
The Daily Post-Athenian

2025 Media Kit
Athens, Tennessee



Newspaper Profile

The Daily Post-Athenian

The Daily Post-Athenian is proud to have served the news and advertising needs of this community for over 160 years. That makes us the oldest business in continuous operation in McMinn County and the second oldest newspaper in the state of Tennessee. Published Tuesdays, Thursdays and Saturdays - The Daily Post-Athenian provides comprehensive news coverage in McMinn and Meigs Counties.

The Daily Post-Athenian employees are committed to providing our readers the best newspaper in the area. Our advertising sales representatives are eager to provide our advertisers the expert assistance and superior customer service they expect and deserve to plan, design and implement an effective advertising program.

Advertising rates and inserting costs are included in this Media Guide as well as our latest circulation information. Please call us at 423-745-5664 or visit our web site at www.dailypostathenian.com if you have any questions about our newspaper operation.

Market Profile

McMinn County, Tennessee

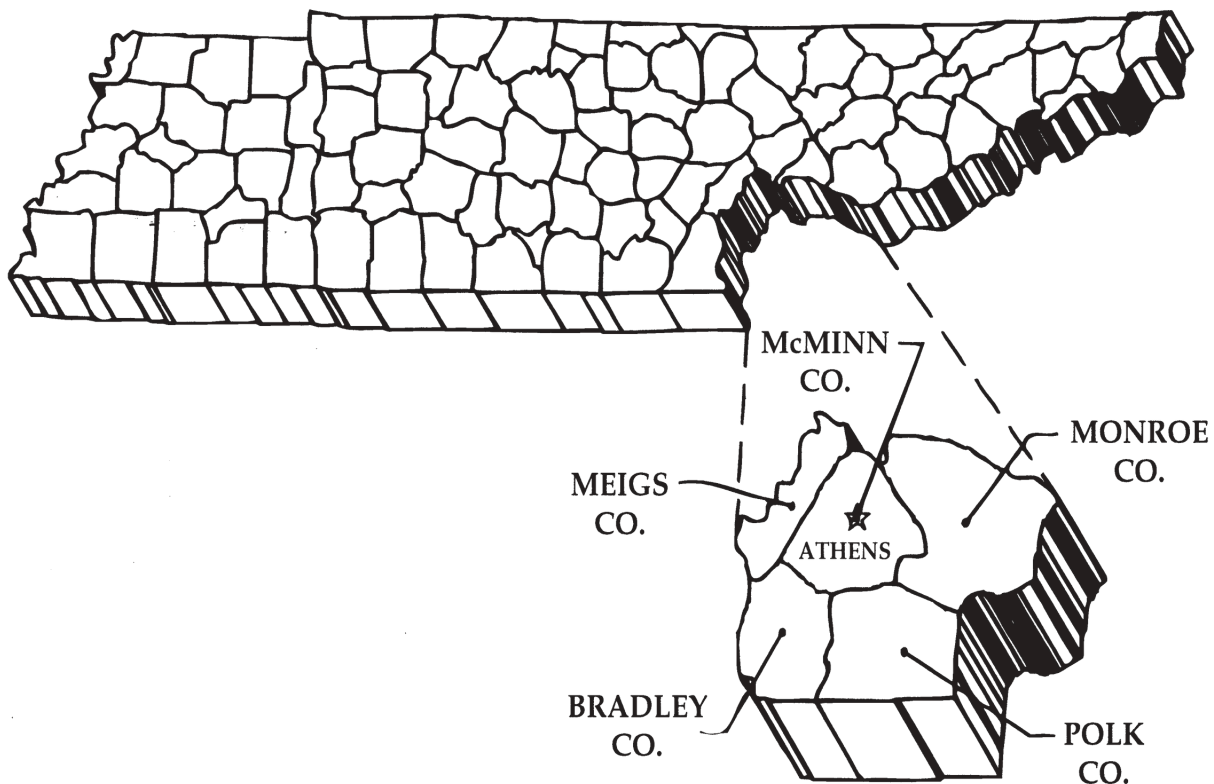
McMinn County is located in East Tennessee approximately 49 miles NE of Chattanooga and 52 miles SW of Knoxville on Interstate 75. Athens is the county seat and comprises 12 of the county's 435 square miles. The towns of Etowah, Englewood, Niota, Riceville and Calhoun are also located in McMinn County and play a vital role in its economy.

McMinn County is an educational, industrial and agricultural center. It is the home of Tennessee Wesleyan University, a four year college, and houses a division of Cleveland State Community College. There are more than 100 manufacturers in the county. Additionally, there are manufacturers providing plastics, chemicals, electric motors, hosiery, furniture and a number of products for the automotive industry.

