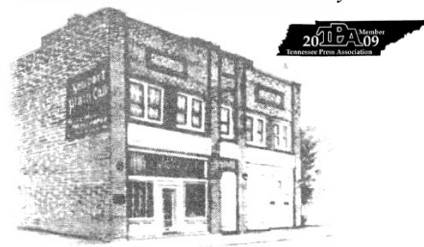


The Newport Plain Talk has the largest total circulation of any newspaper distributed in Cocke County.



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

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.

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:

- Finished Size: 10" x 20.75"
- Maximum Ad Depth: 20.75"
- Double Truck: 21" x 20.75"

RETAIL

| | |
|---------------------|--|
| Columns... Inches | |
| 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 | |
| 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 | Full Page..... 6 col. x 10" |
| 1 Column... 1.5625" | Half Page |
| 2 Column... 3.25" | (Vertical)..... 3 col. x 10" |
| 3 Column... 4.9375" | (Horizontal)..... 6 col. x 5" |
| 4 Column... 6.625" | 3/4 Page..... 5 col. x 10" |
| 5 Column... 8.3125" | 1/4 Page..... 3 col. x 5" |
| 6 Column... 10" | 1/8 Page..... 3 col. x 2.5" |