

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

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	1363	1378	1045	971	863	710
HALF PAGE	50	681	648	557	517	466	386
3X11	33	450	431	380	358	318	265
3X8	24	328	314	281	259	230	190
3X6	18	246	236	213	197	172	143
2X6/3X4	12	165	158	148	133	119	98
2X4	8	109	105	100	92	82	71
2X3	6	83	79	72	66	60	47
2X2	4	56	52	46	42	37	35

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 **\$52/4 weeks**
Commercial 25 words **\$65/4 weeks**
Each additional word **.25¢ per week**

Display Ads **\$12.00 per column inch**

Service Directory (Changes first week of month)

1 block **\$65/4 weeks**
2 blocks **\$120/4 weeks**

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

INSERTS

Cost Per Thousand

Single 8 1/2 " x 11"	\$69
Up to 8 page	\$73
Up to 16 page	\$90
Up to 24 page	\$102

**Zoning Available – 5000 minimum insertion
Contract rates available**

ROP PCI	\$13.25 per column inch
Legals/Non Profit	\$12.25 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