

THE DAILY TIMES

Your Life. Your Times.

Print • E-Edition • Online



307 E. Harper Ave.
Maryville, TN 37804
865-981-1150 ph
865-981-1156 fx

Media Kit

THE DAILY TIMES

307 E. Harper Ave., Maryville, Tennessee 37804

Phone: 865-981-1150 FAX: 865-981-1156 • Open Monday - Friday • 8:00 a.m. - 5:00 p.m.

Web Site: thedailytimes.com • Email Address: advertising@thedailytimes.com

Published Daily

Member: Newspaper Association of America (NAA), National Newspaper Association (NNA), Southern Newspaper Publishers Association (SNPA), Tennessee Press Association (TPA), Mid-Atlantic Newspaper Advertising and Marketing Executives (Mid-Atlantic NAME), Southern Circulation Managers Association (SCMA), Southern Classified Advertising Managers Association (SCAMA) and TNN (The Newspaper Network).

Rate Card No. Y - Effective Date: January 1, 2016

PERSONNEL

Carl Esposito - Publisher.....865-981-1137
Frank Trexler - Executive Editor 865-981-1115
Bryan Sandmeier - Circulation Director 865-981-1196

Advertising

Evelyn Sandlin - Advertising Director..... 865-981-1152
Becky Payne - Administrative Assistant..... 865-981-1194
Donna Wilson - Marketing/Special Sections..... 865-981-1157
Holly Towle - Advertising Account Executive..... 865-981-1119
Jeremy Whaley - Advertising Account Executive 865-981-1192
Jon Clabough - Advertising Account Executive 865-981-1179
Kelly Edler - Advertising Account Executive..... 865-981-1186
Mike Sanz - Advertising Account Executive 865-981-1132
Quentin Anthony - Major Accounts Executive 865-981-1151
Stephanie Chapel - Layout and TimesToo 865-981-1111
Val Sandmeier - Digital Advertising 865-981-1171

AGENCY COMMISSION AND TERMS OF PAYMENT

A. Agency Commission - All national rates on this rate card are commissionable at 15% to recognized advertising agencies.

B. Terms of Payment - Except for those firms and individuals having established credit with *The Daily Times*, all advertising is cash with order. All charged advertising is due and payable 10 days from date of invoice. A service charge of 1.5% per month will be applied to all balances unpaid before 30 days from date of invoice. Agencies and advertisers are held jointly and severally liable until payment is received in full, up to and including all applicable finance charges, collection cost, court costs and attorney's fees incurred in the course of recovery. There is a \$20 per item returned check charge.

GENERAL RATE POLICY

A. We appreciate the opportunity to create effective advertising for our customers, but they should be aware ads created by *The Daily Times* are the property of the publication for exclusive use by the newspaper's client. All material in this newspaper is copyrighted by the Publishing Company and, with the exception of the Associated Press, can only be reused with the express written permission of the newspaper's management. Use of materials outside of this newspaper is subject to charges relative to the expenses incurred by the newspaper.

B. The publisher reserves the right to edit or reject any advertising deemed objectionable, whether in subject matter, illustration or phraseology. The subject matter, form, size, wording, illustration and typography of all advertising is subject to the approval of the publisher.

C. Any advertiser wishing to establish credit with our business office needs to complete a credit application form to be approved by the publisher. We will gladly supply a credit application form to a prospective advertiser upon request. For best results and convenience, allow at least 7 working days for the processing of your credit application. Should the application for credit be delayed, we ask that you submit cash in advance until credit has been established.

D. To cancel a signed agreement prior to the end of the agreed upon period, the advertiser agrees to pay for the space used prior to cancellation at the open rate plus any cost incurred in collection. All prior payments made toward the aforementioned space will be credited.

E. Cancellations of scheduled display advertising will be accepted until 3:00 p.m. two business days prior to publication date. Production on advertising set and canceled prior to publication will be charged to advertiser based on labor and materials used.

F. The publisher may terminate an advertiser's credit without notice if the advertiser becomes insolvent, makes an assignment for benefit of creditors, is adjudged bankrupt or a receiver of the property is appointed or if the advertiser is delinquent in paying bill. Collection costs will be the responsibility of the advertiser.

G. On any advertisement simulating news matter, we reserve the right to insert the words "Advertisement" at the top and/or bottom of the ad.

H. Liquor, beer, wine advertising accepted.

PRIVILEGES AND CONDITIONS

B. The Daily Times will exercise every care and diligence to prevent omissions and errors in any advertisement. In case of our errors that materially affect value of the advertising, *The Daily Times* will be responsible for making good space occupied by the item in the advertisement.

