

The Newport Plain Talk has the largest
total circulation of any newspaper
distributed in Cocke County



ADVERTISING RATES

The Newport Plain Talk

A prize-winning Tri-Weekly Newspaper Serving Cocke, Jefferson, Sevier & Hamblen Counties

P.O. Box 279 • Newport, TN 37822 ■ 145 East Broadway • Newport, TN 37821

423-623-6171 ■ Fax 423-625-1995 ■ www.newportplaintalk.com

Published Sunday, Tuesday and Thursday

MODULAR SIZES

Full Page 6 col x 21-in \$1732 ⁵⁰	Half Page 6 col x 10.5-in \$866 ²⁵
Quarter Page 3 col x 10.5-in \$433 ¹³	Eighth Page 3 col x 5-in \$206 ²⁵

RETAIL & CLASSIFIED ADVERTISING RATES

Monthly Earned Rates: Tuesday, Thursday, &
Weekend Saturday/Sunday

Monthly Inches Rate

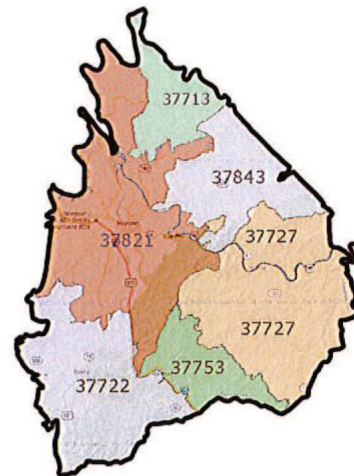
1 - 63.....	\$13.75
64 - 128.....	\$11.40
129 - 252.....	\$10.96
253 - 515.....	\$10.00
516 and up.....	\$9.70

National Advertising: (6 column format)

Per contract inch.....\$18.08

Local Advertising Rates: Tuesday, Thursday & Weekend Saturday/Sunday

Open Display Rate.....\$ 13.75



AGENCY COMMISSION & 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 Newport Plain Talk**, all advertising is cash with order. All charged advertising is due and payable 10 days from 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 cost and attorney's fees incurred in the course of recovery. There is a \$40 per item returned check charge.

SPECIAL CLASSIFICATION RATES

Political Advertising: is payable in advance and will be set as display advertisement. Each advertisement will contain the following: "Paid Political Advertisement by..." at bottom of ad. Local political advertisements will run at the National Rate.

Public Notices:

Notice to Creditors -2 publications.....	\$120
Non Resident Notice (Standard form)	
4 publications.....	\$142

All other Public Notice Advertising:

Three Insertions per column inch.....\$ 10
Deadline is 10:00 A.M. two days prior to publication.

Church and Civic Club Rate:

Per Column Inch.....\$ 9

Preprinted Inserts: (Non commisionable)

Up to 12 tab pages (1. 3 oz.).....	\$60 per M
16 to 24 tab pages (2. 6 oz.).....	\$ 63 per M
28 to 32 tab pages(3. 9 oz.).....	\$ 70 per M

Classified Pick Up Rates:

Any ad which has run on Weekend, Tuesday or Thursday may be picked up within 6 days at a 50% discount.

Blind Post Office Box Service.....\$7

Line Advertising With Border.....\$2 Extra

COLOR RATES

Retail & Classified Display

Add Color.....\$100

National Display

Add Color.....\$100

All rates per ad/ per page. Seven day reservation requested.
Color scheduling subject to press/printing availability.

DEADLINES:

Display Ads, Retail, Classified, National	
Sunday Edition.....	3 pm Thursday
Tuesday Edition.....	9 am Monday
Thursday Edition.....	9 am Wednesday

Facing Pages, color ads, and ads with heavy composition:
Noon, 3 days Prior to Publication.

WEB ADVERTISING

www.newportplaintalk.com



- Over 151,000 Monthly page Views
- Competitive Rates
- Online Banner Ads
- Target Consumer Audiences In Your Market
- Expand Your Market
- Deliver Your Ad 24 Hours A Day 7 Days A Week
- Measurable Returns Through Online Metric Show The Impact Of Your Ads
- Performance Based Payment. Your Only Pay When The Ad Is Delivered

Puzzle Book

- Monthly Publication
- Year Long Shelf Life
- Web Presence



Call today and ask about
Prices!
423-623-6171

Zip Code Areas Covered:

DISTRIBUTION SUNDAY, TUESDAY & THURSDAY

Zip Code – Town	TOTAL
37821– Newport City	1872
37821– Newport Rural	1748
37722– Cosby	579
37843 –Parrottsville	590
37713– Bybee	237
37753– Hartford	163
37727– Del Rio	227
37725– Dandridge	220
37890–White Pine	201

Includes single copy and home delivery 5837

Outside Mail 314

Total 6158



April thru November
**Visiting the
Smokies
Your Marketplace
For Tourists**

PERSONNEL

Seth Butler - Publisher/Editor/seth.butler@newportplaintalk.com
Sharon Bryant - Advertising Sales/sharon.bryant@newportplaintalk.com
Vickie Mason - Advertising Sales/vickie.mason@newportplaintalk.com
Lynn Crum - Circulation/lynn.crum@newportplaintalk.com
Claudine Harris - Accounting/claudine.harris@newportplaintalk.com
Sandy Freshour - Classified Adv Manager/sandy.freshour@newportplaintalk.com

3 x 2.....\$105
3 x 4.5.....\$165
6 x 4.5.....\$280

3 x 9.....\$280
(Full Page)
6 x 9.....\$450

When you buy an ad in Visiting, you may purchase the exact ad (no changes)
at 1/2 your original cost to run any day during that month, in a regular
edition of **The Newport Plain Talk**

ADVERTISING COLUMN DIMENSION

BROADSHEET

Full Page: 10" x 20.75" Maximum Ad Depth: 20.75"

RETAIL AND CLASSIFIED

Column Inch Width

1 Column.... 1.5625"
2 Column.... 3.25"
3 Column.... 4.9375"
4 Column.... 6.625"
5 Column.... 8.3125"
6 Column.... 10"

TABLOID

All Tabloid Publications/Info Guide/Visiting The Smokies

Full Page: 10" x 10" Maximum Ad Depth: 10"

RETAIL

Column Inch Width

1 Column.... 1.5625"
2 Column.... 3.25"
3 Column.... 4.9375"
4 Column.... 6.625"
5 Column.... 8.3125"
6 Column.... 10"

Full Page.....6 col. x 10"

Half Page
(Vertical)..... 3 col. x 10"
(Horizontal)..... 6 col x 5"
3/4 Page..... 5 col x 10"
1/4 Page..... 3 col x 5"
1/8 Page..... 3 col x 2.5"