

THE DAILY TIMES

2023 Media Kit

Print • E-Edition • Online • Digital

Blount County's Information Source



226 Gill Street, Alcoa, TN 37701 • 865-981-1100

Advertising Rates & Modular Packages

ADVERTISING RATES

A. REGULAR OR OPEN RATES

Ad Type	Column Inch Rate
Retail Display	\$20.00
Local Classified Display	\$16.00

B. MONTHLY BUSINESS CARD RATES

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

C. BIRTHDAY, ANNIVERSARY & IN MEMORY ADVERTISING

1 col x 3"	\$36
2 col x 2"	\$48
2 col x 3"	\$72

Includes full color.

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.

COLOR RATES AND DATA

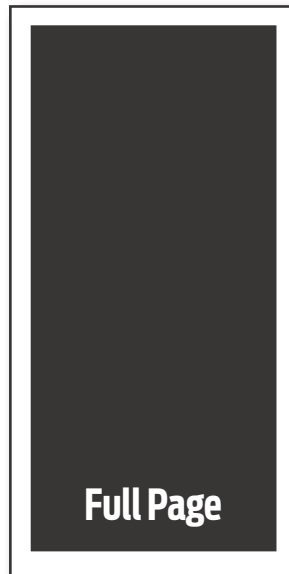
Full Color included with all display advertising at no additional cost.

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**.

Modular Packages

Full Page

- 10"x20" ad in TDT
- (Full color and ad design)
- Pick-up ad free in Times Too!
- 20,000 website impressions
- \$1,525



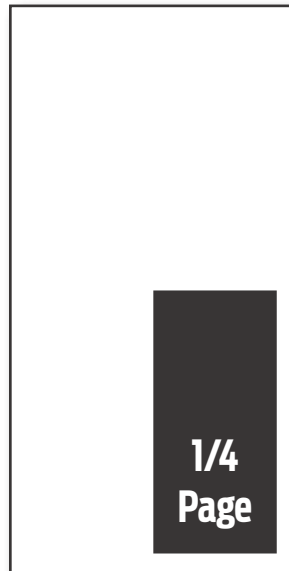
1/2 Page

- 10"x10" ad in TDT
- (Full color and ad design)
- Pick-up ad free in Times Too!
- 15,000 website impressions
- \$935



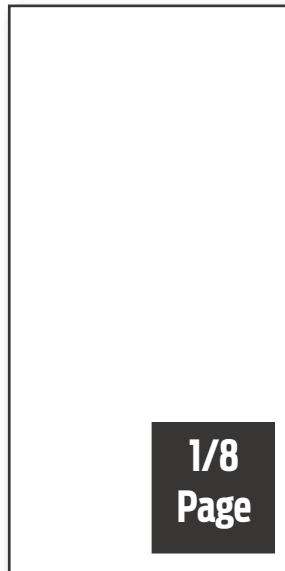
1/4 Page

- 5"x10" ad in TDT
- (Full color and ad design)
- Pick-up ad free in Times Too!
- 10,000 website impressions
- \$615



1/8 Page

- 5"x5" ad in TDT
- (Full color and ad design)
- Pick-up ad free in Times Too!
- 5,000 website impressions
- \$375



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 11:00 a.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, Sunday and Monday is 12:00 noon on Friday.

D. ADVERTISEMENTS REQUIRING EXTENSIVE PRODUCTION FOR HALF PAGE OR 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.*

Classified Advertising



LINE ADS

Line Ads - Private Party/Items for Sale

One Day 25 word or less	\$14.00
Weekend Only (Fri, Sat, Sun) 25 words or less	\$20.00
1 Week Special (7 days) 25 words or less	\$30.00
2 Week Special (14 days) 25 words or less	\$35.00

** 40 cents each additional word over 25

Line Ads - Employment/Real Estate/Commercial Rates

One Day 25 word or less	\$15.00
Weekend Only (Fri, Sat, Sun) 25 words or less	\$35.00
1 Week Special (7 days) 25 words or less	\$45.00
2 Week Special (14 days) 25 words or less	\$65.00

** 60¢ each additional word over 25

SERVICE DIRECTORY

ALL SERVICE DIRECTORY ADS RUN FOR 4 WEEKS

1 " Block	\$120.00
(approx. 30-35 standard size words)	
2 " Block	\$180.00
(approx. 60-65 standard size words)	
3 " Block	\$260.00
(approx. 90-95 standard size words)	

EXTRA ADD ONS

Border	\$5.00
Color	\$5.00
Photo/Logo	\$5.00

LOST AND FOUND PETS

RUNS 3 DAYS FREE WITH PHOTO

Includes when pet was lost, area lost, bname/type/size/color of pet, contact info. etc. For additional days, please refer to Private Party Ads.

