

A photograph of a man and a young child walking on a wooden boardwalk. The man is wearing a light-colored short-sleeved shirt and blue jeans. The child is wearing a pink and white striped shirt. They are surrounded by tall green grass and numerous yellow flowers. In the background, there are some large white rocks. The scene is outdoors and appears to be a park or a natural area.

**The**  
**Daily Post-Athenian**

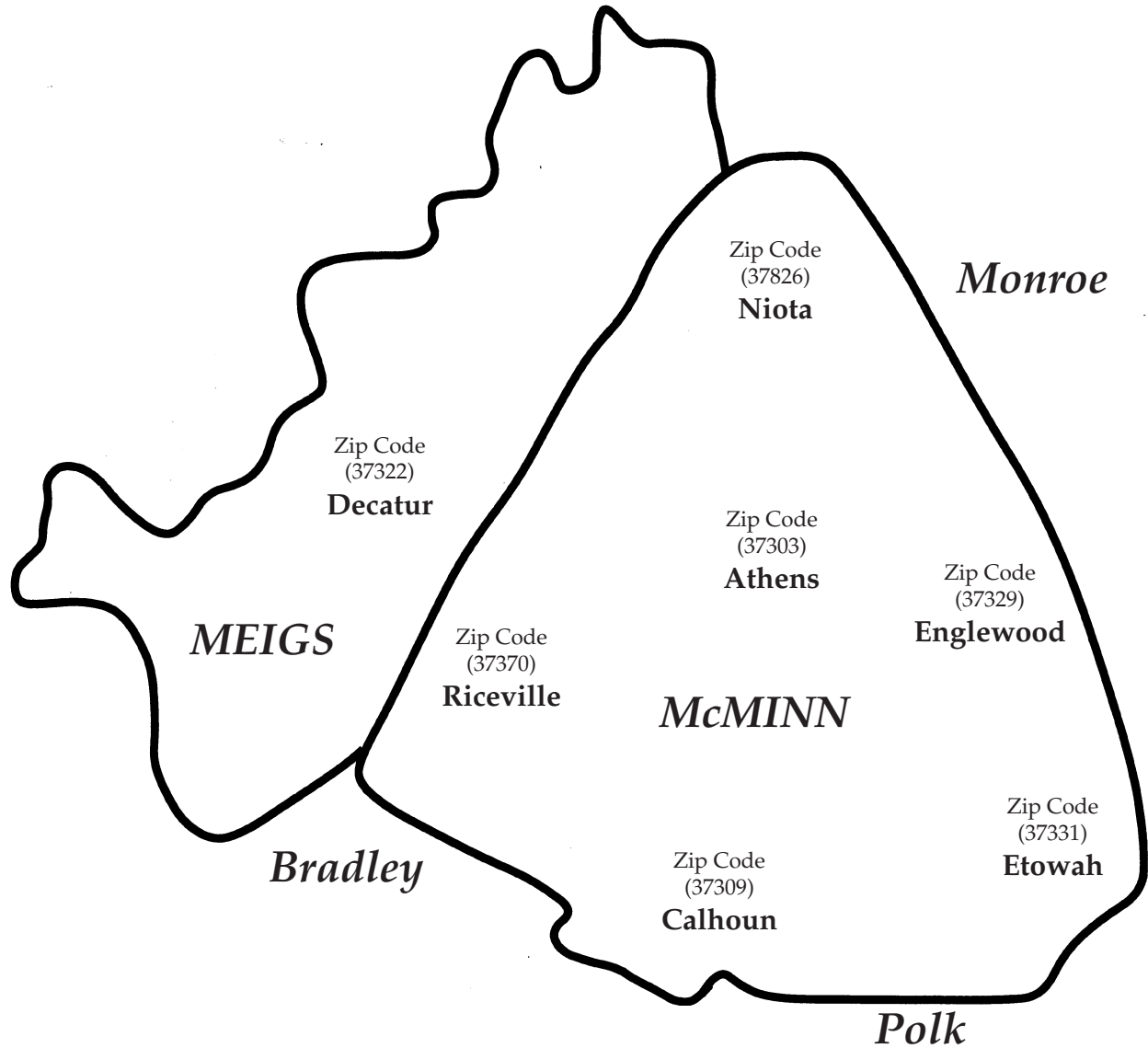
**MEDIA KIT**

**ATHENS, TENNESSEE**

**January 1, 2012**

# The Daily Post-Athenian Valley News

## TOTAL MARKET DISTRIBUTION



Distribution		*Daily Subscriber, Single Copy & Other		TMC	Daily	Weekend & TMC
Zip	City	Distribution	Weekend	Valley News	Total	Total
37303	Athens	4920	5240	3416	8336	8656
37309	Calhoun	182	185	207	389	392
37322	Decatur	788	812	533	1321	1345
37826	Niota	702	649	660	1362	1309
37329	Englewood	690	614	490	1180	1104
37331	Etowah	1744	1610	1746	3490	3356
37354	Madisonville	54	54	0	54	54
37370	Riceville	820	778	476	1296	1254
37874	Sweetwater	57	90	0	57	90
37880	Ten Mile	242	242	184	426	426
	Miscellaneous	135	139	0	135	139
		<u>10,334</u>	<u>10,413</u>	<u>7,712</u>	<u>18,046</u>	<u>18,125</u>

# The Daily Post-Athenian

P.O. Box 340  
320 South Jackson Street  
Athens, Tennessee 37371-0340  
Phone: 423-745-5664  
Fax: 423-745-8295  
Web Site: <http://www.dailypostathenian.com>  
Published Monday through Friday Afternoons

**Rates Effective  
January 1, 2012**

Member: Newspaper Association of America (NAA), National Newspaper Association (NNA), Southern Newspaper Publishers Association (SNPA), Tennessee Press Association (TPA), and TNN (The Newspaper Network).

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### 1. PERSONNEL

Tommy Wilson, Publisher, Vice-President  
Valley Division Jones Media, Inc.  
Rhonda Whaley, General Manager  
Rhonda Elkins, Advertising Manager

### 2. PRIVILEGES AND CONDITIONS

- A. The subject matter, form, size, wording, illustration and typography of all advertising is subject to the approval of the publisher.
- B. **The Daily Post-Athenian** will exercise every care and diligence to prevent omissions and errors in any advertisement. In case of our errors that materially affect the value of the advertising, **The Daily Post-Athenian** will be responsible for making good the space occupied by the item in the advertisement. Avenant, 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.
