"
4 column.....	6.6"
5 column.....	8.3"
6 column.....	10"

5 col. (10" wide) x 20" Full Page

Dimensions & Sizes

5 col. (10" wide) x 10" Half Page

4 col. (7.95" wide)

2 col. (3.88" wide)

3 col. (5.92" wide)

1 col. (1.84" wide)

10" (5 col.)