

a complete advertising
for media

Media Kit 2010

what's inside?

Retail

Classifieds

Online

Distribution



Celebrating 125 years as the news and information source for Hawkins County



THE ROGERSVILLE REVIEW

About The Review

how we can help

The Rogersville Review will be celebrating 125 years as the news and information source for Hawkins County in July. For over a century the Review has been the dominant advertising medium for Hawkins County.

The Review publishes twice weekly and produces numerous niche products throughout the year including a business directory, the Hawkins County Guidebook, Best of the Best and seasonal publications. The online presence of the newspaper is the most visited website in the county averaging 30,000 unique visitors monthly. If you want your advertising message delivered, then your answer is with The Rogersville Review

Jesse Lindsey, editor & publisher

Who we are

Specifications

Subscriptions

Distribution

Leadership Team

Editor & Publisher,
Jesse Lindsey
Accounting,
Teresa Couch
Circulation,
Pat Smith
Retail advertising,
Buffy Torres
Abby Swearingen
Classifieds
Stacy Mayes
Production,
Jasmine Lawson

Terms of Payment,

Except for those firms and individuals having established credit with the Rogersville Review, all advertising is cash with order. All charged advertising is due and payable 10 days from date of invoice. A service charge of 1.5% per month will be applied to all balances unpaid before 30 days from date of invoice. Agency and advertiser are held jointly liable until payment is received in full.

Specifications,

SAU FORMATS 22" Web
Retail - 6 Columns; page size: 10 inches wide, 21.5 inches deep.
Full Page: 129 column inches
Each column: 1.5625 inches
Classified—8-Column;
Full Page: 172 inches
Each column: 1.184 inches
Tabloids— Modular sizes only

Edition

Midweek Review 4,975
Weekend Review 8,125
(Weekend includes TMC quantity 3,000)

Subscribers

Total number of occupied households: 17,258
Review penetration: 47%

notes: distribution numbers include The Rogersville and Hawkins Review (TMC).

numbers represent most recent USPS Publisher's statement.

Subscriptions

Year established: 1885
Midweek Review is published on Wednesday
Weekend Review is published on Saturday
Single Copy 50 cents
Annual Subscription \$39
Outside Hawkins County \$44
Out of State \$50
Per January, 2009. USPS Publisher's statement.

Group Buys: Advertisers may earn a group combination rate by placing advertising in publications affiliated with Jones Media, Inc. Publications Include: The Rogersville Review; The Mountain Times; The Greeneville Sun; The Daily Post-Athenian; Watauga Democrat; The Newport Plain Talk; The Blowing Rock; News-Herald; The Avery Journal; Village Connection; Monroe County Advocate & Democrat; The Herald News. Monthly publications include: Smoky Mountain Lodging; Tennessee Valley Outdoors Running Journal

THE ROGERSVILLE REVIEW

The Review Rates

pricing and more

easy to choose

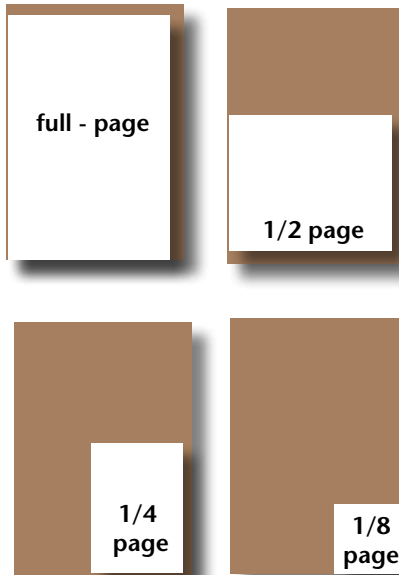
effective

smart

simple

advertising choices made easy - just select the right one for your needs! choose from the most popular and effective sizes below and you're done. no complicated discount formulas - just easy-to-use pricing.

modular size rates



	Rogersville Review	Weekly Review
full - page	\$650	\$300
1/2 page	\$400	\$200
1/4 page	\$250	\$125
1/8 page	\$150	\$75

rates are per publication date, all other sizes priced per column inch. let color make your message jump off the page: color @ \$140; spot color @ \$100

per column inch rates

non-contract/national	\$12.00 pci/net
level one (\$2,500 to \$5,000 per year)	\$10.00 pci/net
level two (\$5,001 to \$10,000 per year)	\$8.00 pci/net
level three (\$10,001 and above per year)	\$6.00 pci/net

did you know? **86%** of adults read a community newspaper each week.

Deadlines

Display Ads:

Retail Tuesday @ noon Weekend Review Friday @ noon Midweek Review

Classified Wednesday @ noon Weekend Review Monday @ noon Midweek Review

THE ROGERSVILLE REVIEW

The Review Rates

pricing and more

classifieds

online

niche products

inserts

classified advertising

Rogersville
Review

Weekly
Review

Commercial Line Ads

\$17.00; 16 words or 4 lines, \$1.50 for each additional line

Private Party Line Ads

\$15.00; 16 words or 4 lines, \$1.50 for each additional line

Legal Notices

\$8.00 pci

Notice to Creditors

\$20.00 (two weeks, \$40.00)

Order of Publication

\$20.00 (four weeks, \$80.00)

insert rates

Cost per 1,000 (Min. 3,000)

	Open	6-12	13-24	25-48	49+
Single sheet	\$46	\$44	\$43	\$42	\$41
Up to 8 pages	\$54	\$52	\$51	\$50	\$49
12 pages	\$59	\$57	\$56	\$55	\$53
16 pages	\$63	\$61	\$60	\$59	\$57
20 pages	\$68	\$66	\$65	\$64	\$62
24 pages	\$72	\$70	\$69	\$68	\$66

Shipping address:

The Rogersville Review, 316 Main St., Rogersville, TN. 37857

Online rates

www.therogersvillereview.com

average unique visitors monthly - 45,000

tile (300x250) \$150 monthly

leaderboard (728x90) \$250 monthly

skyscraper (160x900) \$350 monthly

www.hawkinsmarketplace.com

basic listings \$49 monthly

enhanced listing \$99 monthly

niche/special products

Great home search

(A guide to the area's best real estate opportunities,

Hawkins County Great Home Search is published every six weeks. Hawkins County's major real estate agencies are featured in this tabloid size special section.)

H.C. Guidebook

Home Improvement

Graduation

July 4th Guidebook

The Review anniversary edition

How to guide

Archie Campbell Days

Progress edition

Holiday songbook

Letters to Santa

Marketplace directory

THE ROGERSVILLE REVIEW