- C. 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.

### 3. AGENCY COMMISSION AND TERMS OF PAYMENT

- A. Agency Commission** - All national rates on this rate card are net.
- B. Terms of Payment** - Except for those firms and individuals having established credit with **The Daily Post-Athenian**, all advertising is cash with order. All charged advertising is due and payable 15 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 and severally 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."

### 4. GENERAL RATE POLICY

- A. All property rights, including any copyright interest to any advertisement produced for advertiser by **The Daily Post-Athenian** using art work, creative ability and/or typography furnished or arranged by us, shall be the property of **The Daily Post-Athenian**. No such ad or any part thereof may be reproduced without prior written consent of **The Daily Post-Athenian**.
- 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 should complete a credit application form to be approved by **The Daily Post-Athenian** management. We will gladly supply a credit application form to a prospective advertiser upon request. For best results and convenience, 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 lineage 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 10 a.m. business day prior to publication day. Production on advertising set and canceled prior to publication will be charged to advertiser based on labor and materials used.
- F. Advertising depth is available in 1/2 inch increments from 1 column inch to 19 column inches. The next available depth above 19 inches is our full depth of 21 inches.
- G. Although we are unable to guarantee specific placement in the newspaper, we will make every effort to comply with your request for a certain position for your advertisement.
- H. On any advertisement simulating news matter, we reserve the right to insert the words "Advertisement" at the top and/or bottom of the ad.
- I. Double-Truck: Two facing pages across the gutter. All full "double-trucks" will be charged at 13 columns.
- J. Beer, tobacco advertising accepted.