McMinn County is also a vibrant agricultural center. It is the leading producer of Grade A milk in the state of Tennessee and is the home of Mayfield Dairy. Beef cattle, hay and feed grains, tobacco, cotton and timber round out the agricultural activity in the area.

McMinn County also has a healthy retail and service sector to serve the needs of the county's 42,000 residents.

Market Location





2024
Display Rates

The Newspaper of Record For McMinn, Meigs Counties

**Publishes Wednesdays and
Saturdays in print**

www.DailyPostAthenian.com

OPEN RATES

SIZE	\$15 PCI
FULL	\$1890
HALF	\$900
QUARTER	\$450
EIGHTH	\$240
2X3	\$90

CONTRACT RATES

SIZE	\$9 PCI
FULL	\$1134
HALF	\$540
QUARTER	\$270
EIGHTH	\$144
2X3	\$54

CONTRACT COMBO RATES

SIZE	\$12 PCI
FULL	\$1512
HALF	\$720
QUARTER	\$360
EIGHTH	\$192
2X3	\$72

Trey Fowler, Publisher: trey.fowler@dailypostathenian.com

The
ADVOCATE
& DEMOCRAT

TERMS

All rates are subject to change. Publisher retains right to change contracted rates with 30 days notice to advertiser. Terms of Payment - Except for those firms and individuals having established credit with DPA, all advertising is cash with order. All charged advertising is due and payable 10 days from date of invoice. A service charge of 1-1/2% 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 costs, court costs and attorneys' fees incurred in the course of recovery.

Note: The Daily Post Athenian provides for its non-agency customers a Free Limited Art Service for the sole purpose of providing advertising in our publications. This service does not include custom design for logos, photo-manipulation or illustrations. DPA. assumes client retains copyright ownership of any/all materials they submit. Questionable copyrighted material will be rejected. DPA cannot make changes to camera-ready agency ads without their consent. DPA cannot guarantee alterations to camera-ready ads provided by outside sources. One proof will be provided to client (upon request). Changes by client to original content of a submitted ad are at the sole discretion of DPA based on time considerations. DPA will not provide design production for second-party agents.

Advertise on DailyPostAthenian.com



DailyPostAthenian.com

McMinn and Meigs Counties Source for News and Information - Athens, TN

Friday, October 13, 2023 | [Read Today's Newspaper](#)

Become a Member
[Subscribe Today](#)

News Obituaries Sports Community Opinion Columnists Police Reports Celebrations Special Sections Comics DPA TV Classifieds

Search Trey Fowl...

728x90

Your Ad Here - \$250/mo

NEWS

Starr Regional to host Fall Open House & Job Fair

Special to The DPA 13 hrs ago

Starr Regional Medical Center (SRMC) will host a Fall Open House & Job Fair on Tuesday, Oct. 17, from 4 to 6 p.m.

NEWS

Chicken litter shed destroyed by fire

13 hrs ago

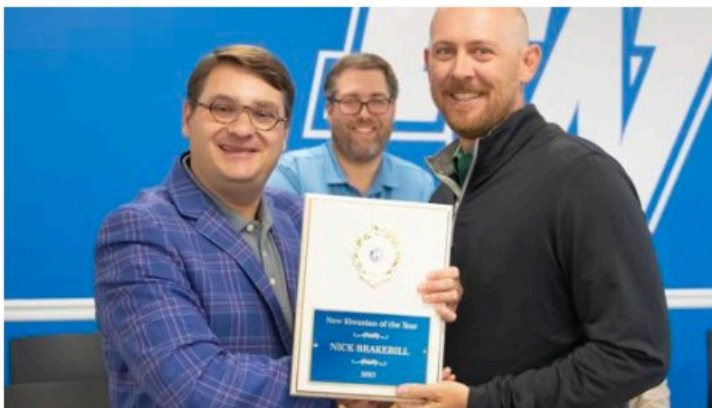


NEWS

Community Billboard

14 hrs ago

The Daily Post-Athenian's Community Billboard is a listing for entities in McMinn and Meigs counties. This feature includes information for re...



Athens Kiwanis Club holds Annual Meeting

11 hrs ago

NEWS

Fire prevention critical during Tennessee's fire season

Special to The DPA 12 hrs ago

NASHVILLE — As Tennessee heads into fall fire season, the Tennessee Department of Agriculture's Division of Forestry (TDF) is observing Nation...

NEWS

Cherokee National Forest to hold prescribed fire open house

Special to The DPA 13 hrs ago

Cherokee National Forest officials are scheduled to hold a prescribed fire open house on Oct. 19 at the Cherokee National Forest...



