## Market & Retail Trading Zones

### Weekly Times Free Press Readers

<table>
<thead>
<tr>
<th>Adults in Chatt. DMA</th>
<th>Percent of DMA</th>
<th>TFP Readers</th>
<th>TFP Reach % in DMA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DMA</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chattanooga DMA</td>
<td>744,860</td>
<td>100.0%</td>
<td>312,692</td>
</tr>
</tbody>
</table>

### Sex of respondent

<table>
<thead>
<tr>
<th>Sex</th>
<th>Adults</th>
<th>Percent</th>
<th>TFP Readers</th>
<th>TFP Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>358,756</td>
<td>48.2%</td>
<td>162,823</td>
<td>45.4%</td>
</tr>
<tr>
<td>Women</td>
<td>386,104</td>
<td>51.8%</td>
<td>141,261</td>
<td>38.8%</td>
</tr>
</tbody>
</table>

### Age of respondent

<table>
<thead>
<tr>
<th>Age</th>
<th>Adults</th>
<th>Percent</th>
<th>TFP Readers</th>
<th>TFP Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>206,913</td>
<td>27.8%</td>
<td>69,153</td>
<td>33.4%</td>
</tr>
<tr>
<td>35-54</td>
<td>251,119</td>
<td>33.7%</td>
<td>102,368</td>
<td>40.8%</td>
</tr>
<tr>
<td>55+</td>
<td>286,828</td>
<td>38.5%</td>
<td>141,171</td>
<td>49.2%</td>
</tr>
</tbody>
</table>

### Level of education

<table>
<thead>
<tr>
<th>Education</th>
<th>Adults</th>
<th>Percent</th>
<th>TFP Readers</th>
<th>TFP Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>High school or less education</td>
<td>382,174</td>
<td>51.3%</td>
<td>143,676</td>
<td>37.6%</td>
</tr>
<tr>
<td>Some college (no diploma or Associates)</td>
<td>232,671</td>
<td>31.2%</td>
<td>105,248</td>
<td>45.2%</td>
</tr>
<tr>
<td>College graduate (4 year college)</td>
<td>74,327</td>
<td>10.0%</td>
<td>34,577</td>
<td>46.5%</td>
</tr>
<tr>
<td>Attended technical/vocational school</td>
<td>204,091</td>
<td>27.4%</td>
<td>90,425</td>
<td>44.3%</td>
</tr>
</tbody>
</table>

### Race

<table>
<thead>
<tr>
<th>Race</th>
<th>Adults</th>
<th>Percent</th>
<th>TFP Readers</th>
<th>TFP Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>644,580</td>
<td>86.5%</td>
<td>260,779</td>
<td>40.5%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>62,565</td>
<td>8.4%</td>
<td>34,014</td>
<td>54.4%</td>
</tr>
<tr>
<td>Other</td>
<td>37,715</td>
<td>5.1%</td>
<td>17,900</td>
<td>47.5%</td>
</tr>
</tbody>
</table>

### Household income (HHLD)

<table>
<thead>
<tr>
<th>Income Level (HHLD)</th>
<th>Adults</th>
<th>Percent</th>
<th>TFP Readers</th>
<th>TFP Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $30,000</td>
<td>271,309</td>
<td>36.4%</td>
<td>96,906</td>
<td>35.7%</td>
</tr>
<tr>
<td>$30,000 - $49,999</td>
<td>160,967</td>
<td>21.6%</td>
<td>70,278</td>
<td>43.7%</td>
</tr>
<tr>
<td>$50,000 - $99,999</td>
<td>204,100</td>
<td>27.4%</td>
<td>96,634</td>
<td>47.4%</td>
</tr>
<tr>
<td>$100,000 +</td>
<td>108,584</td>
<td>14.6%</td>
<td>48,875</td>
<td>45.0%</td>
</tr>
</tbody>
</table>

### Own or rent residence (HHLD)

<table>
<thead>
<tr>
<th>Residence (HHLD)</th>
<th>Adults</th>
<th>Percent</th>
<th>TFP Readers</th>
<th>TFP Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own</td>
<td>501,965</td>
<td>67.4%</td>
<td>223,291</td>
<td>44.5%</td>
</tr>
<tr>
<td>Rent</td>
<td>193,874</td>
<td>26.0%</td>
<td>71,952</td>
<td>37.1%</td>
</tr>
</tbody>
</table>

© Scarborough Research 2016
CLASSIFIED RATES

Local Open Inch and Line Rates
1-2 days ........................................ $69.72 per inch / $4.98 per line
3-4 .............................................. $58.10 per inch / $4.15 per line
5-6 .............................................. $52.22 per inch / $3.73 per line
7-9 .............................................. $51.38 per inch / $3.67 per line
10+ .............................................. $48.44 per inch / $3.46 per line