### 5. GROUP COMBINATION RATES

- A. COMBINATION:**  
Advertisers may earn a group combination rate with one-order-one-bill service by placing advertising in daily, weekly, and monthly publications affiliated with Jones Media, Inc. Tennessee publications include **The Daily Post-Athenian** (Athens), **The Maryville Daily Times**, **The Greeneville Sun**, **Monroe County Advocate & Democrat** (Sweetwater, Madisonville), **The Herald News** (Dayton), **News-Herald** (Lenoir City, Loudon), **Village Connection** (Tellico Village), **The Rogersville Review**, **The Newport Plain Talk**. North Carolina publications include: **The Mountain Times** (Watauga, Ashe Counties), **Watauga Democrat** (Boone), **The Blowing Rocket** (Blowing Rock) and **The Avery Journal** (Newland).

Monthly publications include the **Best Read Guide/Smoky Mountains**, **Smoky Mountain Lodging**, **Tennessee Valley Outdoors**, and **Running Journal** (Southeastern United States). Please contact your sale representative for more information.

### 6. ADVERTISING RATES

- A. REGULAR OR OPEN RATES**  
Local Retail or Classified Display Advertising (6 column format)  
Per Column Inch..... **\$15.50**
- B. RETAIL OR CLASSIFIED PICK-UP RATE .....25% Discount**  
Ad reruns within 4 days of first insertion. Copy changes for timeliness only. Excludes Modular Program.

## 6. ADVERTISING RATES CONTINUED

### C. THE VALLEY NEWS

The Valley News is a broadsheet section of The Daily Post-Athenian's Wednesday newspaper. The full color section focuses on regional news and carries the classified section for Wednesday. This section is delivered to the total market area, distributed to more than 17,700 households, reaching subscribers and nonsubscribers.

1. An advertisement in The Valley News edition which is published as a regular section of The Daily Post-Athenian on Wednesday, has a nonduplicated, carrier delivered distribution of 17,458 homes in McMinn and Meigs Counties, reaching subscribers and nonsubscribers.

2. **DEADLINE: MONDAY - NOON** prior to publication.

The following rates are in **addition** to the earned, contract or national rates applicable to The Daily Post-Athenian.

Local Retail or Classified Display Rate (6 col.).....additional \$5.50 pci\*

### D. COMPOSITION CHARGES

Special reverses, PMT line and screen prints, negatives and photographs may incur extra charges depending on size and difficulty of the job.

### E. PREPRINT RATES AND INFORMATION

Please see page 7.

### F. ONLINE RATES - \$10.00 PER THOUSAND

See page 5 for for print and online combination rates.

## 7. COLOR RATES AND DATA

### A. COLOR RATES: The Daily Post-Athenian

1 color with black .....	\$110
2 colors with black.....	\$155
3 colors with black.....	\$220
Process color .....	\$325

### B. THE VALLEY NEWS EDITION - In addition to above costs.

Local (per color, per page).....	\$50
National (per color, per page) .....	\$50

All rates are per ad, per page with no minimum ad size. Color scheduling subject to press availability.

## 8. SPECIAL ROP UNITS

Does not apply.

## 9. SPLIT RUN

Does not apply.

## 10. SPECIAL SERVICES

A. Tearsheets are provided via electronic PDF. Actual printed copies of ads are available upon request for a small fee. If unavailable, The Daily Post-Athenian will furnish affidavit as proof of publication.

B. **AP Adsend** and **AdRes** services provided in cooperation with Associated Press.

C. The Daily Post-Athenian provides an FTP site for file transfer: <ftp://sunads@goldengate.xtn.net/dpa>. For more information contact: Scott Wall at 423-745-5664 ext. 136..

D. Internet Access Services to the World Wide Web plus advertising design and posting.

E. **AP Adsend** and **AdRes** services provided in cooperation with the Associated Press.

F. The Daily Post-Athenian provides an ftp site for file transfer: <ftp://sunads@goldengate.xtn.net/dpa>. For more information contact: Scott Wall at 423-745-5664, ext. 136.