300x250
Your Ad Here
\$250/mo



Sports

Atticus Tilley has goal bigger than wins and losses for McMinn Crickets



9:02

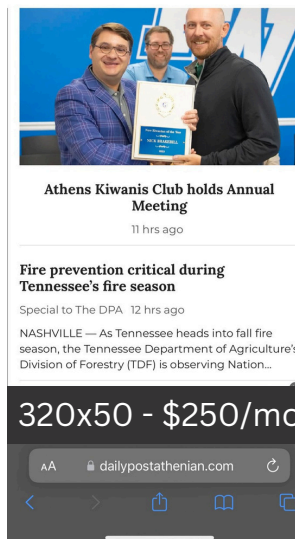
DailyPostAthenian.com

Reach Your Customers Where They Are! **Over 30,000 visitors per month**

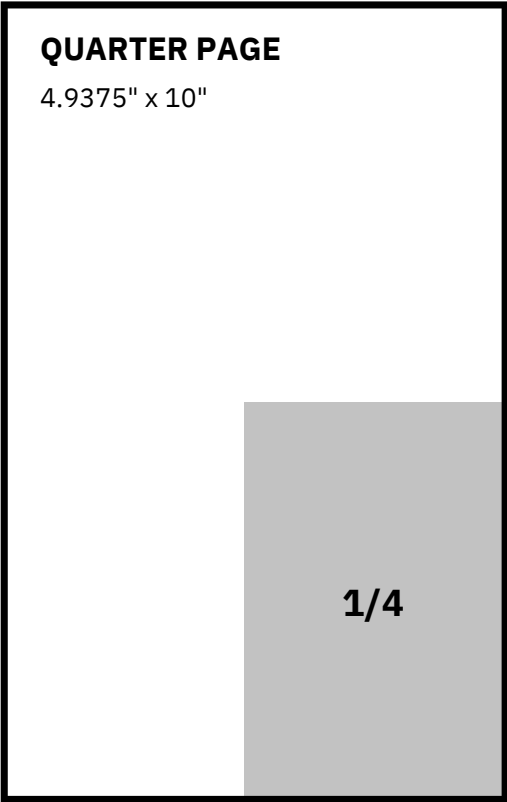
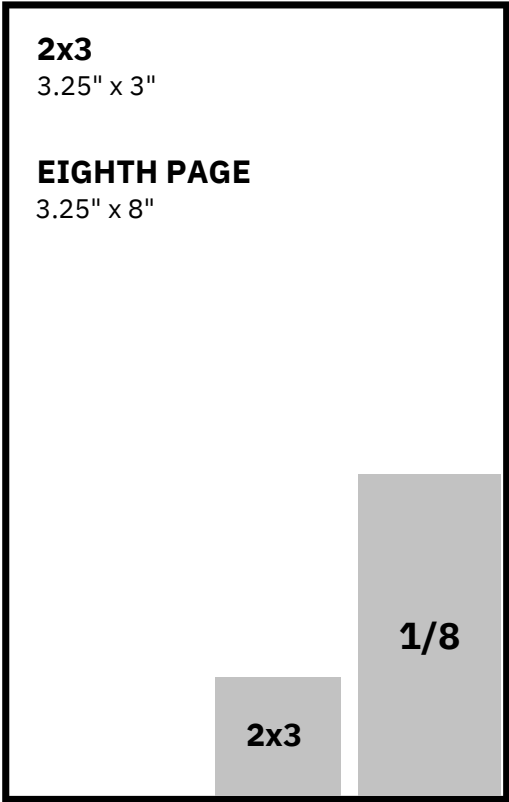
The Highest Trafficked Local Site in the Area
20% of each position - \$250/mo

Online advertising allows you to:

- target customers within specific time periods (months, days, hours)
- see concrete results of your campaign (click throughs to your site)
- increase traffic to your website or social media page