SPECIAL SERVICES

A. TEARSHEETS are now available electronically through Shoom, an online management system. Clients and agencies can access their tearsheet with a click of the mouse. If necessary, *The Daily Times* can furnish affidavit as proof of publication.

B. Our Creative Services staff can provide professional logos and artwork using Macintosh desktop publishing equipment at a standard rate of \$50 per hour.

C. The Daily Times provides an FTP site for file transfer — [ftp.thedailytimes.com](ftp://thedailytimes.com). For more information, contact 865-981-1172.

ADVERTISING RATES

A. REGULAR OR OPEN RATES

Ad Type	Column Inch Rate
National Retail Display	\$24.00
National Classified Display	\$14.75
Local Retail Display	\$18.00
Local Classified Display	\$14.00

B. CONSECUTIVE ADVERTISING

Any ad — 10 column inches or more — without copy changes and running on three days in one week, will receive the second day and the third day insertions at 50% off regular rate. Any full page ad which runs two times within a six day period will receive the second day at 50% off regular rate.

C. MONTHLY BUSINESS CARD RATES

2 column inches	\$375/month
3 column inches	\$565/month
4 column inches	\$750/month

D. 13 WEEK BUSINESS PARTNER PROGRAM

70,000+ Readers \$12 / column inch
Ad Size: 5 col." minimum, 45 col." maximum. Advertiser agrees to run one ad per week for 13 weeks.

E. PREPRINT, PRINT & DELIVER RATES AND INFORMATION

Please call ad rep.

F. RETAIL PICK-UP RATES - 25% Discount

Ad pickup to run within 7 days of first insertion. Copy changes for timeliness only. Minimum size 5".

G. WE OFFER GUARANTEED PLACEMENT WITH A 25% UPCHARGE, AVAILABLE ON A FIRST-COME BASIS.

COLOR RATES AND DATA

A. LOCAL DISPLAY

1 color with black.....	\$90
Full Color.....	\$250

B. NATIONAL DISPLAY

1 color with black.....	\$125
Full Color.....	\$300

SPECIAL CLASSIFICATION RATES

A. POLITICAL ADVERTISING is payable in advance at the Open Rate and will be set as display advertisement. Each advertisement must contain: "Paid Political Advertisement by ..." at bottom of ad. National political advertisements will run at the National Rate.

B. PUBLIC NOTICE ADVERTISING - payable in advance

Notice to Creditors, 2 runs	\$50
Non-Resident Notice (standard form), 4 runs	\$100

All other legal advertising rates, call the Classified department.

Must be received by noon, two days prior to publication.

C. CHURCH & CIVIC CLUB \$15.15 / col. in.

D. COLOR STRIP ADS

Full color, 6 column wide strip ads are available on every page in half inch increments, up to 1.5" at the bottom of the page.

GROUP COMBINATION RATES

COMBINATION: Jones Media Network

Advertisers may earn a group rate and "one-order-one-bill" service by placing advertising in several daily, weekly, and monthly publications with Jones Media, Inc. Publications include The Daily Times, The Daily Post-Athenian (Athens), The Newport Plain Talk, News-Herald (Lenoir City, Loudon), Monroe County Advocate & Democrat (Sweetwater, Madisonville), The Herald News (Dayton), the Rogersville Review, the Village Connection (Tellico Village), The Mountain Times, Watauga Democrat (Boone, NC), The Blowing Rocket (Blowing Rock, NC), The Avery Journal-Times (Newland, NC). Monthly publications include Best Read Guide/Smoky Mountains & Lodging Guide, Tennessee Valley Outdoors, and Running Journal. Please contact an advertising representative for more information.

CLASSIFIED ADVERTISING RATES

A. FLAT DISPLAY RATES	Per Column Inch
National Rate	\$14.75
Open Rate.....	\$14.00

B. Times Too! \$3.25

C. "CLASSIFIED PLUS" - Advertisers receive a 50% discount off line ads which coordinate with their display ads during sales events. Call Display Advertising for more information.

D. CLASSIFIED LINE ADS - Classified line ads are billed by the line. Contact The Classified Advertising Manager for specific pricing

E. BLIND BOX NUMBERS:
pickup.....\$15.00
mail\$30.00

TV TIMES

TV Times is published each Monday. Ads pickup FREE in The Daily Times within six days of TV Times publication date. TV Times delivers a TV audience without the cost of TV. Annual advertising agreements are available. Additionally, TV Times is published electronically at thedailytimes.com. Contact a Times representative for more information.

WEEKEND

Weekend is published each Thursday. It is a comprehensive guide to local and regional entertainment including calendars and profiles and reviews of artists, musicians, theater, films, and restaurants. Call 981-1192 for detailed pricing.