## 11. SPECIAL DAYS/PAGES/FEATURES

### A. BEST FOOD DAY - Wednesday

### B. SPECIAL FEATURE PAGES

Education .....	Wednesday
Business .....	Thursday
TV Listings .....	Friday
Religion .....	Friday
Weekend Edition.....	Friday

## C. SPECIAL SECTIONS & PAGES

### JANUARY

Boomers (tab)  
Income Tax Guide (tab)

### FEBRUARY

Valentine Gift Ideas  
Valentine's Day Coloring Contest  
Foundations - Looking at McMinn's Past and Future

### MARCH

Farming Salute (broadsheet)  
Spring Home Improvement (broadsheet)  
Spring Sports (tab)

### APRIL

American Home Week (broadsheet)  
Boomers (tab)  
Golden Egg Contest  
Easter Coloring Contest  
Pets Part of Our Lives  
Medical Directory

### MAY

Shall We Gather To Worship  
Church Directory (tab)  
Mother's Day Gift Ideas  
Keepsake Edition (broadsheet)  
Wheelies - Transportation Ads  
MooFest Coloring Contest

### JUNE

Dairy Salute (broadsheet)  
Graduation Section (broadsheet)  
Best of the Best

### JULY

For Your Information (FYI) Sales  
July 4th Coloring Contest  
20 Under 40 (tab)

### AUGUST

Back To School Schedules (broadsheet)  
Back To School Coloring Contest  
FYI (tab)  
Football Contest Pages  
Mid-East Tennessee Regional Fair (tab)

### SEPTEMBER

Fall Sports (tab)  
Fall Home Improvement (broadsheet)  
Boomers (tab)

### OCTOBER

Car Care Guide (broadsheet)  
Women Today (tab)  
Halloween Fun Coloring Contest

### NOVEMBER

Holiday Cookbook (tab)  
Gift Guide (tab)  
Hoops 2010 Preview (broadsheet)  
How To Section  
\$1,000 Giveaway

### DECEMBER

Friendly Fellow Greetings  
\$1,000 Giveaway  
Cutest Critter Contest  
Christmas Coloring Contest  
Santa Tracking  
First Baby of the Year Contest

## D. SUPPORT PAGES & NICHE PUBLICATIONS

### JANUARY

Blood Donor Month  
Super Bowl Celebration

### FEBRUARY

Boy Scout Salute  
FFA Salute  
American Heart Month  
Junior Achievement  
Bridal Fair  
My Little Valentine - Grandchildren  
Golden Anniversary Section

### MARCH

Girl Scout Salute  
Red Cross Salute  
Agriculture Week

### APRIL

National Child Abuse Prevention Month  
Easter Sunday Sigs  
Donate Life

### MAY

Mother's Day  
Memorial Day  
In Memory Pages (broadsheet)  
Graduation/Prom Preven  
Driving & Drinking

### JUNE

Father's Day

### JULY

4th of July

### SEPTEMBER

Labor Day Salute

### OCTOBER

4-H Salute  
Halloween Safety Tips  
Fire Prevention

### NOVEMBER

Veterans Salute

### DECEMBER

Business Card Directory  
Drunk Driving  
Chamber Guidebook  
Tourism Map

# print / online advertising rates

advertising choices made easy - just select the right one for your needs!  
choose from the most popular and **effective sizes** below and you're done.  
no complicated discount formulas - **just easy-to-use pricing.**

Full Page w/  
20,000 Online  
Impressions\*



Full Page

**\$800**

Half Page w/  
15,000 Online  
Impressions\*



1/2 Page

**\$500**

Quarter Page w/  
10,000 Online  
Impressions\*



1/4 Page

**\$300**

Eighth Page w/  
5,000 Online  
Impressions\*



1/8 Page

**\$150**

\*Online ads run within 7 days of print ads.