GARAGE SALES

Good Package - \$10

- 1 day print & e-edition/online ad with up to 10 lines/approx. 50 words
- 2 FREE garage sale signs

Better Package - \$15

- 2 day print & e-edition/online ad with up to 10 lines/approx. 50 words
- 2 FREE garage sale signs

Best Package - \$20

- 2 day print & e-edition/online ad with up to 10 lines/approx. 50 words
- 2 FREE garage sale signs
- FREE color
- FREE rain insurance

** Make sure the following information is included in the ad:

- Address of sale
- Day/Date of sale
- Time of sale

EXTRA ADD ONS

Additional Days	\$5.00
Color	\$5.00
Border	\$5.00
Rain Insurance	\$2.00
(make up ad must run within 2 weeks of original)	
Extra Signs50¢ each

BLIND BOX NUMBERS

To be picked up	\$15.00
To be mailed	\$30.00



Insert Rates and Guidelines

Number Inserts	4 Tab Pgs.	8 Tab Pgs.	12 Tab Pgs.	16 Tab Pgs.	24 Tab Pgs.	28 Tab Pgs.	32 Tab Pgs.	36 Tab Pgs.	40Tab Pgs.	44Tab Pgs.	48Tab Pgs.	50+Tab Pgs.
20,000	\$57	\$57	\$57	\$64	\$64	\$64	\$70	\$70	\$70	\$70	\$70	\$85
10,000	\$63	\$63	\$63	\$70	\$70	\$70	\$81	\$81	\$81	\$81	\$81	\$96
5000	\$78	\$78	\$78	\$86	\$86	\$86	\$89	\$89	\$89	\$89	\$89	\$104

MECHANICAL SPECIFICATIONS FOR INSERTS

- Minimum Size: 5 1/2" x 8 1/2"
- Maximum Size: 10" x 11"
- Minimum Thickness: Single sheet card stock thickness of 0.075"
- Maximum Thickness: 0.36"

PLEASE NOTE: Insert rates are determined by page count, shape, weight and quantity. Quotes are available for any insert that does not conform to criteria listed above. Inserts should be scheduled a minimum of 10 days prior to publication date and delivered at least 7 days prior to desired date of insertion.

SHIPPING INFORMATION

Ship preprinted materials to:

Knoxville News Sentinel
2332 News Sentinel Drive
Knoxville, TN 37921

Receiving hours:

Monday through Friday, between the hours of 8:00 am - 3:00 pm.

Shipping and Packaging Instructions:

Inserts are to be packaged on skids in turns of 100 or 200, belted down. Contents of skids should be clearly identified on each skid as to advertiser, count of pieces and insertion date.

Digital Advertising



THEDAILYTIMES.COM

Homepage

Over 31,500 daily page views
50,000 impressions/\$1,200 - 3 months / \$3,300 - 12 months

Premium Positions

Home Page Reveal **\$3,000 - 3 times / \$10,200 - 12 times**
Home Page Pencil Pushdown **\$2,250 - 3 times / \$7,500 - 12 times**
Home Page Takeover **\$3,600 - 3 times / \$12,600 - 12 times**
Home Page Anchor **\$2,200 - 3 times / \$7,500 - 12 times**

PRINT & DIGITAL ADVERTISING

Own The Day

Reveal Ad/24 hours
Front page of newspaper sticky note
Email blast to website database
SEO & Local Marketplace Profile
Starting at \$1,200

Establish Presence

30,000 Monthly Impressions/ Run Of Site/ Or Equivalent
2 x 5 Print Ad Weekly
\$99 weekly/3 months

Become Competitive

40,000 Monthly Targeted Display Impressions
25,000 Monthly Impressions/ Run Of Site / Or Equivalent
2 x 5 Print Ad Twice Monthly
Email Blast To Website Opt-In Database
\$150 weekly/3 months

Market Dominance

50,000 Monthly Targeted Display Impressions
Targeted Email Campaign/ 30,000 Emails
25,000 Monthly Impressions/ Run Of Site / Or Equivalent
2 x 5 Print Ad Twice Monthly
Email Blast To Website Opt-In Database
\$299 weekly/3 months

Digitally Competitive

50,000 Monthly Targeted Display Impressions
25,000 Monthly Impressions/ Run Of Site / Or Equivalent
Email Blast To Website Opt-In Database
\$150 weekly/3 months

PROMOTIONAL CAMPAIGNS

Custom promotion to engage readers including quizzes, trivia, polls and surveys aimed at collecting data and leads.
\$950/4 weeks

COMPLETE DIGITAL

SEM - Search Engine Marketing

Using advertisements that appear on search engine results pages

SEO - Search Engine Optimization

Helps your page rank higher on Google and other search engines
Tier 1 - \$500 / Tier 2 - \$1,250 / Tier 3 - \$2,000 / Tier 4 - \$2,658 / 3 months

