

# ADVERTISING RATES

## Tennessee Rate Card

<b>PRICES BASED ON ONE TIME PLACEMENT</b>
<b>5% DISCOUNT FOR A FOUR MONTH CONTRACT</b>
<b>10% DISCOUNT FOR AN 8 MONTH CONTRACT</b>
<b>15% DISCOUNT FOR A ONE YEAR CONTRACT</b>

20% discount for Tennessee based non-profit organizations.

## National Rate Card

<b>PRICES BASED ON ONE TIME PLACEMENT</b>
<b>5% DISCOUNT FOR A FOUR MONTH CONTRACT</b>
<b>10% DISCOUNT FOR AN 8 MONTH CONTRACT</b>
<b>15% DISCOUNT FOR A ONE YEAR CONTRACT</b>

20% discount for Tennessee based non-profit organizations.

AD SIZE	B&W	4c	Production Fee
Full Page	\$595	\$799	\$99
3/4 Page	\$495	\$599	\$85
Junior Page	\$395	\$499	\$75
1/2 Page	\$295	\$399	\$65
3/8 Page	\$225	\$299	\$55
1/4 Page	\$175	\$199	\$45
1/8 Page	\$75	\$99	\$35
Business Card	\$45	\$79	\$25

AD SIZE	B&W	4c	Production Fee
Full Page	\$699	\$870	\$99
3/4 Page	\$599	\$770	\$85
Junior Page	\$499	\$670	\$75
1/2 Page	\$399	\$570	\$65
3/8 Page	\$299	\$470	\$55
1/4 Page	\$199	\$370	\$45
1/8 Page	\$125	\$270	\$35
Business Card	\$99	\$150	\$25

ADVERTISING RATES ARE NET & EFFECTIVE 2/01/2007.

When new rates are announced, the advertiser is protected at their agreement rate throughout the term of their contract.

Contact the O&AN sales team for more information.

### PREFERRED POSITIONS:

INSIDE FRONT PAGE	+25%
BACK PAGE	+25%
INSIDE BACK PAGE	+20%
CENTER PAGES	+20%
Other preferred positions	+15%

### ADVERTISER RESPONSIBILITY

Out & About Nashville, Inc., reserves the right to reject any advertisement submitted, as well as the right to print the word "advertisement" on any ad that, in our opinion, resembles editorial copy. We assume no responsibility for artwork or photographs left with us 30 days or longer after the last contract insertion date. The advertiser and/or advertising agency agrees to indemnify and hold harmless from and against any loss or expenses resulting from any disputes or legal claims.

### Email Newsletter Sponsorships - \$300 per blast

Out & About Newspaper.com email newsletters are delivered directly to subscribers' inboxes, providing readers with breaking news along with community events and information. Our lists are entirely permission based, containing only the email addresses of self-selected readers, ensuring your advertising message is viewed by an active, engaged audience.

## INSERT ADVERTISING

Center Placement Only: 90% effective must have 5/8" lap

<b>Host piece:</b>	Maximum 12" x 18" / Minimum 6-1/2" x 8"
<b>Inserts:</b>	Maximum 12" x 18" / Minimum 4" x 6"
<b>Lap:</b>	Minimum 3/8" unless it is a 4 page or Quarter folded piece.
<b>Pocket thickness:</b>	Maximum 3/8" (host piece or insert)
<b>Total thickness:</b>	Maximum 2" (all pieces)
<b>Maximum # of pieces:</b>	13 inserted into 1 piece per pass. (Pre-Inserting available)
<b>Minimum thickness:</b>	70 lb. text for a single piece.

ENTIRE PRINT RUN: **\$75 per thousand** (Minimum 10,000)

"MAILED ONLY": **\$.30 per insert**

Quantity based on current subscribers and changes as new addresses are added.

## CLASSIFIED ADVERTISING

**25 WORDS or less for \$12.00.**

Your ad appears in both the print and online issues. All classified ad orders must be paid when the order is placed.

## WEB ADVERTISING

Be seen by our 1,000,000+ visitors a month...

Top (468 X 60 px) - \$400/month

- Rotates at the top of each page. Can be static, animated or flash

Right Skyscraper (120 x 600 px) - \$250/month

- Rotates at the right side of each page. Can be static, animated or flash

Right Wide Skyscraper (160 x 600 px) - \$300/month

- Rotates at the right side of article pages. Can be static, animated or flash

Bottom Leaderboard (728 x 90 px) - \$200/month

- Rotates at the bottom of each page. Can be static, animated or flash

Inline Article Rectangle (336 x 280 px) - \$400/month

- Rotates within the body copy of an article. Can be static, animated or flash

flash