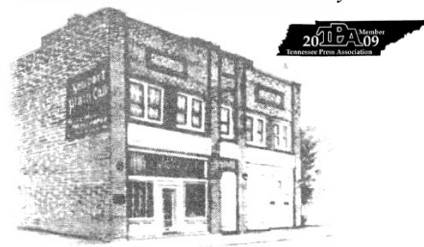


The Newport Plain Talk has the largest total circulation of any newspaper distributed in Cocke County.



ADVERTISING RATES

423-623-6171 EFFECTIVE APRIL 2, 2009-2010

The Newport Plain Talk

A prize-winning Tri-Weekly 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 Sunday, Tuesday, and Thursday

RETAIL ADVERTISING RATES

- National Rate: (Commissionable)
- Display Advertising: (6 column format)
 - Weekday per contract inch.....\$18.08
 - Sunday.....\$21.90

| | | |
|---------------------------------|----------------|---------------|
| Local Advertising Rates: | <u>Weekday</u> | <u>Sunday</u> |
| Open Display Rate | \$13.75 | \$17.08 |

Monthly Earned Rates:

| Monthly Inches | Weekday Rate | Monthly Inches | Sunday Rate |
|-----------------|--------------|-----------------|-------------|
| 1-63..... | \$13.75 | 1-63..... | \$17.08 |
| 64-128..... | \$11.40 | 64-128..... | \$14.16 |
| 129-252..... | \$10.96 | 129-252..... | \$13.60 |
| 253-515..... | \$10.00 | 253-515..... | \$13.06 |
| 516 and Up..... | \$9.70 | 516 and Up..... | \$12.57 |

Preprinted Inserts: (Non-commissionable)

| | |
|------------------------------------|------------|
| Up to 12 tab pages (1.3 ozs.)..... | \$60 per M |
| 16 to 24 tab pages (2.6 ozs.)..... | \$63 per M |
| 28 to 32 tab pages (3.9 ozs.)..... | \$70 per M |

Retail Pick-Up Rates

Any ad which has run on Sunday, Tuesday or Thursday may be picked up within 6 days at a 50% discount.

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 costs and attorney's fees incurred in the course of recovery. There is a \$20 per item returned check charge.

SPECIAL CLASSIFICATION RATES

A. 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. Local political advertisements will run at Local Open Rate. National political advertisements will run at the National Rate.

Public Notices:

| | |
|-------------------------------------|----------|
| Notice to Creditors - 2 times..... | \$120.00 |
| Non-Resident Notice (Standard form) | |
| FOUR TIMES..... | \$142.00 |

All other Public Notice Advertising:

| | |
|---------------------------------------|--------|
| Three Insertions per column inch..... | \$7.75 |
|---------------------------------------|--------|

Deadline is 12:00 Noon two days prior to publication.

| | | |
|------------------------------------|----------------|---------------|
| Church and Civic Club Rate: | <u>Weekday</u> | <u>Sunday</u> |
| Per Column Inch | \$9.70 | \$12.57 |

CLASSIFIED ADVERTISING RATES

- Classified National Rate: (Commissionable)
- Classified Display Advertising: (8 column format)
 - Weekday per contract inch.....\$13.75
 - Sunday.....\$17.35

| | | |
|---------------------------------------|----------------|---------------|
| Open Classified Display Rates: | <u>Weekday</u> | <u>Sunday</u> |
| | \$10.47 | \$12.67 |

Monthly Earned Rates:

| Monthly Inches | Weekday Rate | Monthly Inches | Sunday Rate |
|-----------------|--------------|-----------------|-------------|
| 1-49..... | \$10.47 | 1-49..... | \$12.67 |
| 50-149..... | \$8.54 | 50-149..... | \$10.86 |
| 150-359..... | \$8.31 | 150-359..... | \$10.52 |
| 300-719..... | \$8.09 | 300-719..... | \$9.86 |
| 720 and Up..... | \$7.60 | 720 and Up..... | \$9.64 |

Classified Pick-Up Rates:

Any ad which has run on Sunday, Tuesday or Thursday may be picked up within 6 days at a 50% discount.

| | |
|--|--------------|
| Blind Post Office Box Service | \$7.00 |
| Line Advertising With Border..... | \$2.00 Extra |

Published Every Issue/Priced Per Month

(Non-Commissionable)

| | |
|---|----------------------|
| Classified Display (8 col. format)..... | \$7.50 per col. inch |
| 90-Day Agreement..... | \$6.60 per col. inch |

COLOR RATES

| | | |
|--|----------------|---------------|
| Retail & Classified Display | <u>Weekday</u> | <u>Sunday</u> |
| 1 color with black | \$100 | \$120 |
| 2 colors with black | \$160 | \$200 |
| 3 colors with black | \$200 | \$275 |
| Process color separations.... | \$85 | |

| | | |
|-------------------------|----------------|---------------|
| National Display | <u>Weekday</u> | <u>Sunday</u> |
| 1 color with black | \$120 | \$120 |
| 2 colors with black | \$180 | \$200 |
| 3 colors with black | \$235 | \$275 |

All rates per ad/per page. Seven-day reservation requested. Color scheduling subject to press/printing availability.