INTERNET MARKETING

www.thedailytimes.com

Visit one of the most widely read web sites in Blount County. With over 700,000 page views per month, **thedailytimes.com** offers a great variety of advertising opportunities. Ask about our Road Blocks. Call Val Sandmeier at 865-981-1171 for details and pricing.

TOTAL MARKET COVERAGE EDITION

THE DAILY TIMES TMC (Total Market Coverage) EDITION: Times Too!

The **Times Too!** edition is published and distributed each Tuesday. This edition features local news, photos, and classified ads wrapped with display ads. This edition is delivered to the non-subscribers, reaching more than 10,000 homes, with an additional 1,000 copies distributed through more than 30 high-traffic, rack locations.

RATES

Retail, Per Column Inch	\$5.00
Classified, Per Column Inch	\$3.25
Preprints, Full Run.....	\$400.00



SPECIAL DAYS / PAGES / FEATURES

A. SPECIAL FEATURE PAGES

Monday.....TV Book
 Tuesday.....School
 Wednesday....Taste
 Thursday.....Weekend
 Friday.....Real Estate
 Saturday.....Church News
 Sunday.....Life, Comics

B. SPECIAL SECTIONS

JANUARY

Full Page Mania

FEBRUARY

Home Show
 Progress, Vol 1 & 2
 Parks & Recreation

MARCH

Progress, Vol 3 & 4
 Churches at Easter
 Horizon Magazine

APRIL

Townsend Traveler
 Baseball Classic
 Summer Camps/VBS

MAY

Senior Citizens
 Blount County Chamber

JUNE

Father's Day Cookbook
 Readers Choice
 Horizon Magazine

JULY

Newcomer's Guide
 Back to School
 Park & Recreation

AUGUST

Football Preview
 Townsend Traveler

SEPTEMBER

Horizon Magazine

OCTOBER

Cooking Show
 Breast Cancer Awareness

NOVEMBER

Churches at Christmas
 Holiday Gift Guide

DECEMBER

Highlights of the Champs
 Horizon Magazine
 Last Minute Gifts

MECHANICAL MEASUREMENTS

A. 6 COLUMN - page size 10 inches wide, 20 inches deep
 Full Page = 120 column inches
 Each Column - 1.5625 inches

B. TABLOIDS - 6 COLUMN - page size 9.5 inches wide, 9.75 inches deep
 Full page = 58.5 column inches
 Each Column - 1.5625 inches

C. Advertising depth is available in 1/2 inch increments from 1 column inch to 20 column inches.

D. All full double-trucks will be charged at 13 columns. For less than a full double-truck, the gutter is charged as a column. The minimum size for any double-truck is 9 columns wide by 9 inches in depth.

ELECTRONIC FILE REQUIREMENTS

Macintosh Based System – OS 10 and OSX

Color elements must be process color (CMYK) or grayscale - minimum 200 dpi

Preferred file format: PDF with fonts embedded. Other file formats accepted: eps, tif, jpg, psd

Available Applications: InDesign CS5; Photoshop CS5; Illustrator CS5; QuarkXPress 4.1; Microsoft Word 2008. *We cannot process Publisher, .exe or Word Perfect files.*

ROP DEPTH REQUIREMENTS

Any advertisement measuring more than 19 inches deep will be charged for a full column, 20 inches deep. Minimum advertisement size: 1 column inch.

DEADLINES

A. DISPLAY ADS: Retail, Classified, National

Monday Edition Thursday at 2:00 p.m.
 Tuesday Edition Friday at 3:00 p.m.
 Wednesday Edition Monday at 3:00 p.m.
 Thursday Edition Tuesday at 3:00 p.m.
 Friday Edition Wednesday at 3:00 p.m.
 Saturday Edition.....Thursday at 10:00 a.m.
 Sunday Edition Thursday at 1:00 p.m.
 Real Estate (Friday) Tuesday at Noon
 Times Too! (Tuesday) Thursday at 2:00 p.m.
 TV Book (Monday)..... Wednesday at 9:00 a.m.
 Weekend (Thursday) Tuesday at 9:00 a.m.

B. PREPRINTS:

Scheduled: **10 days prior to insertion**
 Delivered: **7 days prior to insertion**

C. CLASSIFIED PRIVATE PARTY LINE ADS: noon each weekday for next day publication. The deadline for Saturday, is 12:00 noon on Friday; for Sunday, 1:00 pm on Friday; and for Monday, 2:00 pm on Friday.

