



2008-2009  
**Media Kit**

*The*  
**ADVOCATE & DEMOCRAT**

**Monroe County Online**  
**[advocateanddemocrat.com](http://advocateanddemocrat.com)**

# The ADVOCATE & DEMOCRAT

Published Sunday, Wednesday and Friday

Web site address [advocateanddemocrat.com](http://advocateanddemocrat.com)

609 East North Street  
P.O. Box 389  
Sweetwater, TN 37874  
(423) 337-7101  
(423) 337-5932 FAX

136 College Street  
P.O. Box 8  
Madisonville, TN 37354  
(423) 442-4575  
(423) 442-1416 FAX

EFFECTIVE THROUGH SEPTEMBER 30, 2009

## ADVERTISING RATE CARD

### 1 PERSONNEL

Mia Rhodarmer  
editor@advocateanddemocrat.com ..... Editor & General Manager  
Sharon Livingston  
sharon.livingston@advocateanddemocrat.com .... Advertising Manager  
Leslie Eder  
accounting@advocateanddemocrat.com.....Business Manager  
Thomas Wilson..... Publisher

### 2 NATIONAL REPRESENTATIVES

Tennessee Press Service  
P.O. Box 8123  
Knoxville, TN 37996  
Phone (423) 974-5481

### 3 COMMISSIONS AND TERMS OF PAYMENT

- Discounts to advertising agencies are taken on the national commissionable rate. All other commissions are to be added to our rates. Terms of payment are net 10 days. A 1.5% service charge will be added to bills over thirty days old. 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 POLICIES - ALL CLASSIFICATIONS

- Customers wishing to cancel advertising should do so before 8 a.m. the day before publication. Cancellations after that time will be charged the full rate. Ads cancelled after the ad deadline will be charged \$27 if the ad has been built by our production department. There will be no charge if the ad was turned in camera-ready but cancelled before 8 a.m. the day before publication.
- Contract cancellations require the customer to pay the difference between the contract rate and open rate.
- Advertising rate changes take place on October 1st of each year. Advertisers will be supplied a new rate card before that date. Rate protection is provided through our retail contracts which are good for one year from the date signed.
- Alcoholic and tobacco advertising is accepted.

- A. Advertising rates may be adjusted as deemed necessary within a 30 day written notice.
- B. Every effort will be made to give requested advertising position.
- C. On any advertising simulating news stories, we reserve the right to insert the words "Advertisement" at the top and/or bottom of the ad.
- D. All "double trucks" will be charged at 13 columns. The minimum size for any double truck is 9 columns by 16 inches in depth.
- E. Any ad 19 1/2 inches in depth will be billed at 21 inches.
- F. The publisher reserves the right to edit or reject any advertising at any time.
- G. Rates effective November 1, 2008.

### 5 RETAIL DISPLAY ADVERTISING RATES

#### LOCAL OPEN RETAIL RATES:

Advocate (Wed.) or Democrat (Fri.)  
per column inch ..... \$9.75  
Advocate & Democrat (Sun.)  
per column inch ..... \$12.00

#### ANNUAL RETAIL CONTRACT RATES

Space Used .....	Sunday
400 .....	\$11.40
800 .....	\$11.00
1200 .....	\$10.90
1500 .....	\$10.50
1800 .....	\$10.30
2650 .....	\$10.20
3500 .....	\$10.10
5000 .....	\$10.00
10,000 .....	\$9.50

#### INTERNET OPTIONS -

#### CALL ADVERTISING DEPARTMENT FOR RATES

## 6 NATIONAL ADVERTISING RATES

National (general) rate is commissionable and available only to recognized advertising agencies. The agency commission is 15% percent with no cash discount.