Local Legal Display/Line Rates
Daily .......................................... $38.22 per inch / $2.73 per line
Saturday ................................... $41.86 per inch / $2.99 per line
Sunday ..................................... $43.96 per inch / $3.17 per line

Local Legal Display/Line Rates
Daily .......................................... $41.86 per inch / $2.99 per line
Saturday ................................... $43.68 per inch / $3.12 per line
Sunday ..................................... $46.06 per inch / $3.29 per line

National Inch and Line Rates
Daily ........................................ $143.08 per inch / $10.22 per line
Saturday ................................... $158.20 per inch / $11.30 per line
Sunday ...................................... $165.06 per inch / $11.79 per line

National Legal Display/Line Rates
Daily .......................................... $40.46 per inch / $2.89 per line
Saturday ................................... $43.68 per inch / $3.12 per line
Sunday ..................................... $46.06 per inch / $3.29 per line

Special Rates
Community Rate ................................................... $2.00 Line
Affidavit Charge ............................................................ $10

General Classified Advertising Rates

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>DAILY INCH</th>
<th>DAILY LINE</th>
<th>SUNDAY INCH</th>
<th>SUNDAY LINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ 1,500 Rate</td>
<td>$36.96</td>
<td>$2.64</td>
<td>$56.98</td>
<td>$4.07</td>
</tr>
<tr>
<td>$ 3,000 Year</td>
<td>$35.28</td>
<td>$2.52</td>
<td>$54.60</td>
<td>$3.90</td>
</tr>
<tr>
<td>$ 6,000 Year</td>
<td>$33.46</td>
<td>$2.39</td>
<td>$51.52</td>
<td>$3.68</td>
</tr>
<tr>
<td>$ 10,000 Year</td>
<td>$32.20</td>
<td>$2.30</td>
<td>$49.70</td>
<td>$3.55</td>
</tr>
<tr>
<td>$ 25,000 Year</td>
<td>$31.08</td>
<td>$2.22</td>
<td>$47.88</td>
<td>$3.42</td>
</tr>
<tr>
<td>$ 50,000 Year</td>
<td>$29.82</td>
<td>$2.13</td>
<td>$46.06</td>
<td>$3.29</td>
</tr>
<tr>
<td>$ 100,000 Year</td>
<td>$27.86</td>
<td>$1.99</td>
<td>$42.98</td>
<td>$3.07</td>
</tr>
<tr>
<td>$ 150,000 Year</td>
<td>$26.46</td>
<td>$1.89</td>
<td>$40.60</td>
<td>$2.90</td>
</tr>
<tr>
<td>$ 225,000 Year</td>
<td>$24.78</td>
<td>$1.77</td>
<td>$38.22</td>
<td>$2.73</td>
</tr>
</tbody>
</table>

Local Services Directory
Make your business successful! Get Listed! Get Viewed! Get Business!

By listing in our directories, you will reach 273,007* readers weekly (Bradley, Hamilton, Catoosa & Walker counties) whose households have a variety of service needs.

MONTHLY RATES

Get Listed! is a good value:
• 3 lines of print for 30 consecutive days ................................................................. $153.50 per month
• Plus Homefinder Magazine

Get Viewed! is a better value:
• 3 lines of print for 30 consecutive days
• Plus Enhanced Online Keywords, logo, website and email link ........................................... $275 per month
• Plus Homefinder Magazine

Get Business! is the best value:
• 3 lines of print for 30 consecutive days
• Plus Enhanced Online Keywords, logo, website and email link
• Plus a Featured Business Profile
• Plus Homefinder Magazine
• Plus a Section Front rotation ................................................................................. $401 per month
PRINT ONLY

Classified Jobs Section - any size display / any day = $75.98 pci / per day
Classified Jobs Section - 1 column line ad = $7.05 per line / per day

PRINT + DIGITAL

Print rates discounted when bundled with digital products at additional cost.

Classified Jobs Section - any size display / any day = $12.05 pci per day
Classified Jobs Section - any size display / 3 consecutive days = $30 pci
Classified Jobs Section - 1 column line ad / up to 12 lines = $2.85 per line / per day. Additional lineage $2.50 per line / per day.

PREMIUM POSITIONS, THEME PAGES & PICK-UP RATES

Featured Employer – Sunday Front Page of Jobs Section
4x5.5 Top = $499 | 2x8 Middle = $399 | 6x5 Bottom = $599

Featured Advertiser Showcase
(Education Connection, Employer Connection, Service Connection)
Half page = $475 per day / Full Page = $999 per day. Pick-up within 28 days at 50% discount. Includes a 200 word article and display space.

