



Effective January 2008  
Prices Good Through December 2008

**Media Information,  
Rates & Circulation**

*Serving Rhea County Since 1898*

**The Herald-News**

Rhea County, Tennessee • P. O. Box 286

• 3687 Rhea County Highway

• Dayton, TN 37321

[www.rhea.xtn.net](http://www.rhea.xtn.net)

FAX (423) 775-8259

(423) 775-6111

**1. PERSONAL**

Publisher: Ed Emens  
 Editor: John Carpenter  
 Classified Ad Manager: Belinda Dillard  
 Advertising Manager: Keith Locke  
 Bookkeeper/Office Manager: Diane Emens

**2. ADVERTISING REPRESENTATIVE**

Tennessee Press Service, 435 Montbrook Lane,  
 Knoxville, TN 37919 Phone (865) 584-5761

**3. AGENCY COMMISSIONS**

The agency commission is 15%.

**4. GENERAL TERMS AND CONDITIONS**

All property rights, including any copyright interest to any advertisement produced for you by The Herald-News using art work, creative ability and / or typography furnished or arranged by us, shall be the property of The Herald-News.

The Publisher reserves the right to edit or reject any advertising deemed objectionable, whether in subject matter, illustration or phraseology at any time.

To establish credit with our Business Office, the advertiser should complete our credit application.

“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.”

Production on advertising set and canceled prior to publication will be charged to advertiser based on labor and materials used.

All advertising charges are due 10 days after billing. A late charge of 1-1/2% per month will be added to payments not received by the 30th of the month following insertion. (Annual rate of 18%. \$1.00 minimum charge.)

Advertising depth is available in 1/2 inch increments from 1 column inch to 21 column inches.

15% additional charge for guaranteed position. (Press capabilities will apply.)

A full "double-truck" will be charged at 13 columns. The minimum size for any double truck is 9 columns wide by 16 inches in height.

Alcohol, tobacco advertising accepted.

**5. ADVERTISING RATES**

**A. OPEN RATES (Non-Contract)**

**1.) RETAIL DISPLAY**

Sunday ..... per column inch ..... \$17.35  
 Wednesday ..... per column inch ..... \$12.40

**2.) CLASSIFIED DISPLAY**

Sunday ..... per column inch ..... \$11.45  
 Wednesday ..... per column inch ..... \$9.20

**B. NATIONAL RATES (commissionable)**

**1.) RETAIL DISPLAY**

Sunday ..... per column inch ..... \$20.70  
 Wednesday ..... per column inch ..... \$14.90

**2.) CLASSIFIED DISPLAY**

Sunday ..... per column inch ..... \$13.75  
 Wednesday ..... per column inch ..... \$10.95

**5 C. CONTRACT RATES**

Est. Annual Inches	Sunday	Wednesday
400	14.10	11.50
600	13.75	11.30
800	13.55	11.25
1200	13.20	11.20
1600	13.00	10.90
2400	12.80	10.80
3200	12.60	10.70
4500	12.30	10.60
6500	12.00	10.45
9300 & OVER	10.80	10.10

**D. CONTRACT RATES - CLASSIFIED**

Est. Annual Inches	Sunday	Wednesday
400	9.35	7.60
600	9.25	7.50
800	9.05	7.20
1000	8.40	7.05
1200	8.30	6.90
1600	8.20	6.80
2400	7.90	6.70
3200	7.70	6.50

**E. CLASSIFIED LINE ADS - Separate rate table applies.**

**F. INSERTS - SUNDAY AND WEDNESDAY**

Total market coverage ..... \$50 / m  
 Zoned, (by Zip Code only) ..... \$55 / m

Contract rates available upon request.

**INSERT INFORMATION**

Number of inserts required: 13,700 Sunday  
 5,700 Wednesday

A minimum charge of \$150 will be issued for any Inserts less than a full run for Sunday or Wednesday. Inserts should be received on our dock 3 working days prior to Insert Publication. 9am - 4pm, Monday through Friday E.S.T. 3687 Rhea County Highway, Dayton, Tennessee 37321.

.H. PICKUP RATE - LOCAL DISPLAY ADS 50% DISCOUNT  
Repeat your ad in the following edition and get a 50% discount. Copy changes for timeliness only. Sunday rate applies when charges are figured.

**6. GROUP COMBINATION RATES**

A. COMBINATIONS: Jones Media, Inc. Network Advertisers may earn a group rate and one-order-one-bill service by placing advertising in daily, weekly, and monthly newspapers, publications affiliated with Jones Media, Inc.. These Tennessee publications include The Greeneville Sun, The Daily Post-Athenian (Athens), The Newport Plain Talk, News-Herald/Village Connection (Lenoir City, Loudon), Monroe County Advocate & Democrat (Sweetwater, Madisonville), The Herald-News (Dayton), The Rogersville Review, The Mountain Times, (Boone, NC), Watauga Democrat (Boone, NC), Blowing Rocket (Blowing Rock, NC), and The Avery Journal-Times (Newland, NC). Monthly publications include Running Journal (Southeastern United States), and Tennessee Valley Outdoors.

**7. COLOR RATES**

Color scheduling subject to press availability.

	Sunday & Wednesday	
1 color & black .....	\$100 .....	\$75
2 colors & black .....	\$150 .....	\$100
3 colors & black .....	\$200 .....	\$150
Full process color .....	\$250 .....	\$200

**8. SPECIAL SERVICES**

Proofs will be furnished to the advertiser prior to publication providing the advertisement is at least 20 column inches.

A minimum of tearsheets will be furnished to the advertiser upon request. If unavailable, The Herald-News will furnish an affidavit as proof of publication.

Layout and clip art service available for ad design. Inserts and single sheets quoted on request.

**9. ROP DEPTH REQUIREMENTS**

Any advertisement measuring more than 19 inches deep will be charged a full column 21 inches deep. Minimum advertisement size: 1 column x 1 inch. Ads should measure as deep in inches as columns wide.

**10. PRIVILEGES AND CONDITIONS ADVERTISING / LEGAL**

The Herald-News will exercise every care and diligence to prevent omissions and errors in any advertisement. In case of any errors on our part that materially affect value of the advertising, The Herald-News will be responsible for making good space occupied by the item in the advertisement, not the entire ad.

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 bills.

"The advertiser and / or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violations of rights of privacy resulting from the publication of the advertiser's advertisement."

**11. ADVERTISING & CLASSIFIED DEADLINES**

Display Advertising Deadlines:  
For Sunday ..... Thursday 12:00 Noon  
For Wednesday ..... Monday 12:00 Noon  
Holidays are rescheduled.

**12. PAGE MEASUREMENTS**

Retail Measurement - 6 column format.  
Page size 11 5/8 inches wide, 21 inches deep.  
Full Page = 126 column inches.

Classified Measurement - 9 column format.  
Page size 11 5/8 inches wide, 21 inches deep.  
Full page = 189 column inches.

**13. SPECIAL CLASSIFICATION RATES**

Political Advertising is payable in advance and will be set as display advertisement.  
Each advertisement must contain:  
"Paid for by Name".

**SUBSCRIPTION RATES\***

**In Rhea County**

6 Months .....	\$32.00
1 Year .....	\$54.00

**Bordering Counties**

3 Months .....	\$24.00
1 Year .....	\$56.00

**Out Of Area**

1 Year .....	\$68.00
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\*May 1, 2007 - April 30, 2008

**The Herald-News**

is Rhea County's most effective means of advertising.  
Published twice a week Sundays & Wednesdays  
13,700 Total Circulation - Sunday  
5,700 Total Circulation - Wednesday

