

122 W. Andrew Johnson Hwy.
 P.O. Box 310
 Jefferson City, TN 37760-0310
 Phone: (865) 475-2081
 Fax: (865) 475-8539
 E-mail: info@standardbanner.com
 web site: www.standardbanner.com



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/Managing Editor: Dale Gentry
 Director of Advertising: Shane Cook
 Circulation Manager: Karen Trolinger
 Classified Advertising: Angel Isbill

2. ABOUT

The Standard Banner was established in 1928 and covers Jefferson County. It has been owned by the Gentry family since 1956. 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 Readership of The Standard Banner averages 14,200 every Tuesday and Thursday

Cost: 75¢ single copy. \$31.00 per year in Jefferson County; \$46.00 per year elsewhere in Tennessee; \$52.00 per year outside Tennessee.

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 2016A, effective January 1, 2016.

5. ADVERTISING RATES Per column inch

A. Local Retail Rates

Standard Banner - 1 day	\$6.75
Standard Banner - 2 days combo	\$11.50

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

\$2.00 per line for Standard Banner
\$2.50 per line to run two days

C. National Rates

Display and Classified Display	
Standard Banner - 1 day	\$8.25

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 \$5.25 per week, non-commissionable. Please contact The Standard Banner for a calendar of special sections and their rates.

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.

The STANDARD BANNER

SERVING JEFFERSON COUNTY SINCE 1928

**ADVERTISING RATE CARD NO. 2016A
EFFECTIVE JANUARY 1, 2016
PAGE 2**

6. 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	\$40	\$60
Ads 10-29 column inches	\$150	\$180
Ads 30 column inches and up	\$200	\$240

* All rates per issue.

7. 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.

8. 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.

9. 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.

10. DEADLINES

Deadline for the Tuesday issue of The Standard Banner 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.

11. MECHANICAL REQUIREMENTS

A. Ads prepared electronically can be accepted in PDF format. Photos and artwork can be accepted electronically—contact The Standard Banner for details.

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

12. 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: \$5.25 per insertion

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