

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



Revised May 2011

ADVERTISING RATES

EFFECTIVE THRU DECEMBER 31, 2011

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:

Weekday

Sunday

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.....\$10.35

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

Church and Civic Club Rate:

Weekday

Sunday

Per Column Inch

\$9.70

\$12.57

CLASSIFIED ADVERTISING RATES

•Classified National Rate: (Commissionable)

•Classified Display Advertising: (6 column format)

Weekday per contract inch.....\$18.08

Sunday.....\$21.90

Open Classified Display Rates:

Weekday

Sunday

\$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

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

COLOR RATES

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

National Display	Weekday	Sunday
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:

Display Ads: Retail, Classified, National
 Sunday Edition.....2 P.M. Thursday
 Tuesday Edition..... 2 P.M. Friday
 Thursday Edition.....2 P.M. Tuesday

Facing pages, color ads, and ads with heavy composition:

Noon, 3 days prior to publication.