

The Newport Plain Talk has the largest total circulation of any newspaper distributed in Cocke County and provides effective multi-media solutions to meet your marketing needs.



ADVERTISING RATES

The Newport Plain Talk

A prize-winning 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 Saturday/ Sunday and Wednesday

■ RETAIL & CLASSIFIED ADVERTISING RATES

Monthly Earned Rates:

MODULAR SIZES

Full Page
6 col x 21-in
\$1732⁵⁰

Half Page
6 col x 10.5-in
\$866²⁵

Quarter Page
3 col x 10.5-in
\$433¹³

Eighth Page
3 col x 5-in
\$206²⁵

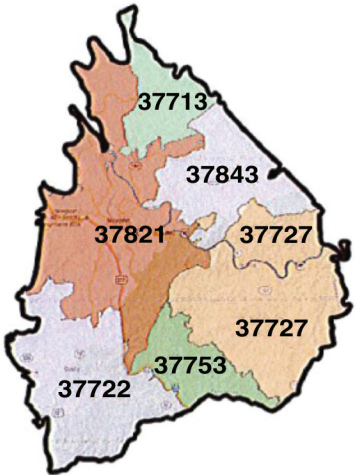
Monthly Inches Rate For Print Edition

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

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.

Public Notices:

Notice to Creditors -2 publications.....	\$150
Non Resident Notice (Standard form)	
4 publications.....	\$250

All other Public Notice Advertising:

Three Insertions per column inch.....\$ 10.35

Deadline is 10:00 A.M. two days prior to publication.

Church and Civic Club Rate:

Per Column Inch.....\$ 9.70

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

Display Ad Pick Up Rate:

Any display ad which has run may be picked up within 6 days at a 50% discount.

Classified Advertising:

Classified ads can be placed online at newportplaintalk.com or by calling 423-623-6171

■ 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: 1 pm Thursday

Wednesday Edition

Retail : 1 pm Monday | Classified: 1:30 pm Monday

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

WEB ADVERTISING

www.newportplaintalk.com



- Over 100,000 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

E-Newsletter

Distributed at 8:40 am each morning Monday-Friday

Morning Brief
newportplaintalk.com

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



Visiting the Smokies Magazine

Your Marketplace For Tourists

Spring, Summer & Fall Editions

1/8 page.....\$145 Inside Front / Back Page.....\$830
1/4 page.....\$255 Back Page.....\$1008
1/2 page.....\$460 Full Page.....\$740

Media Reach

PRINT DISTRIBUTION SATURDAY/SUNDAY AND WEDNESDAY

Zip Code	Town	TOTAL
37821	Newport	2253
37722	Cosby	363
37843	Parrottsville	278
37713	Bybee	105
37753	Hartford	48
37727	Del Rio	187
37725	Dandridge	61
37890	White Pine	24
Outside Counties		245
Total		3564
Morning Brief (E-Newsletter)		7753
Website unique visits per month		54,750

KEY CONTACTS

Duane Uhls - Publisher/Editor/duane.uhls@newportplaintalk.com

Vickie Mason - Advertising Sales/vickie.mason@newportplaintalk.com

Penny Webb - Classified Adv Manager/penny.webb@newportplaintalk.com

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"