Most Wanted Jobs Theme Page = $14.28 pci / per day
(space sold in 2x3.5 increments)

Noticias Libres - Pick up display from CTFP = $6 pci / per Thursday

Community News - 1/8 page (2x4.792) = $50 per issue.
Discounted rate only available when bundled with CTFP.

ONE COLUMN PRINT & ON-LINE PACKAGES**

Packages include up to 12 lines print text. Additional lineage $2.50 per line / per day. On-line text includes one job title with unlimited lineage.

Basic Reach - 4 consecutive days in Classifieds + 1x pick-up in Noticias Libres + 14 days on jobs.timesfreepress.com w/ Total Talent Reach = $204.36

Jobs Extended Reach - 8 consecutive days in Classifieds + 1x pick-up in Noticias Libres + 14 days on jobs.timesfreepress.com w/ Total Talent Reach = $263.88

Jobs Max Reach - 14 consecutive days in Classifieds + 2x pick-up in Noticias Libres + 14 days on jobs.timesfreepress.com w/ Total Talent Reach = $348.96


**Packages are non-refundable. Job title(s) and/or lineage may not be modified once published.

ON-LINE CANDIDATE TARGETING UPGRADES

*Not available for a la carte purchases

CTFP Boosts

<table>
<thead>
<tr>
<th>Price Per Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base 14 day posting TFP.com only</td>
</tr>
<tr>
<td>Base 30 day posting TFP.com only</td>
</tr>
<tr>
<td>Top Job Featured Scroll</td>
</tr>
<tr>
<td>Featured Employer Profile</td>
</tr>
<tr>
<td>Priority Search Spotlight</td>
</tr>
</tbody>
</table>

Real Match Boosts

<table>
<thead>
<tr>
<th>Price Per Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>TTR 14 day</td>
</tr>
<tr>
<td>TTR 30 day</td>
</tr>
<tr>
<td>Social</td>
</tr>
<tr>
<td>Performance</td>
</tr>
<tr>
<td>Resume</td>
</tr>
<tr>
<td>Email</td>
</tr>
<tr>
<td>Diversity</td>
</tr>
<tr>
<td>College</td>
</tr>
</tbody>
</table>

Recruitology Boosts

<table>
<thead>
<tr>
<th>Price Per Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>After College</td>
</tr>
<tr>
<td>Call Center</td>
</tr>
<tr>
<td>Diversity</td>
</tr>
<tr>
<td>Education</td>
</tr>
<tr>
<td>Energy</td>
</tr>
<tr>
<td>Green</td>
</tr>
<tr>
<td>Healthcare</td>
</tr>
<tr>
<td>Healthcare/Nurse Combo</td>
</tr>
<tr>
<td>IT</td>
</tr>
<tr>
<td>MFG/ Engineering</td>
</tr>
<tr>
<td>Nursing</td>
</tr>
<tr>
<td>Sales</td>
</tr>
<tr>
<td>Social</td>
</tr>
<tr>
<td>Trucking</td>
</tr>
<tr>
<td>Veteran’s</td>
</tr>
<tr>
<td>Max Recruit*</td>
</tr>
<tr>
<td>Select Package</td>
</tr>
<tr>
<td>Max Package*</td>
</tr>
</tbody>
</table>

**Includes distribution to Indeed.

TOTAL TALENT REACH

NATIONAL SITES

INDUSTRY SITES

LOCAL SITES

MATCH ALERTS

For custom pricing options Call 423-757-6400 or email jobsupport@timesfreepress.com
Ask about employer brand building and candidate targeting solutions.
Frequency Line Ads are available. Call 423-757-6204.

Featured Home
Featured Homes are a rare advertising opportunity that places your message on the front of the Homes section, with a corresponding article, about one of the properties you represent. This is your advertising space to create the message you want to reach our readers. The article is written by a freelance writer associated with the CTFP. Advertisers cannot control the content of the article, but the articles are well written and will help to highlight your property’s best details. Only one photo will publish with each article. Also includes 10,000 online impressions.
Ad size (8.3056” x 2”) full color, 1 position available......................................................$748

Spotlight Ads
Spotlight ads are advertisements that are placed beside the Featured Home each Sunday. The ads feature above the fold, prominent placement and are generally one of the first things readers will notice when they pick up the Homes section. Both of the spotlight ad positions can be purchased to give the advertiser a larger presence.
Ad size (1.5278” x 3.75”) full color, 2 positions available.................................$200 per ad

Weekly Showcase Ads
One of the most popular ads offered by the Chattanooga Times Free Press, Weekly Showcase of Homes ads offer big size and impact at affordable investment levels. These ads fall on both the Homes section front and also are placed directly next to reader content on the inside of the Homes section. While readers are taking in the detail of the articles, they are also spending time with your advertisement.
Ad size (3.2222” x 3.5”) full color, 6 front page positions, Unlimited positions on the interior section ......................................................$199 per ad Sat. $349 per ad Sun.