- (a) Display- Retail Advertising  
Advocate or Democrat  
Per column inch ..... \$13.50  
Advocate & Democrat (Sun.)  
Per column inch ..... \$16.00
- (b) Display-Classified Advertising  
Advocate or Democrat  
Per column inch ..... \$10.00  
Advocate & Democrat (Sun.)  
Per column inch ..... \$12.25
- (c) National Classified Line Ad Rate  
40 cents per word, minimum 15 words

### PRE-PRINT INSERT RATES

Reservations should be made with the advertising department one week prior to publication. Contracts available. Signed contract rates also available for sister combo buys.

Single Sheet - 4 page-Tab .....	\$48 per thousand
8-12 page-Tab .....	\$58 per thousand
16-20 page-Tab .....	\$63 per thousand
24-32 page-Tab .....	\$68 per thousand
36-40 page-Tab .....	\$75 per thousand

*We can zone Sunday inserts by Post Office routes which are the same as our Sunday delivery routes. Advertisers may choose to deliver to subscribers and/or non-subscribers on Sunday.*

- Combination insertion rates available with other group newspapers including the Daily Post-Athenian and the DPA Food and Fun; Dayton Herald-News and the Herald-News "Plus" Section; and the Lenoir City News-Herald, and the News-Herald "Plus" Section.
- The quantity of inserts billed to the advertiser may vary based upon the actual number of copies or the number and/or Total Market Coverage (TMC) vehicle distributed within the geographic area to which the advertiser has designated to receive the advertising material. 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 will 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.

## 7 GROUP COMBINATION RATES- B/W & COLOR

We offer combination buys with other Jones Media, Inc. newspapers. Athens, Dayton, Lenoir City, Newport, Rogersville, and Greeneville are all available to buy in combo with The Monroe County Advocate & Democrat. Ask your sales representative about these special rates and the combined circulation.

*\*Jones Media, Inc., is the management group for Jones Media, Inc., home office in Greeneville, Tennessee.*

## 8 COLOR RATES

Local retail, national, and classified display

1 color & black .....	\$125
2 colors & black .....	\$175
3 colors & black .....	\$250
Process color .....	\$375

The rates are per ad, per page. Five day reservation requested. Additional charge for color separations.

## 9 SPECIAL R.O.P. UNITS

Not available.

## 10 SPLIT RUN

Not available.

## 11 SPECIAL SERVICES

**Ad layout and design** is a service we offer to all of our customers. Our staff has won awards for their ad designs and have letters on hand from customers expressing their pleasure with this service. The newspaper is not responsible for mistakes in ads that have been proofed and corrected as per the instructions of the customers.

**Tearsheets** will be furnished upon customers request for advertisements 10" or larger or if needed for co-op and/or legal purposes. A form is provided for customers to fill out and then kept on file.

## 12 SPECIAL DAYS / PAGES / FEATURES

### SUNDAY - EACH WEEK

Dining Guide, Service Directory, Television Guide, Crossword Puzzle, Kid Scoop Page

### CHEROHALA SKYWAY NEWS

Published Spring, Summer, Fall. A seasonal publication highlighting social events and tourist attractions in Monroe County, Tennessee and Western North Carolina.

### THE ANSWER BOOK

Published in January. This is Monroe County's guide to useful information around and about Monroe County. Contains all pertinent information for old and new residents.

### ANNUAL REPORT

Published in July. An evaluation of the County's business climate. Focuses on business, community and industry throughout the entire county.

### PIGSKIN PREVIEW

Published in August. Contains all county high school teams' pertinent information, as well as, a preview of the season to come. This is a huge advertising campaign involving all county businesses!

### MOVING TO MONROE

Published each October. This publication is for new residents and features helpful information about Monroe County and each of the four cities, education, health care, business and industry.