Targeted Email Marketing

Using opt-in database to create and send a targeted email
30,000 emails/\$600

Targeted Display

Using data on search history, preferences, purchase history and geographical location to profile your target market
50,000 impressions/\$1,500/3 months

Online Video Advertising

Plays ads before, during or after streaming content on blogs, news sites, Youtube etc.
.50¢ complete view/\$500 minimum

Geofencing

Displays online ads on browsers and apps to audiences based on their geographic location
50,000 impressions/\$1,500/3 months

Addressable Geofencing

Utilizes a physical address to create a series of mini-geofences.
50,000 impressions/\$1,500/3 months

Social Media Advertising

Display ads that run on social media platforms, such as Facebook, Instagram, Twitter, LinkedIn and Pinterest
50,000 impressions/\$1,500/3 months

Social Media Management

Providing content strategy and development to reach your target audience
\$600/3 months

Website Design

Team of professional designers custom build your website
\$350 month/12 months

Reputation & Directory Management

Ensures your contact info is updated on thousands of listings
\$199 month/12 months

Video Advertising

Make a personalized video about your business to be shown on several platforms.



Market Penetration

The Daily Times Paid Distribution

ZIP CODE	TOWN
37801	Maryville
37803	Maryville
37804	Maryville
37701	Alcoa
37777	Louisville
37737	Friendsville
37882	Townsend
37742	Greenback
37853	Rockford
37865	Seymour
37886	Walland
37885	Vonore
37920	Knoxville
37878	Tallassee
37774	Loudon
37354	Madisonville
37771	Lenoir City