DEADLINES:

| | |
|--|-----------------|
| <i>Display Ads: Retail, Classified, National</i> | |
| Sunday Edition..... | 4 P.M. Thursday |
| Tuesday Edition..... | 4 P.M. Friday |
| Thursday Edition..... | 4 P.M. Tuesday |
| Facing pages, color ads, and ads with heavy composition: Noon, 3 days prior to publication. | |

Online Advertising

www.newportplaintalk.com

Average Web Traffic for www.newportplaintalk.com

Page Views: 210,103

Visits: 36,535

Unique Visitors: 12,070

Terms: Page Views- number of different Web pages viewed on our site by our readers. For example, a reader who reads our home page, our local news section, and a story in the local section creates 3 page views during that one visit.

Visits - number of times all of our readers came to our site this month.

Unique Visits- total number of different people who read our newspaper online this month.

Ad Rates: \$10.00 per 1000 impressions. Minimum of 5000 impressions.

Ad Sizes (in pixels):

728 x 90 Leaderboard

160 x 600 Skyscraper

300 x 250 Box Ad

*Ask about cockecountymarketplace.com.
A must for every business!*



March thru December

Visiting the Smokies

*Your Marketplace
For Tourists*

Full Page (6x10)...\$230

6x5...\$130

3x8...\$110

3x4...\$60

1x6...\$40

3x10...\$150

3x5...\$90

2x6...\$60

1x3...\$25

When you buy an ad in Visiting, you may purchase the exact ad (no changes) at 1/2 your original costs to run any day during that month in the regular edition of *The Newport Plain Talk*.

Zip Code Areas Covered:

| DISTRIBUTION | SUNDAY | WEEKDAY |
|-------------------------|--------------|-------------|
| Zip Code - Town | TOTAL | TOTAL |
| 37821 - Newport (City) | 2744 | 2070 |
| 37821 - Newport (Rural) | 1784 | 1721 |
| 37722 - Cosby | 613 | 606 |
| 37843 - Parrottsville | 732 | 709 |
| 37713 - Bybee | 261 | 257 |
| 37753 - Hartford | 204 | 175 |
| 37727 - Del Rio | 249 | 210 |
| 37725 - Dandridge | 278 | 287 |
| 37890 - White Pine | 63 | 61 |
| | 6928 | 6096 |
| Outside Mail | 294 | 291 |
| TMC | 5494 | |
| TOTAL | 12716 | 6387 |

PERSONNEL

- John M. Jones, Sr. - Publisher
- David Popiel - Co-Publisher/Editor/david.popiel@newportplaintalk.com
- Betty McMillan - Advertising Manager/betty.mcmillan@newportplaintalk.com
- Rick Hooper - Managing Editor/rick.hooper@newportplaintalk.com
- Patrick Helms - Circulation/pat.helms@newportplaintalk.com
- Claudine Harris - Accounting/claudine.harris@newportplaintalk.com
- Brenda Crum - Classified Advertising/brenda.crum@newportplaintalk.com

ADVERTISING COLUMN DIMENSIONS

BROADSHEET:

•Full Page: 10" x 20.75" •Maximum Ad Depth: 20.75"

•Double Truck: 21" x 20.75"

RETAIL

Columns... Inches Wide

1 Column... 1.5625"

2 Column... 3.25"

3 Column... 4.9375"

4 Column... 6.625"

5 Column... 8.3125"

6 Column... 10"

CLASSIFIED

Columns... Inches Wide

1 Column... 1.184"

2 Column... 2.444"

3 Column... 3.703"

4 Column... 4.962"

5 Column... 6.222"

6 Column... 7.481"

7 Column... 8.471"

8 Column... 10"

TABLOID:

All Tabloid Publications/TV Time/Visiting The Smokies

•Finished Size: 10.25" x 10" •Maximum Ad Depth: 10"

•Double Truck: 21.5" x 10"

RETAIL

Columns... Inches Wide

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"