## 13 R.O.P. DEPTH REQUIREMENTS

- No ads sold less than one inch in depth
- Ads measuring to the quarter inch and three quarter inch will be rounded off to the next even half inch
- Ads wider than tall could have other ads stacked on top
- Customers purchasing double trucks will be charged for the gutter by dividing the dollars spent each month by the open rate

## 14 PRIVILEGES & CONDITIONS

- We reserve the right to refuse any advertising deemed unacceptable for our publication by the publisher
- Customers not meeting their contract requirements will be charged the difference in the actual rate earned and the rate contracted for multiplied by the inches run

**15 DEADLINES**

**DEADLINES-DISPLAY, LINE AD, LEGAL OR PREPRINTS**

Advocate(Wed.).....	Mon. Noon
Democrat (Fri.) .....	Wed. Noon
Advocate & Democrat (Sun.) .....	Thurs. Noon
Preprints .....	7 days prior to publication

**16 MECHANICAL SPECIFICATIONS**

**RETAIL DISPLAY - 6 COLUMN FORMAT**

(Page size 10 inches wide, 21 inches deep)

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

**CLASSIFIED DISPLAY - 8 COLUMN FORMAT**

(Page size 10 inches wide, 21 inches deep)

1 col. ...	1.184 inches
2 col. ...	2.444 inches
3 col. ...	3.703 inches
4 col. ...	4.962 inches
5 col. ...	6.222 inches
6 col. ...	7.481 inches
7 col. ...	8.741 inches
8 col. ...	10 inches

**TABLOID DISPLAY - 4 COLUMN FORMAT**

(Page size 10 inches wide, 10 inches deep)

1 col. ...	2.406 inches
2 col. ...	4.937 inches
3 col. ...	7.469 inches
4 col. ...	10 inches

**17 PUBLIC NOTICE ADVERTISING RATES**

Notice to Creditors (2 runs) .....	\$57.50
Non-resident notice (4 runs) standard form .....	\$86.00
All other public notice advertising - per column inch .....	\$7.20

**POLITICAL ADVERTISING RATES**

Political advertising is payable in advance at open rate and will be typeset as display advertising. By law each advertisement must contain: Paid for by (person responsible for payment)

**18 CLASSIFIED DISPLAY ADVERTISING RATES**

Classified advertising rates apply in Monroe and adjacent counties only. All other is charged at national rates. Classified advertising is based on a 8 column format.

**CLASSIFIED DISPLAY RATES:**

Advocate (Wed.) or Democrat (Fri.) per column inch .....	\$7.00
Advocate & Democrat (Sun.)	

per column inch ..... \$9.00

**ANNUAL CLASSIFIED DISPLAY CONTRACT RATES**

SPACE USED	SUNDAY
500 .....	\$8.20
1000 .....	\$7.50
2000 .....	\$7.10
2500 .....	\$6.90
5000 .....	\$6.70
10,000 .....	\$6.40

**19 MAGAZINES**

Special publications: Monroe County Guidebook, Skyway News, American Profile, Moving to Monroe (New in 2007)

**20 CIRCULATION**

- Established in 1961
- Monroe County Advocate published Wednesday morning - mailed to all subscribers
- The Democrat published Friday morning - mailed to all subscribers
- The Advocate & Democrat is delivered to subscribers Sunday Morning. The PennySaver is a standard size free circulation publication going to non-subscribers on Sunday morning.
- Single copy price is 50¢ - Wed. & Fri. / \$1.00 - Sun.
- One year subscription of three days per week \$59 - in county rate.
- Sworn Post Office statement
- Cover all Monroe County with routes in Loudon, McMinn and Roane County.

**21 DEMOGRAPHICS**

**(A) COMMUNITY DATA**

County Population .....	44,163
Urban Population .....	13,161
Rural Population .....	31,002
Madisonville City Population .....	4,464
Sweetwater City Population .....	6,314
Tellico Plains City Population .....	943
Vonore City Population .....	1,440

Unemployment Rate (August 2008) .....	10.5%
Per Capita Income (2005) .....	\$22,552

**(B) LOCATION**

County: Monroe	Sq. Miles: 662
Region: East	
Distance from: Knoxville .....	45 miles
Chattanooga .....	65 miles