

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
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	\$1,298	\$1,217	\$995	\$925	\$822	\$676
HALF PAGE	50	\$649	\$617	\$530	\$492	\$444	\$368
3x11	33	\$429	\$410	\$362	\$341	\$303	\$252
3x8	24	\$312	\$299	\$268	\$247	\$219	\$181
3x6	18	\$234	\$225	\$203	\$188	\$164	\$136
2x6/3x4	12	\$157	\$150	\$141	\$127	\$113	\$93
2x4	8	\$104	\$100	\$95	\$88	\$78	\$68
2x3	6	\$79	\$75	\$69	\$63	\$57	\$45
2x2	4	\$53	\$49	\$44	\$40	\$35	\$33

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

Color Me Sold!
Increase Viewership by 43%
Process: \$6 pci, \$200 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 **\$49/4 weeks**
Commercial..... 25 words **\$60/4 weeks**
Each additional word..... **.25¢ per week**

Display Ads **\$11.50** per column inch

Service Directory (Changes first week of month)
1 block **\$63/4 weeks**
2 blocks **\$121/4 weeks**

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

INSERTS

Cost Per Thousand

Single 8 1/2" x 11" \$65

Up to 8 page \$69

Up to 16 page \$85

Up to 24 page \$96

Zoning Available – 5000 minimum insertion
Contract rates available

ROP PCI \$12.50 per column inch

Legals/Non Profit \$11.50 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