

## ZONE 1 WEST

### MEMPHIS

#### The Commercial Appeal

### JACKSON

#### The Jackson Sun

### STANDARD ADS

SIZE	COL x IN
Full	6 col (10") x 20.5"
1/2 Vertical	3 col (4.91") x 20.5"
1/2 Horizontal	6 col (10") x 10.25"
1/4 Vertical	3 col (4.91") x 10.25"
1/4 Horizontal	6 col (10") x 5.125"
3/16	3 col (4.91") x 7.6875"
1/8 Vertical	3 col (4.91") x 5.125"
1/8 Horizontal	6 col (10") x 2.5625"
1/12	2 col (3.22") x 5.125"
Double Truck	13 col (21") x 20.5"

### TABLOID ADS

SIZE	COL x IN
Full	6 col (10") x 9.75"
1/2 Vertical	3 col (4.91") x 9.75"
1/2 Horizontal	6 col (10") x 4.875"
1/4 Vertical	3 col (4.91") x 4.875"
1/4 Horizontal	6 col (10") x 2.4375"
1/6	2 col (3.22") x 4.875"
1/8 Horizontal	6 col (10") x 1.21875"
1/12	2 col (3.22") x 2.4375"
Double Truck	13 col (21") x 9.75"

## ZONE 2 MIDDLE

### CLARKSVILLE

#### The Leaf-Chronicle

### NASHVILLE

#### The Tennessean

### MURFREESBORO

#### The Daily News Journal

### STANDARD ADS

SIZE	COL x IN
Full	6 col (10") x 21"
1/2 Vertical	3 col (4.91") x 21"
1/2 Horizontal	6 col (10") x 10.5"
1/4 Vertical	3 col (4.91") x 10.5"
1/4 Horizontal	6 col (10") x 5.25"
3/16	3 col (4.91") x 7.875"
1/8 Vertical	3 col (4.91") x 5.25"
1/8 Horizontal	6 col (10") x 2.625"
1/12	2 col (3.22") x 5.25"
Double Truck	13 col (21") x 21"

### TABLOID ADS

SIZE	COL x IN
Full	6 col (10") x 9.75"
1/2 Vertical	3 col (4.91") x 9.75"
1/2 Horizontal	6 col (10") x 4.75"
1/4 Vertical	3 col (4.91") x 4.75"
1/4 Horizontal	6 col (10") x 2.375"
1/6	2 col (3.22") x 4.75"
1/8 Vertical	3 col (4.91") x 2.5"
1/12	2 col (3.22") x 2.4375"
Double Truck	13 col (21") x 9.75"

## ZONE 3 EAST

### KNOXVILLE

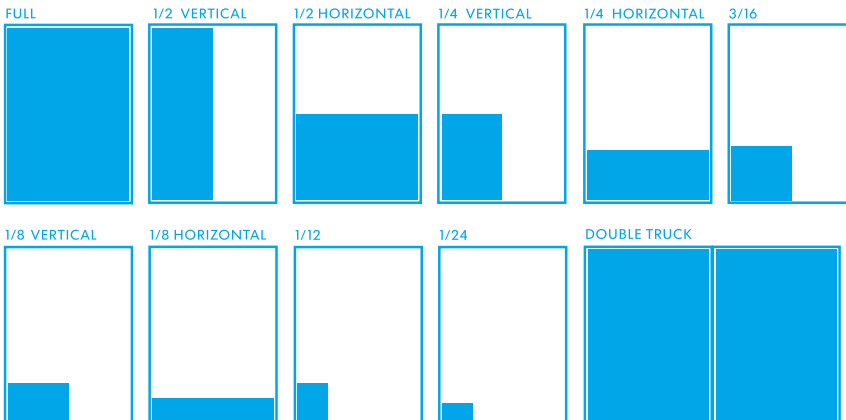
#### The News Sentinel

### STANDARD ADS

SIZE	COL x IN
Full	6 col (10") x 20"
1/2 Vertical	3 col (4.91") x 20"
1/2 Horizontal	6 col (10") x 10"
1/4 Vertical	3 col (4.91") x 10"
1/4 Horizontal	6 col (10") x 5"
3/16	3 col (4.91") x 7.48"
1/8 Vertical	3 col (4.91") x 5"
1/8 Horizontal	6 col (10") x 2.5"
1/12	2 col (3.22") x 5"
Double Truck	13 col (21") x 20"