Pick-up ads (50% discount) must run in the same week as full price ads. Color prices additional. \$125 process color and \$50 spot color

**go modular.**  
**easy.**  
**effective.**  
**affordable.**

## THE DAILY POST-ATHENIAN

320 S. Jackson St. / P.O. Box 340 • Athens, TN 37371-0340  
423.745-5664 • [www.DailyPost-Athenian.com](http://www.DailyPost-Athenian.com)

## 12. ROP DEPTH REQUIREMENTS

Any advertisement measuring more than 19 inches deep will be charged for a full column, 21 inches deep. Minimum advertisement size: 1 column inch.

## 13. DEADLINES

### A. THE DAILY POST-ATHENIAN

Local/National display deadline: 3 p.m.-2 days prior to publication.

### B. THE VALLEY NEWS

Deadline is Noon Monday prior to Wednesday publication.

### C. CLASSIFIED PRIVATE PARTY LINE ADS

Deadline is 12 Noon 1 day prior to publication.

### D. TV LISTINGS

Deadline is 5 p.m. Tuesday.

### E. DOUBLE TRUCKS, COLOR ADS AND ADS WITH HEAVY COMPOSITION

Ad should be received by 5 p.m. 3 days prior to publication.

## 14. MECHANICAL MEASUREMENTS

### A. RETAIL & CLASSIFIED DISPLAY

**6 Column Format** - Page size 10 inches wide by 21 inches deep

6 columns x 21 inches = 126 inches = 1 full page

1 column .....	1.5625 inches
2 columns.....	3.25 inches
3 columns.....	4.9375 inches
4 columns.....	6.625 inches
5 columns.....	8.3125 inches
6 columns.....	10 inches

**Double Truck** (two facing pages across gutter): 21 inches wide by 21 inches deep. Billed as 13 columns wide. Minimum double truck is 9 columns wide by 9 inches tall.

### C. TABLOIDS

**6 Column Format** - Page size 10 inches wide by 10 inches deep = 60 inches - 1

Full Page.

One column is 1.5625 inches wide.

## 15. SPECIAL CLASSIFICATIONS

### A. POLITICAL RATE

Open rate. Ads are paid for in advance and conform to all state and federal regulations including disclaimer statements.

### B. CHARITABLE RATE

Organizations maintaining a charitable non-profit status may earn a **10% discount** off the total cost of advertisement.

### C. POSITION CHARGES

Ad position will be guaranteed for an additional 25% charge.

### D. CLASSIFIED LINE ADS

Separate rate tables available.

## 16. CLASSIFIED DISPLAY ADVERTISING RATES

### A. REGULAR OR OPEN RATES

Per Column Inch ..... **\$15.50**

Wednesday's classified pages are automatically included in The Valley News and The Valley News rates apply.

### D. CLASSIFIED DISPLAY PICK-UP RATE

**25% Discount**

Ad reruns within 4 days of first insertion. Copy changes for timeliness only.

### E. BLIND BOX NUMBERS - \$20.00.

## 17. MAGAZINES

Weekend TV Listings (Friday), tabloid form (6 columns), special rates apply.

## 18. DAILYPOSTATHENIAN.COM

The Daily Post-Athenian's Web site has evolved into a true online experience, allowing our users to interact and immerse themselves in photos, videos, slideshows, news, opinions, and more. We cover what's important to people of the local area – whether it's the final score, photos and stats from the late high school football game, election coverage, local seminars, or cooking segments, we've got something for everyone. You'll find all this, including a local audience advertisers want to reach, only at DailyPostAthenian.com. For on line rate card, please visit DailyPostAthenian.com, or call The DPA at 423-745-5664.

## 19. MCMINMARKETPLACE.COM

McMinn Marketplace is McMinn and Meigs counties' first complete online business database with local search capabilities. The local search site will provide users with valuable information about all businesses in our region. Marketplace takes advantage of the growing use of the internet by all consumers, especially by younger consumers that seldom use the print yellow pages as a source for information about a business. The site can be accessed at McMinnMarketplace.com or through a link on DailyPostAthenian.com. Visit the site to see your business listing, or e-mail info@mcminmarketplace.com to set up a user account for your business.

## 20. CIRCULATION

### A. THE DAILY POST-ATHENIAN

Published Monday through Thursday and a weekend edition.

