

ADVERTISING RATE CARD NO. 2009A
EFFECTIVE JANUARY 1, 2009
Published every Tuesday & Thursday

Jefferson City, TN 37760
Jefferson County

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www.standardbanner.com

You'll find it in ...
THE STANDARD
BANNER

This rate card follows the formats established for the Standard Newspaper Advertising Rate Card. Numbered sections that do not pertain to The Standard Banner are omitted.

1. PERSONNEL

Publisher: Tom Gentry
Managing Editor: Dale Gentry
Director of Advertising: Shane Cook
Production Manager: Paul Young
Classified Advertising: Karen Trolinger

2. REPRESENTATIVES

Tennessee Press Service, Inc.
6915 Office Park Circle
Knoxville, TN 37909-1162
Phone: (865) 584-5761
Fax: (865) 558-8687

3. TERMS & COMMISSIONS

All advertising is to be paid when ordered unless a credit account is established. For accounts on credit, payment is due 30 days after the invoice date. A service charge of 1 1/2 percent per month is charged on any unpaid balance after 30 days. All political advertising is to be paid when ordered. A commission of 15% is allowed to recognized advertising agencies for advertising bought at the national rate.

4. POLICIES

Rates may be adjusted with 30 days notice. These terms are applicable to rate card number 2009A, effective January 1, 2009.

5. ADVERTISING RATES

A. Local Retail Rates	Per column inch
Standard Banner - 1 day	\$5.60
Standard Banner - 1 day with PLUS	\$6.60
Standard Banner - 2 days combo	\$9.10
Standard Banner - 2 days combo with PLUS PLUS only	\$10.15 \$3.30

* The PLUS is distributed in neighboring Grainger County.

B. Classified Rates

Classified display rates are the same as Local Retail Rates. Word rates includes worldwide publication in the AdQuest Internet System.

Word Rates

\$1.75 per line for Standard Banner
\$2.00 per line to run two days
Classified ads in the Tuesday Standard Banner also run in the PLUS at no additional charge.

C. National Rates	Per column inch
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Display and Classified Display	
Standard Banner - 1 day	\$7.90
Standard Banner - 1 day with PLUS	\$9.35
Standard Banner - 2 days combo	\$12.00
Standard Banner - 2 days combo with PLUS PLUS only	\$13.50 \$4.55

* The PLUS is distributed in neighboring Grainger County.

D. Composition Charges

No charge for composition work unless ads prepared by The Standard Banner are cancelled before publication. Should that happen, composition will be billed at \$50 per hour.

F. Church Page/Special Sections

The Church Page is published each Thursday. Sponsorship ads measuring 1.798" x 1.5" are available at \$5 per week, non-commissionable. Please contact The Standard Banner for a calendar of special sections and their rates.

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G. Preprint Rates

Single Sheet cost is for up to 80 lb. card stock. Other sizes are based on 30 lb. newsprint.

Single Sheet.....	\$40 per thousand
4 page tabloid.....	\$42 per thousand
8 page tabloid.....	\$44 per thousand
12 page tabloid.....	\$46 per thousand
16 page tabloid.....	\$52 per thousand
20 page tabloid.....	\$57 per thousand
24 page tabloid.....	\$62 per thousand

Other sizes are based on weight and page size. Please contact The Standard Banner for rates and for quantities needed.

7. COLOR RATES

One Color & Black

	Local	National
Ads 1-9 column inches	\$20	\$25
Ads 10-29 column inches	\$40	\$50
Ads 30 column inches and up	\$65	\$80

Two Color & Black

Ads 1-9 column inches	\$40	\$50
Ads 10-29 column inches	\$75	\$90
Ads 30 column inches and up	\$115	\$135

Full Color (Four Color Process)

Ads 1-9 column inches	\$100	\$120
Ads 10-29 column inches	\$150	\$180
Ads 30 column inches and up	\$200	\$240

* All rates per issue.

10. SPECIAL SERVICES

A. Proofs will be delivered or faxed if requested for ads 15 column inches or larger, providing all copy has been submitted by the deadline.

B. Tearsheets will be provided for ads 5 column inches or larger. For ads less than 5 column inches, tearsheets will be provided at the cost of \$1 per tearsheet.