### TABLOID ADS

SIZE	COL x IN
Inside Cover (bleed)	4 col (10") x 10.5" trimmed 10.25" x 11" spec
Back Cover (bleed)	4 col (10") x 8.875" trimmed 10.25" x 9.125" spec
Full	4 col (9.5") x 9.75"
3/4	3 col (7.09") x 9.75"
1/2 Vertical	2 col (4.68") x 9.75"
1/2 Horizontal	4 col (9.5") x 4.87"
1/4 Vertical	1 col (2.28") x 9.75"
1/4	2 col (4.68") x 4.87"
1/4 Horizontal	4 col (9.5") x 2.43"
1/8 Vertical	1 col (2.28") x 4.87"
1/8 Horizontal	2 col (4.68") x 2.43"



# RUN DATES & DEADLINES



## MEMPHIS

AD RUN DATE	DEADLINE (PM)
MON - ROP	THU - 5:30
TUE - ROP	FRI - 5:30
WED - ROP	MON - 5:30
THU - ROP	TUE - 5:30
FRI - ROP	WED - 5:30
SAT - ROP	THU - 5:30
SUN - ROP	THU - 5:30
TUE - M	THU - 5:30
TUE - TMC, All Zones	WED - 12:00
FRI - Go Memphis	TUE - 12:00
SUN - M	WED - 12:00

## CLARKSVILLE

AD RUN DATE	DEADLINE (PM)
MON - ROP	THU - 3:00
TUE - ROP	FRI - 3:00
WED - ROP	MON - 3:00
THU - ROP	TUE - 3:00
FRI - ROP	WED - 3:00
SAT - ROP	THU - 3:00
SUN - ROP	THU - 3:00
MON - Stewart H. Shopper	THU - 12:00
TUE - Stewart H. Times	THU - 12:00
TUE - Comm. Chronicle TMC	WED - 3:00

## KNOXVILLE

AD RUN DATE	DEADLINE (PM)
MON - ROP	THU - 2:00
TUE - ROP	THU - 2:00
WED - ROP	FRI - 2:00
THU - ROP	MON - 2:00
FRI - ROP	TUE - 2:00
SAT - ROP	WED - 2:00
SUN - ROP	WED - 2:00
WED - Shopper News	WED - 5:00
WED - Sentinel TMC	TUE - 2:00
FRI - Go Knoxville	TUE - 2:00
TUE - PreRun	TUE - 2:00

## JACKSON

AD RUN DATE	DEADLINE (PM)
MON - ROP	THU - 3:00
TUE - ROP	FRI - 3:00
WED - ROP	MON - 3:00
THU - ROP	TUE - 3:00
FRI - ROP	WED - 3:00
SAT - ROP	THU - 3:00
SUN - ROP	THU - 3:00
WED - Neighbors TMC	WED - 3:00
SUN - Homefinder	WED - 3:00

## NASHVILLE

AD RUN DATE	DEADLINE (PM)
MON - ROP	THU - 6:00
TUE - ROP	FRI - 6:00
WED - ROP	MON - 6:00
THU - ROP	TUE - 6:00
FRI - ROP	WED - 6:00
SAT - ROP	THU - 6:00
SUN - ROP	WED - 6:00
WED - Taste/Life	THU - 6:00
WED - Williamson	FRI - 3:00
WED - Summer TMC	WED - 6:00
WED - Music City Beat	WED - 6:00
FRI - Ticket/Life	TUE - 6:00
FRI - Legals	TUE - 6:00
SUN - Select YES	MON - 6:00
SUN - Real Estate	WED - 6:00
SUN - Portfolio/Life	TUE - 6:00
SUN - Classified	WED - 6:00
SUN - Williamson	WED - 6:00
SUN - Summer AM	WED - 6:00

## MTCN

AD RUN DATE	DEADLINE (PM)
TUE - Dickson Shopper	THU - 6:00
TUE - Hickman Shopper	THU - 6:00
TUE - Fairview Observer	THU - 6:00
WED - Dickson Herald	FRI - 6:00
WED - Robertson Co. Times	FRI - 6:00
WED - Ashland City Times	FRI - 6:00
WED - Summer TMC	WED - 6:00
FRI - Gallatin	TUE - 6:00
FRI - Dickson Herald	TUE - 6:00
SUN - Summer AM	WED - 6:00

## MURFREESBORO

AD RUN DATE	DEADLINE (PM)
MON - ROP	THU - 3:00
TUE - ROP	FRI - 3:00
WED - ROP	MON - 3:00
THU - ROP	TUE - 3:00
FRI - ROP	WED - 3:00
SAT - ROP	THU - 3:00
SUN - ROP	THU - 3:00
WED - DNJ Extra	WED - 3:00
SUN - DNJ Comics	MON - 3:00
SUN - Classified	THU - 3:00