Single Copy: **\$.50 Daily; Weekend \$1.25**

Carrier delivered subscription: **\$108.00** per year

**Daily Circulation: 10,615\***

**Weekend Circulation: 10,388\***

**Annual.**

**\*These numbers are taken from a 1 day sample of distribution.**

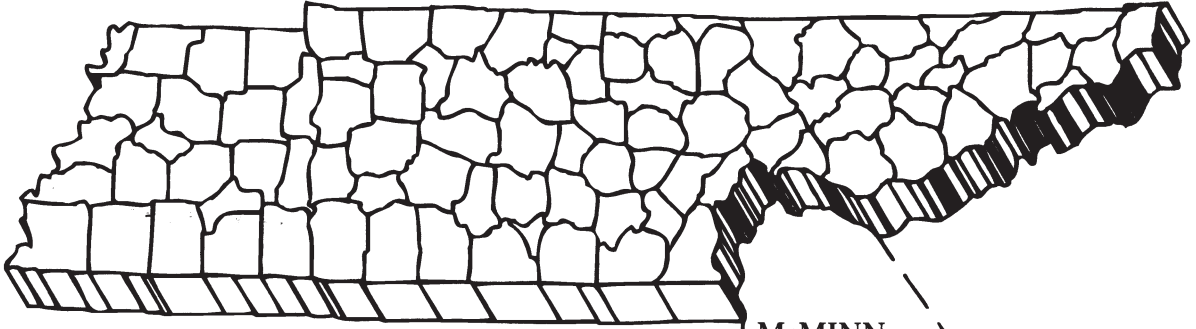
### B. THE VALLEY NEWS

A total market coverage shopper publication delivered to households and racks in McMinn and Meigs counties.

### C. ZIP CODES

37303	Athens
37309	Calhoun
37322	Decatur
37325	Delano
37826	Niota
37329	Englewood
37331	Etowah
37354	Madisonville
37370	Riceville
37874	Sweetwater
37880	Ten Mile

# MARKET LOCATION

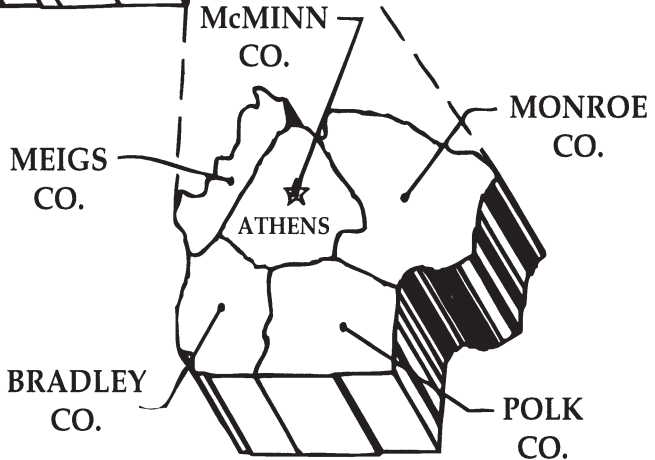


**Mechanical Specifications for Inserts:**

**Minimum size:** 3 inches x 5 inches  
**Minimum thickness:** Single sheet card stock  
**Maximum size:** 11 inches x 11 inches  
**Maximum thickness:** 3/16 inch

**Please note:** Insert rates are determined solely by page count, shape and weight. Quotes are available for any insert that does not conform to criteria listed above. **The Daily Post-Athenian** reserves the right not to accept any insert that cannot be satisfactorily processed by mechanical means.

Inserts should be scheduled a minimum of 7 (seven) days prior to publication date and delivered at least 5 (five) days prior to desired date of insertion.



## PREPRINTS

\*To earn frequency rates, a contract **needs to be** signed and approved by The Daily Post-Athenian and the advertiser in order to receive frequency discounts. If no contract is signed, the advertiser will be charged the open rate.

- Minimum order of preprints - 3,000.
- Zoning charge of \$57/M for paid circulation if less than 10,000 pieces. Applies to open or contract rate.

