

# Internet Advertising cockecountymarketplace.com

To reach busy people on the go anytime 24/7.

Basic listings start at \$49 per month.

[www.newportplaintalk.com](http://www.newportplaintalk.com)

**Web Traffic** (Average Monthly) **Page Views** - 255,000  
**Visits** - 53,000  
**Unique Visitors** - 23,500

## Banner Advertising Available

**Ad Impressions:** 10,000 or 20,000 a month

**Ad Sizes** (In Pixels):

728 x 90 Leaderboard

160 x 600 Skyscraper

300 x 250 Box Ad



April thru November  
**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
Includes single copy and home delivery	6928	6096
Outside Mail	294	291
TMC	5494	
<b>TOTAL</b>	<b>12716</b>	<b>6387</b>

## 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"

### 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... 1.5625"

2 Column... 3.25"

3 Column... 4.9375"

4 Column... 6.625"

5 Column... 8.3125"

6 Column... 10"

## TABLOID:

All Tabloid Publications/TV Time/Visiting The Smokies

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