11. SPECIAL ISSUES & PROMOTIONS

Senior Living Winter	January 2009
Community 2008	February 2009
Farming / Lawn & Garden Preview	March 2009
Spring Sports	March 2009
Senior Living Spring	April 2009
High School Graduation	May 2009
Scholastic Student Honors	June 2009
Senior Living Summer	July 2009
Jefferson County Fair	July 2009
Football and Fall Sports Roundup	August 2009
Senior Living Autumn	October 2009
Christmas/New Year Greetings	December 2009

12. ROP DEPTH REQUIREMENTS

A. Standard Page: Minimum display size is 1 column wide x 1 inch deep. Ads over 19 inches in depth will be billed at full column depth of 21 inches.

B. Some special sections are sold in modular units. Contact The Standard Banner for requirements pertaining to specific special sections.

13. COPY REGULATIONS

A. Advertising retail display rates apply only to an advertiser who owns or operates one or more retail businesses.

B. The Standard Banner reserves the right to insert the word "advertisement" in any ad, especially those designed to appear like news stories.

C. Liability for errors in advertisements shall not exceed the cost of the space occupied by the error. We will provide a letter of correction if we fail to correct errors clearly marked by the advertiser on returned proofs.

D. The Standard Banner reserves the right to reject any advertisement submitted for publication.

E. Local rates are net and non-commissionable.

F. Any ad canceled after half or more of its content has been produced by The Standard Banner shall be billed at \$50 per hour for production costs.

G. Every effort will be made to meet reasonable position requests. Failure to meet these requests will not constitute cause for adjustments, refund or return.

H. Rates may be revised upon 30 days notice.

14. DEADLINES

Deadline for the Tuesday issue of The Standard Banner and the PLUS is 5 P.M. the preceding Thursday.

Deadline for the Thursday issue of The Standard Banner is 5 P.M. the preceding Monday.

Contact The Standard Banner for deadlines for special sections and regular issues published during the weeks of New Years, Memorial Day, July 4, Labor Day, Thanksgiving, and Christmas.

15. MECHANICAL REQUIREMENTS

A. Computer pagination of all pages. Slick proofs, black and white art, black and white photographs, and color photographs are acceptable. Ads prepared electronically can be accepted in PDF format. Photos and artwork can be accepted electronically—contact The Standard Banner for details. Halftone screens from 65 to 85 lines are suggested for best reproduction.

B. Measurements

1 Column	1.833 inches
2 Columns	3.792 inches
3 Columns	5.750 inches
4 Columns	7.708 inches
5 Columns	9.667 inches
6 Columns	11.625 inches

Both The Standard Banner and The Plus use the popular 50" web format

16. SPECIAL CLASSIFICATIONS

A. Political Rate: Same as applicable display rate

B. Position Charges: Position cannot be purchased or committed, but every effort will be made to grant reasonable requests at no additional charge.

C. Church Directory: \$5 per insertion

D. Kid Scoop: \$500.00 per year. Published each Tuesday.

E. Business In Action: \$10.00 per week. Published each Thursday.

17. CLASSIFIED RATES

See section 5(B) of this rate card.

20. CIRCULATION INFORMATION & FACTS ABOUT THE STANDARD BANNER

The Standard Banner was established in 1928 and cov-

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ers Jefferson County. It has been owned by the Gentry family since 1956. The owners are on-site and actively work in the management and day-to-day operations of The Standard Banner and The PLUS.

Major zip codes covered are 37725 (Dandridge — county seat), 37760 (Jefferson City), 37820 (New Market), 37871 (Strawberry Plains), 37877 (Talbot) and 37890 (White Pine).

Circulation

Paid Circulation of The Standard Banner averages 6,600 every Tuesday and Thursday (Audited by CAC) Free Circulation of the PLUS is 4,425.

Cost: 50¢ single copy. \$29.50 per year in Jefferson County; \$44.00 per year elsewhere in Tennessee; \$50.00 per year outside Tennessee.

Jefferson County: One of Tennessee's Top Three New-Growth Markets!

Jefferson County shares a boundary with Knox County about 12 miles east of downtown Knoxville. According to the U.S. Census Bureau, the county has seen a population increase of 40% since 1998. It is the fastest growing county in East Tennessee and the third fastest growing county in the state, with a population of 53,000. Much of the growth is attrib-

uted to affluent retirees who are taking advantage of new lakefront and golf developments, including those on Cherokee Lake, located on the county's northern boundary, and Douglas Lake, located on the county's southern boundary. The county's proximity to the Smoky Mountains adds to Jefferson County's appeal.