<b>Open Rate \$57/M</b>		
<b>Daily Post-Athenian</b>		
<b>Frequency Per Calendar Year</b>		<b>4-24 page tab - notify us if larger.</b>
<b>7-12 discount</b>	<b>\$47/M</b>	
<b>13-25 discount</b>	<b>\$45/M</b>	
<b>26-40 discount</b>	<b>\$43/M</b>	
<b>41-up discount</b>	<b>\$41/M</b>	
<b>Valley News (non-subscriber publication) \$47/M</b>		

**CONTRACT RATES** are determined by discounting the appropriate rate listed by the frequency discount. A contract needs to be signed and approved by **The Daily Post-Athenian** and advertiser in order to receive frequency discounts. The quantity of inserts billed to the advertiser may vary based upon the actual number of copies or the number and/or TMC vehicle distributed within the geographic area which the advertiser has designated to receive the advertising message. The actual number of copies distributed may vary from time to time and may differ from published circulation figures. The actual number of inserts to be billed to the advertiser will be furnished by the publisher's representative prior to publication. All contracts should be in writing, duly signed and dated by an authorized representative of both the advertiser and publication, in order for the advertiser to receive contract rate discounts. **Inserts shipped to: 320 South Jackson Street, Athens, TN 37303.**

# NEWSPAPER PROFILE

## The Daily Post-Athenian

The Daily Post-Athenian is proud to have served the news and advertising needs of this community for over 160 years. That makes us the oldest business in continuous operation in McMinn County and the second oldest newspaper in the state of Tennessee. Published every afternoon - Monday through Friday - The Daily Post-Athenian provides comprehensive news coverage in McMinn and Meigs Counties.

The Daily Post-Athenian employees are committed to providing our readers the best newspaper in the area. Our advertising sales representatives are eager to provide our advertisers the expert assistance and superior customer service they expect and deserve to plan, design and implement an effective advertising program.

The Daily Post-Athenian staff produces news and advertising layouts with computers and laser printers, and the newspaper is printed on an offset press.

Advertising rates and inserting costs are included in this Media Guide as well as our latest audited circulation information.

Please call us at 423-745-5664 or visit our web site at [www.dailypostathenian.com](http://www.dailypostathenian.com) if you have any questions about our newspaper operation.

# MARKET PROFILE

## McMinn County, Tennessee

McMinn County is located in East Tennessee approximately 49 miles NE of Chattanooga and 52 miles SW of Knoxville on Interstate 75. Athens is the county seat and comprises 12 of the county's 435 square miles. The towns of Etowah, Englewood, Niota, Riceville and Calhoun are also located in McMinn County and play a vital role in its economy.

McMinn County is an educational, industrial and agricultural center. It is the home of Tennessee Wesleyan College, a four year college, and houses a division of Cleveland State Community College. There are more than 100 manufacturers in the county. Bowater, the nation's leading paper manufacturer, has its newsprint division in Calhoun. Additionally, there are manufacturers providing plastics, chemicals, electric motors, hosiery, furniture and a number of products for the automotive industry.

McMinn County is also a vibrant agricultural center. It is the leading producer of Grade A milk in the state of Tennessee and is the home of the Mayfield Dairy. Beef cattle, hay and feed grains, tobacco, cotton and timber round out the agricultural activity in the area.

McMinn County also has a healthy retail and service sector to serve the needs of the county's 42,000 residents.

### Online Information Available

You may access **The Daily Post-Athenian's** electronic file requirements, pricing and advertising guidelines, advertising staff contact information, and other important details by visiting our home page

<http://www.dailypostathenian.com>

### Electronic File Requirements

Macintosh Based System – OSX

Color elements 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**, native application files

Available Applications: InDesign CS3; QuarkXPress 6; Photoshop CS3; Illustrator 9.0; CS3; Microsoft Word 2008. We cannot process Publisher, .exe or Word Perfect files.

### File Transfer

An FTP site is available for transferring electronic files, and is recommended for larger files. Please contact a Sales Representative or Production Manager for url and user information.