

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 10.20"
1/4 Vertical	3 col (4.91") x 10.20"
1/4 Horizontal	6 col (10") x 5.05"
3/16 Page	3 col (4.91") x 7.61"
1/8 Vertical	3 col (4.91") x 5.05"
1/8 Horizontal	6 col (10") x 2.47"
1/12 Page	2 col (3.22") x 5.05"
1/24 Page	2 col (3.22") x 2.47"
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 4.82"
1/4 Vertical	3 col (4.91") x 4.82"
1/4 Horizontal	6 col (10") x 2.36"
1/6 Page	2 col (3.22") x 4.82"
1/8 Front Strip	6 col (10") x 1.13"
1/12 Page	2 col (3.22") x 2.36"
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 10.45"
1/4 Vertical	3 col (4.91") x 10.45"
1/4 Horizontal	6 col (10") x 5.17"
3/16 Page	3 col (4.91") x 7.80"
1/8 Vertical	3 col (4.91") x 5.17"
1/8 Horizontal	6 col (10") x 2.53"
1/12 Page	2 col (3.22") x 5.17"
1/24 Page	2 col (3.22") x 2.53"
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 4.82"
1/4 Vertical	3 col (4.91") x 4.82"
1/4 Horizontal	6 col (10") x 2.36"
1/6 Page	2 col (3.22") x 4.82"
1/8 Front Strip	6 col (10") x 1.13"
1/12 Page	2 col (3.22") x 2.36"
Double Truck	13 col (21") x 9.75"

ZONE 3

EAST

KNOXVILLE

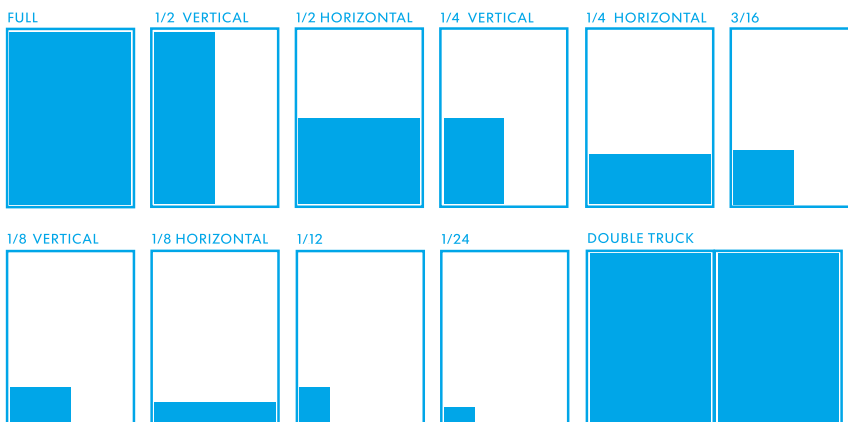
The News Sentinel

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 9.95"
1/4 Vertical	3 col (4.91") x 9.95"
1/4 Horizontal	6 col (10") x 4.92"
3/16 Page	3 col (4.91") x 7.42"
1/8 Vertical	3 col (4.91") x 4.92"
1/8 Horizontal	6 col (10") x 2.41"
1/12 Page	2 col (3.22") x 4.92"
1/24 Page	2 col (3.22") x 2.41"
Double Truck	13 col (21") x 20"

TABLOID ADS

SIZE	COL x IN
Full	4 col (9.5") x 9.75"
1/2 Vertical	2 col (4.68") x 9.75"
1/2 Horizontal	4 col (9.5") x 4.82"
1/4 Page	2 col (4.68") x 4.82"
1/4 Horizontal	4 col (9.5") x 2.36"
1/6 Page	2 col (4.68") x 2.36"
1/8 Front Strip	4 col (9.5") x 1.13"
1/12 Page	1 col (2.28") x 2.36"
Double Truck	9 col (20") x 9.75"



RUN DATES & DEADLINES



MEMPHIS

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
TUE - M	THU - 3:00
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 - 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	WED - 3:00
WED - Taste/Life	THU - 3:00
WED - Williamson	FRI - 3:00
WED - Summer TMC	WED - 3:00
WED - Music City Beat	WED - 3:00
FRI - Ticket/Life	TUE - 3:00
FRI - Legals	TUE - 4:00
SUN - Select YES	MON - 3:00
SUN - Real Estate	WED - 3:00
SUN - Portfolio/Life	TUE - 3:00
SUN - Classified	WED - 4:00
SUN - Williamson	WED - 3:00
SUN - Summer AM	WED - 3:00

MTCN

AD RUN DATE	DEADLINE (PM)
TUE - Dickson Shopper	THU - 3:00
TUE - Hickman Shopper	THU - 3:00
TUE - Fairview Observer	THU - 3:00
WED - Dickson Herald	FRI - 3:00
WED - Robertson Co. Times	FRI - 3:00
WED - Ashland City Times	FRI - 3:00
WED - Summer TMC	WED - 3:00
FRI - Gallatin	TUE - 3:00
FRI - Dickson Herald	TUE - 3:00
SUN - Summer AM	WED - 3:00

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 - 4:00