D. ADVERTISEMENTS REQUIRING EXTENSIVE PRODUCTION FOR HALF PAGE OF LARGER HAVE DEADLINES ONE FULL BUSINESS DAY EARLIER THAN DEADLINES INDICATED ABOVE.

Retail and Classified Ad Column Widths (6 column format)

# cols.	Inches	Picas
1 col.	1.562	9.372
2 col.	3.25	19.5
3 col.	4.937	29.622
4 col.	6.625	39.75
5 col.	8.312	49.872
6 col. ...	10.00	60

Tabloid Column Widths (6 column format)

# cols.	Inches	Picas
1 col.	1.479	8.874
2 col.	3.083	18.498
3 col.	4.687	28.122
4 col.	6.291	37.746
5 col.	7.895	47.37
6 col.	9.5	57

INSERT RATES AND GUIDELINES

Number Inserts	4 Tab Pgs.	8 Tab Pgs.	12 Tab Pgs.	16 Tab Pgs.	24 Tab Pgs.	28 Tab Pgs.	32 Tab Pgs.	36 Tab Pgs.	40 Tab Pgs.	44 Tab Pgs.	48 Tab Pgs.	50+ Tab Pgs.
20,000	\$57	\$57	\$57	\$64	\$64	\$64	\$70	\$70	\$70	\$70	\$70	\$85
10,000	\$63	\$63	\$63	\$70	\$70	\$70	\$81	\$81	\$81	\$81	\$81	\$96
5000	\$78	\$78	\$78	\$86	\$86	\$86	\$89	\$89	\$89	\$89	\$89	\$104

MECHANICAL SPECIFICATIONS FOR INSERTS

Minimum Size: 3" x 5"
 Minimum Thickness: Single sheet card stock
 Maximum Size: 11 1/4" tall x 11" wide
 Maximum Thickness: 3/16"

PLEASE NOTE: Insert rates are determined by page count, shape, weight and quantity. Quotes are available for any insert that does not conform to criteria listed above. Inserts should be scheduled a minimum of 10 (ten) days prior to publication date and delivered at least 7 days prior to desired date of insertion.

COMMERCIAL PRINTING

Call your sales representative or 865-981-1152 for more information.

SHIPPING INFORMATION

Ship preprinted materials to:

Knoxville News Sentinel
 2332 News Sentinel Drive
 Knoxville, TN 37921

Receiving hours:

Monday through Saturday, no receiving between the hours of 4-7 pm.
 Sunday receiving begins at 7 pm.

CIRCULATION

- A. Year established:** 1883
- B. Publishing Days:** Monday - Sunday mornings
- C. Prices:** Single Copy Monday-Saturday: \$ 1.00
 Single Copy Sunday Edition: \$ 1.50

Carrier Delivery:

- SEVEN (7) DAYS
 - One Year Subscription: \$152
 - One Year with E-Edition: \$164
 - One Year E-Edition: \$60
- Mailed, One Year with E-Edition: \$263.25
 - Six Month Subscription: \$81.00
 - Three Month Subscription: \$44.00
 - *EZ Pay Lifetime Subscription: \$13.00/mo

- FIVE (5) DAYS BUSINESS DELIVERY
 - One Year Subscription: \$93.60

*Some restrictions apply.

CIRCULATION DEPARTMENT

To subscribe please call or email us at:

(865) 981-1160

circulation@thedailytimes.com

ONLINE INFORMATION AVAILABLE

You may access The Daily Times' electronic file requirements, pricing and advertising guidelines, advertising staff contact information, and other important details by visiting our home page at thedailytimes.com, then click on the Advertise link in the black bar at the top of the page, above thedailytimes.com logo and advertisement.

FILE TRANSFER

ftp.thedailytimes.com

An FTP site is available for transferring electronic files and we recommend using it for larger files. For more information, email production@thedailytimes.com.



Add **E-edition**
 for **\$1⁰⁰** per month,
 to your 7-day
 subscription



IN TENNESSEE:

- Greene County • *The Greenville Sun*
- Hawkins County • *The Rogersville Review*
- Cocke County • *The Newport Plain Talk*
- Blount County • *The Daily Times*
- Loudon County • *The News-Herald*
- Tellico Village (Loudon Co.) • *The Village Connection*
- Rhea County • *The Herald-News*
- McMinn & Meigs Counties • *The Daily Post-Athenian*
- Monroe County • *The Advocate & Democrat*
- Sevier County • *Touring Publications*

IN NORTH CAROLINA:

- Ashe County • *Ashe Mountain Times*
- Watauga County • *The Mountain Times, Watauga Democrat, Blowing Rocket*
- Avery County • *Avery Journal-Times*

LEGEND

★ indicates: Newspaper Network ■ indicates: Touring Publications



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