TOTALS 11,396

READERSHIP 30,769**

*** Calculated based on 2.7 Daily Times readers per copy.*

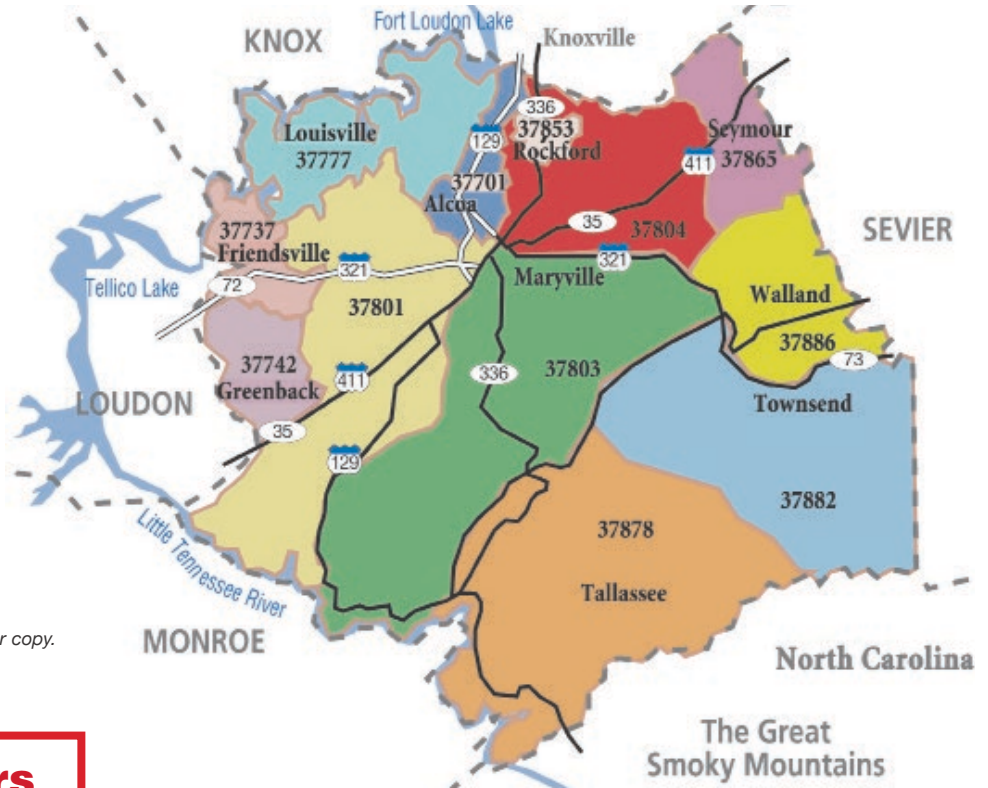
Times Too! - TMC Product

10,000 copies distributed every Wednesday to non-subscribers

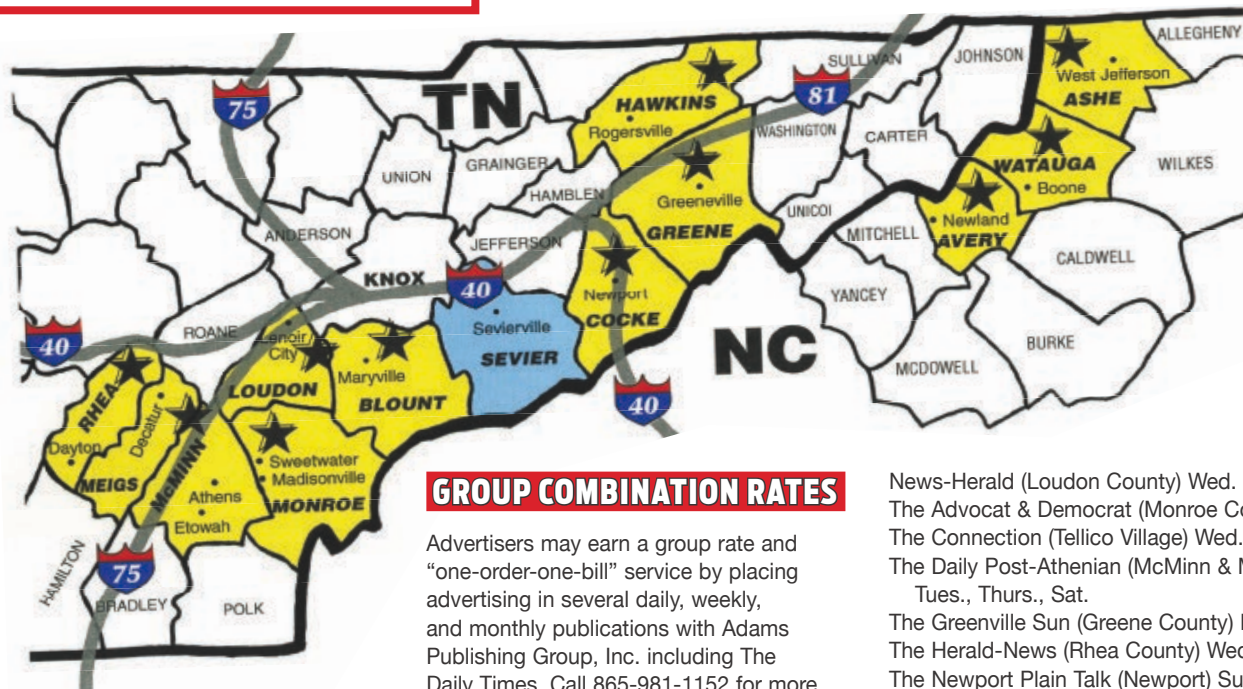
Retail, Per Column Inch \$3.00

Classified, Per Column Inch \$3.00

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



APG Sister Papers



GROUP COMBINATION RATES

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. Call 865-981-1152 for more information and prices.

- News-Herald (Loudon County) Wed.
- The Advocat & Democrat (Monroe County) Wed.
- The Connection (Tellico Village) Wed.
- The Daily Post-Athenian (McMinn & Meigs County) Tues., Thurs., Sat.
- The Greenville Sun (Greene County) Mon. - Sat.
- The Herald-News (Rhea County) Wed.
- The Newport Plain Talk (Newport) Sun., Wed.
- The Rogersville Review (Hawkins County) Wed., Sat.

THE DAILY TIMES

226 Gill St., Alcoa, TN 37701

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

Phone: 865-981-1100 Fax: 865-981-1156

Web Site: thedailytimes.com

Email Address: advertising@thedailytimes.com

Published Daily: Sunday-Friday in print, Saturday online

Member:

News Media Alliance (NMA)

Southern Newspaper Publishers Association (SNPA)

Tennessee Press Association (TPA)

Southern Circulation Managers Association (SCMA)



PERSONNEL

- Bryan Sandmeier - Publisher..... 865-981-1137
- Darrell Richardson - Advertising Director 865-981-1152
- Amy Marshall - Classifieds 865-981-1103
- Becky Payne - Administrative Assistant..... 865-981-1194
- Donna Wilson - Special Sections 865-981-1157
- Jeff Craft - Multimedia Executive 865-981-1192
- Quentin Anthony - Multimedia Executive 865-981-1151
- Sara Thompson - Multimedia Executive 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. 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 865-981-1150.

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.



The Daily Times
INFORM. INNOVATE. INSPIRE.
Your Life. Your Times.

We Are THE DAILY TIMES

Print. Digital. Social.

AUDIENCE REACH **OVER 377,000**
THROUGH PRINT, DIGITAL AND
SOCIAL MEDIA MARKETING SOLUTIONS

\$56,667

MEDIAN
HOUSEHOLD INCOME



AVERAGE
HOUSEHOLD SIZE

2.4 PEOPLE

MARKET POPULATION OF
BLOUNT
COUNTY



136,602

KEY POINTS OF INTEREST



HEALTHCARE
MANUFACTURING
RETAIL TRADE

49%
FEMALE



51%
MALE

44

MEDIAN
AGE