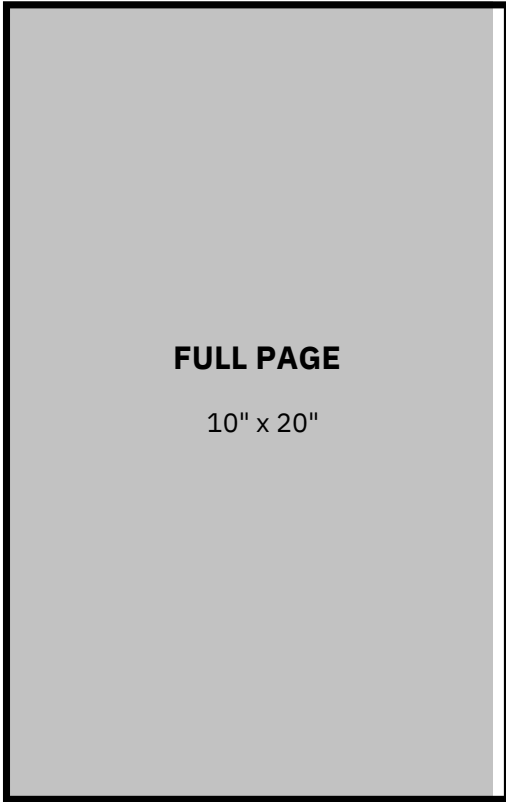
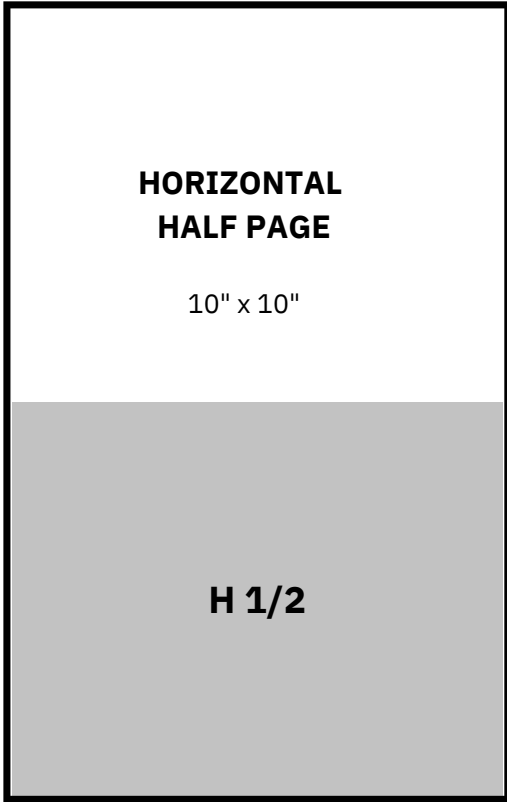
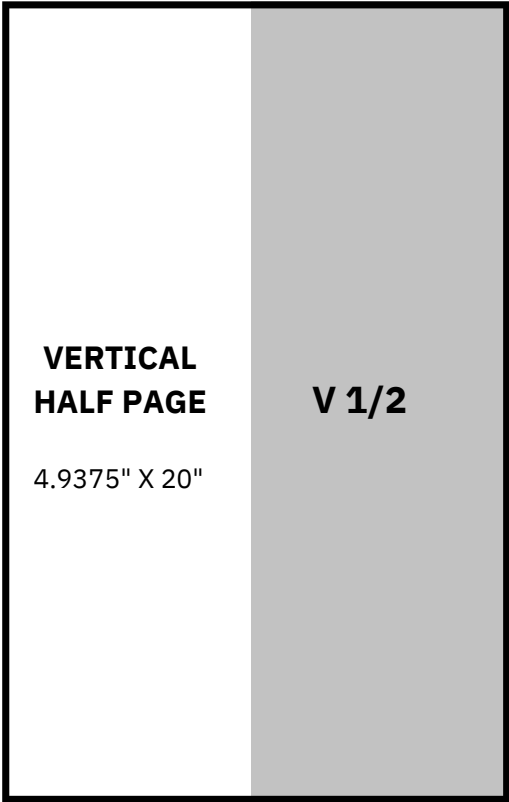


Ad Sizes



Most Common Ad Sizes

Charges based on space used (per column inch)



Strategic Digital Services

Extend your reach beyond our readers. The Daily Post Athenian's advertising staff is made up of digital marketing experts supported by an entire team devoted to custom tactics, analytics and reaching your digital marketing goals.

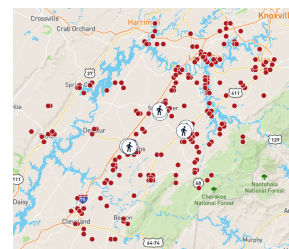
SEARCH ————— Advertise to customers already actively looking for your goods and services on the most used search engines.



TARGETED DISPLAY ————— Serve banner ads to targeted audiences within specific geographic regions.



GEOFENCING ————— Serve your ads to more specific locations by setting up fences around buildings or points of interest where your customers are passing through.



SOCIAL ————— Execute a sponsored campaign on Facebook, Messenger and/or Instagram.



VIDEO ————— Develop an AI produced video to use for OTT, CTV, YouTube and/or preroll campaigns.

