THE DAILY TIMES
Your Life. Your Times.

Print • E-Edition • Online

2020 Media Kit

307 E. Harper Ave., Maryville, TN 37804
During the August meeting of the Blount County Commission, the department is asking for the installation of heating, ventilation, and air-conditioning (HVAC) systems in a variety of county buildings. The request for heating, ventilation, and air-conditioning (HVAC) systems was made by the department, which stated that the current systems are outdated and not sufficient for the needs of the buildings.

The Blount County Commission approved the request, and the department is now working on securing bids for the project. The department is also exploring the possibility of using energy-efficient systems to reduce the cost of operation.

As the chairman of the Blount County Commission, I was pleased to see the department take the initiative to address the issue of outdated HVAC systems. It is important that we provide a comfortable and safe environment for our staff and visitors.

The department is expected to present a report on the progress of the project at the next commission meeting. I look forward to seeing the results of this project and the positive impact it will have on the county.
ADVERTISING RATES

A. REGULAR OR OPEN RATES

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Column Inch Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Retail Display</td>
<td>$24.00</td>
</tr>
<tr>
<td>National Classified Display</td>
<td>$14.75</td>
</tr>
<tr>
<td>Local Retail Display</td>
<td>$18.00</td>
</tr>
<tr>
<td>Local Classified Display</td>
<td>$14.00</td>
</tr>
</tbody>
</table>

B. MONTHLY BUSINESS CARD RATES

<table>
<thead>
<tr>
<th>Column inches</th>
<th>Rate/month</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 column inches</td>
<td>$375</td>
</tr>
<tr>
<td>3 column inches</td>
<td>$565</td>
</tr>
<tr>
<td>4 column inches</td>
<td>$750</td>
</tr>
</tbody>
</table>

C. PREPRINT, PRINT & DELIVER RATES AND INFORMATION

- Retail, Preprints, Delivery rates available
- Please call ad rep or 865-981-1171

CIRCULATION

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

<table>
<thead>
<tr>
<th>Type</th>
<th>Per Column Inch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>$3.00</td>
</tr>
<tr>
<td>Classified</td>
<td>$3.00</td>
</tr>
<tr>
<td>Preprints, Full Run</td>
<td>$300.00</td>
</tr>
</tbody>
</table>

INTERNET MARKETING

www.thedailytimes.com

Visit one of the most widely read web sites in Blount County. With over 1,000,000 page views per month, thedailytimes.com offers a great variety of advertising opportunities. Call Val Sandmeier at 865-981-1171 for details and pricing.

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) 981-1171.

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 Advocate & Democrat (Monroe County) Wed.
- The Connection (Tellico Village) Wed.
- The Daily Post-Athenian (McMinn & Meigs County) Mon., Wed., Fri.
- The Greenville Sun (Greene County) Mon. & Sat.
- The Herald-News (Rhea County) Wed.
- The Newport Plain Talk (Newport) Sun., Wed.

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, Saturday is e-edition only

C. Prices:

<table>
<thead>
<tr>
<th>Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Copy Monday-Saturday</td>
<td>$1.50</td>
</tr>
<tr>
<td>Single Copy Sunday Edition</td>
<td>$2.00</td>
</tr>
</tbody>
</table>

SEVEN (7) DAYS

<table>
<thead>
<tr>
<th>Subscription Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Year Subscription with E-Edition</td>
<td>$188.00</td>
</tr>
<tr>
<td>One Year E-Edition</td>
<td>$76.50</td>
</tr>
<tr>
<td>Mailed, One Year with E-Edition</td>
<td>$263.25</td>
</tr>
<tr>
<td>Six Month Subscription</td>
<td>$99.00</td>
</tr>
<tr>
<td>Three Month Subscription</td>
<td>$53.00</td>
</tr>
<tr>
<td>EZ Pay Subscription</td>
<td>$15.00/month</td>
</tr>
</tbody>
</table>

FIVE (5) DAYS BUSINESS DELIVERY

<table>
<thead>
<tr>
<th>Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Year Subscription</td>
<td>$99.00</td>
</tr>
</tbody>
</table>

D. CIRCULATION DEPARTMENT

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

### 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.
- The Watcher (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 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.

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**Go Modular.**

**Easy. Effective. Affordable.**

**The Daily Times**

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