

THE DAILY TIMES

Your Life. Your Times.

Print • E-Edition • Online



307 E. Harper Ave., Maryville, TN 37804

Media Kit

THE DAILY TIMES

307 E. Harper Ave., Maryville, Tennessee 37804

Phone: 865-981-1152 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 Effective Date: January 1, 2017



PERSONNEL

Carl Esposito - Publisher 865-981-1137
 Frank Trexler - Executive Editor 865-981-1139
 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 - Multimedia Executive 865-981-1119
 Kristen Calhoun - Layout and TimesToo 865-981-1111
 Jeremy Whaley - Multimedia Executive 865-981-1192
 Jon Clabough - Multimedia Executive 865-981-1179
 Mike Sanz - Multimedia Executive 865-981-1132
 Quentin Anthony - Major Accounts Executive 865-981-1151
 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 liable until payment is received in full, up to and including all applicable finance charges, collection costs, court costs and attorney's fees incurred in the course of recovery. There is a \$20 per item returned check charge.

GENERAL 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.
- C.** Any advertiser wishing to establish credit with our business office must complete a credit application form to be approved by the accounting department. 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.
- 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.** 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 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. For more information, call 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. MONTHLY BUSINESS CARD RATES

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

C. PREPRINT, PRINT & DELIVER RATES AND INFORMATION

Please call ad rep or 865-981-1152.

D. 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	\$64
Non-Resident Notice (standard form), 4 runs	\$120

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: Adams Publishing Network

Advertisers may earn a group rate and "one-order-one-bill" service by placing advertising in several daily, weekly, and monthly publications with Adams Publishing Group, Inc. including 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).

CLASSIFIED ADVERTISING RATES

A. FLAT DISPLAY RATES

Per Column Inch

National Rate	\$14.75
Open Rate.....	\$14.00

B. Times Too!..... \$3.00

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. Call Val Sandmeier at 865-981-1171 for details and pricing.

TOTAL MARKET COVERAGE EDITION

THE DAILY TIMES Expanded Distribution Edition: Times Too!

The *Times Too!* edition is published and distributed each Wednesday. This edition features local news, photos, and classified ads wrapped with display ads. This edition is delivered to 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..... \$3.00

Classified, Per Column Inch \$3.00

Preprints, Full Run..... \$300.00

SPECIAL DAYS / PAGES / FEATURES

SPECIAL FEATURE PAGES

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

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 with E-Edition: \$164

One Year E-Edition: \$60

Mailed, One Year with E-Edition: \$263.25

Six Month Subscription: \$8700

Three Month Subscription: \$47.00

*EZ Pay Subscription: \$13.00/mo

FIVE (5) DAYS BUSINESS DELIVERY

One Year Subscription: \$93.60

CIRCULATION DEPARTMENT

To subscribe please call or email us at:

(865) 981-1160

circulation@thedailytimes.com



MultiMedia Modular Advertising Rates

Advertising choices made easy - just select the right one for your needs!
 Choose from the most popular and **effective sizes** below and you're done.
 No complicated formulas - just **easy-to-use pricing**.

The 3M 50K Buy!

Full Page

\$1399

Includes:

20,000 website impressions
 Pick-up in TimesToo!
 Full color and ad design

1/2 Page

\$702

Includes:

15,000 website impressions
 Pick-up in TimesToo!
 Full color and ad design

1/4 Page

\$449

Includes:

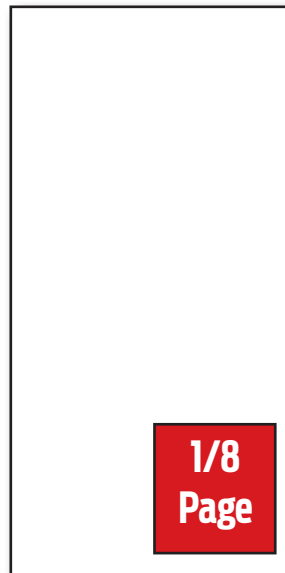
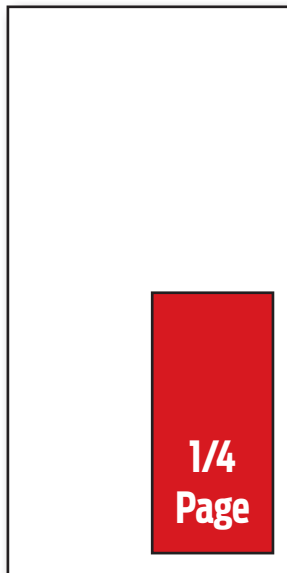
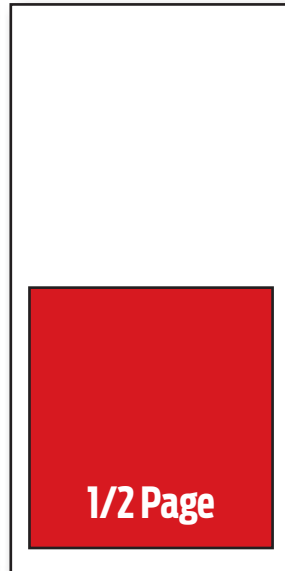
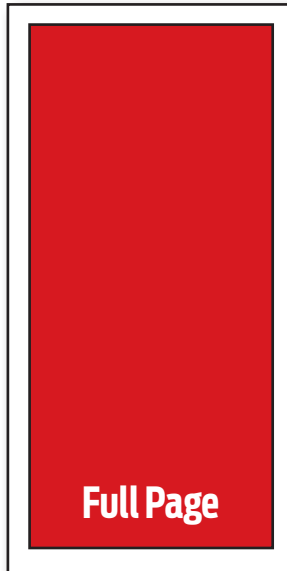
10,000 website impressions
 Pick-up in TimesToo!
 Full color and ad design

1/8 Page

\$274

Includes:

5,000 website impressions
 Pick-up in TimesToo!
 Full color and ad design



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
 TimesToo! (Wednesday) Thursday at 2:00 p.m.
 TV Times (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.**

MECHANICAL MEASUREMENTS

- A. 6 COLUMN** - page size 10 inches wide, 20 inches deep
 Full Page = 120 column inches
 Each Column - 1.562 inches
- B. TABLOIDS - 6 COLUMN** - page size 9.5 inches wide, 9.75 inches deep
 Full page = 58.5 column inches
 Each Column - 1.479 inches
- C.** Advertising depth is available in 1/2 inch increments from 1 column inch to 20 column inches.

ELECTRONIC FILE REQUIREMENTS

- Color or Black & White:** 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; Photoshop; Illustrator; Microsoft Word. *We cannot process Publisher, .exe or Word Perfect files.*

go modular.
 easy.
 effective.
 affordable.

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