

THE DAILY TIMES

Your Life. Your Times.



Print - E-Edition - Online



307 E. Harper Ave., Maryville, TN 37804

**2019
Media Kit**

THE DAILY TIMES

307 E. Harper Ave., Maryville, Tennessee 37804

Hours: Monday - Friday • 8:00 a.m. - 5:00 p.m.

Phone: 865-981-1152 Fax: 865-981-1156

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, 2019



PERSONNEL

Carl Esposito - Publisher.....865-981-1137
Bryan Sandmeier - General Manager..... 865-981-1196
Evelyn Sandlin - Advertising Director..... 865-981-1152

Advertising

Becky Payne - Administrative Assistant..... 865-981-1194
Donna Wilson - Special Sections and Horizon 865-981-1157
Jeremy Whaley - Multimedia Executive 865-981-1192
Joi Whaley - Assistant Advertising Director865-981-1116
Mike Sanz - Multimedia Executive..... 865-981-1132
Quentin Anthony - Multimedia Executive..... 865-981-1151
Sara Thompson - Layout and TimesToo 865-981-1111
Val Sandmeier - Multimedia Executive..... 865-981-1171

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.

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.

SPECIAL SERVICES

- A. **TEARSHEETS** are available electronically through Shoorn, an online management system. Clients and agencies can access their tearsheet with a click of the mouse. Paper tearsheets can be provided for \$1 per sheet plus postage. 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.

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

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.

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	\$68
Non-Resident Notice (standard form), 4 runs	\$128
All other legal advertising rates, call the Classified department.	
Must be received by noon, two days prior to publication.	

C. CHURCH & CIVIC CLUB \$16 / 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.

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

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

TOTAL MARKET COVERAGE EDITION

THE DAILY TIMES Expanded Distribution Edition: TimesToo!

The *TimesToo!* 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

INSERTS

Insert rates are determined by page count, shape, weight and quantity. Inserts should be scheduled a minimum of ten (10) days prior to publication date and delivered at least 7 days prior to desired date of insertion. For quotes please call (865) 981-1152.

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.

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:

News-Herald (Loudon County) Wed.

The Advocat & Democrat (Monroe County) Sun., Wed.

The Connection (Tellico Village) Wed.

The Daily Post-Athenian (McMinn & Meigs County) Mon. - Fri.

The Greenville Sun (Greene County) Mon. - Sat.

The Herald-News (Rhea County) Sun., Wed.

The Newport Plain Talk (Newport) Sun., Tues. Thurs.

The Rogersville Review (Hawkins County) Wed., Sat.

PRIVILEGES AND CONDITIONS

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.

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: \$176.00

Six Month Subscription with E-Edition: \$93.00

Three Month Subscription with E-Edition: \$50.00

*EZ Pay Subscription:\$14.00/mo

One Year E-Edition: \$60.00

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

FIVE (5) DAYS BUSINESS DELIVERY

One Year Subscription: \$109.20

D. CIRCULATION DEPARTMENT

To subscribe call (865) 981-1160 or online www.thedailytimes.com.



MultiMedia Modular Advertising

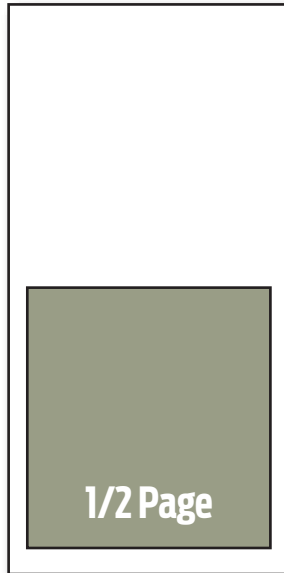
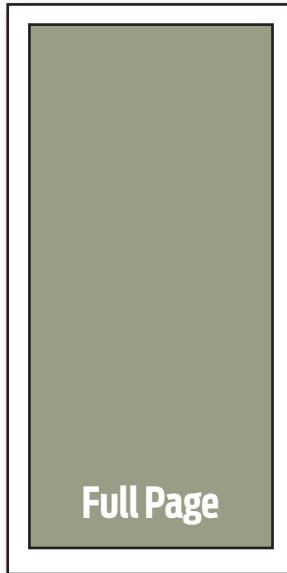
Advertising choices made easy - just select the right one for your needs!
Choose from the most popular and **effective packages** below and you're done. No complicated formulas - **easy-to-use**.

Pick a size and give us a call

Full Page

\$1,525 - 10"x20"

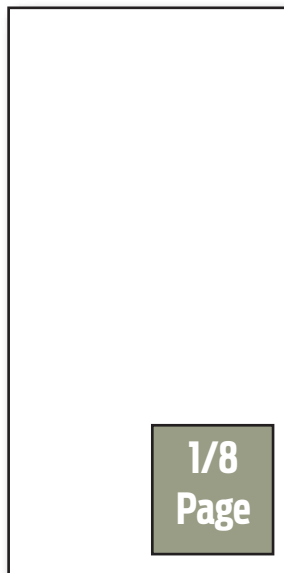
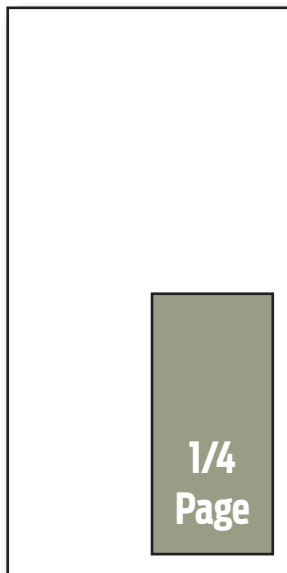
Includes:
20,000 website impressions
Pick-up in TimesToo!
Full color and ad design



1/2 Page

\$935 - 10"x10"

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



1/4 Page

\$615 - 5"x10"

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

1/8 Page

\$375 - 5"x5"

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 2:00 p.m.
Wednesday Edition..... Monday at 2:00 p.m.
Thursday Edition..... Tuesday at 2:00 p.m.
Friday Edition..... Wednesday at 2:00 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.
- 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, 10 inches deep
Full page = 60 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.

THE DAILY TIMES

307 E. Harper Ave., Maryville, TN 37804
981-1100 • www.thedailytimes.com