Homefinder
Full Page (8x9.375)............................................................................................................$399
Half Page Horizontal (8x4.625) ..........................................................................................$199
Half Page Vertical (3.9375x9.375)......................................................................................$199
Quarter Page (3.9375x4.625) ..........................................................................................$99
Premium positions available starting at ..........................................................................$495

Free ad design and photography services available. Includes full color.
Color
There is a 8” minimum space requirement for color ads.
Rates:
Full Color ........ $995.00

These charges are in addition to regular space charges.
Color for double trucks is charged as two pages of color.

Web Charges
Merchandise/other .......................$3.50 per ad
Real Estate ....................................$5.00 per line ad
...................................................$12.00 per display ad

Box Numbers
• Box Number Charge $45.00
• Replies will be given to only those who can properly identify themselves with the box numbers.
• Box numbers will remain open 30 days.
• Box number replies may be mailed or picked up.

Classified Deadlines

<table>
<thead>
<tr>
<th>AD RUNS</th>
<th>LINE ADS</th>
<th>DISPLAY ADS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>Fri. 5pm</td>
<td>Fri. 12pm</td>
</tr>
<tr>
<td>Tuesday</td>
<td>Mon. 11am</td>
<td>Fri. 12pm</td>
</tr>
<tr>
<td>Comm. News</td>
<td>Fri. 4pm</td>
<td>Fri. 12pm</td>
</tr>
<tr>
<td>Wednesday</td>
<td>Tues. 11am</td>
<td>Mon. 12pm</td>
</tr>
<tr>
<td>Thursday</td>
<td>Wed. 11am</td>
<td>Tues. 12pm</td>
</tr>
<tr>
<td>Friday</td>
<td>Thurs. 11am</td>
<td>Wed. 12pm</td>
</tr>
<tr>
<td>Saturday</td>
<td>Fri. 11am</td>
<td>Thurs. 12pm</td>
</tr>
<tr>
<td>Saturday Real Estate</td>
<td>Thurs. 5pm</td>
<td>Wed. 12pm</td>
</tr>
<tr>
<td>Sunday</td>
<td>Fri. 5pm</td>
<td>Thurs. 12pm</td>
</tr>
<tr>
<td>Sunday Real Estate</td>
<td>Fri. 12pm</td>
<td>Thurs. 12pm</td>
</tr>
<tr>
<td>Noticias Libres</td>
<td>Tues. 11am</td>
<td>Mon. 11am</td>
</tr>
</tbody>
</table>

Production Information
Printing Process: Flexo
Napp Polymer Plate
No vertical or horizontal shrinkage

Mechanical Specifications
Display (Broadsheet) 6 Column page
(10” Wide, 20.75” Deep, 0.125” between columns)
1 col. - 1.5278” 5 col. - 8.3056”
2 col. - 3.222” 6 col. - 10”
3 col. - 4.9167” Doubletruck - 21”
4 col. - 6.6111”

Standard stitch and trim tabloid products
(Stapled magazine format, such as FYI Weekend) are based on the same column widths as Display, with a full page depth of 9.75”

Electronic Ad Transmission
Ads may be sent electronically through:
1. AdSend
2. FastChannel
3. AdTransit
4. High resolution PDF files may be sent via e-mail to adservices@timesfreepress.com

An FTP site may be established if there is a need to electronically transfer large files which cannot be emailed. Contact your sales executive for information.

High Resolution PDF Requirements
• Fonts must be embedded
• Line art resolution must be 600 d.p.i.
• Photographic image resolution must be 200 d.p.i.
• Toning for newsprint: Highlight Dot- 5%, can go to zero in some areas where you know it is white. Contrast is the key to looking good in the paper for B/W pictures. Use no less than 5% in any flesh tone. Shadow Dot-85 to 90% ; Dot Gain-20% ; Total Density-265: C-65; M-55; Y-55; K-90
• All colors will be converted to CMYK for output
• Newsprint Advertising — 100 line screen
• Glossy Print Advertising — 133 line screen
• Toning for glossy print: S.W.O.P. (Specifications Web Offset Publications)

Multi-Media Types Accepted:
• CD  • DVD  • Flash Drive
Be Part of the Community
The New-Look Community News is a highly cost effective solution to help grow your business.

- Reach up to 42,642 households in the community of your choice or 149,487 total households.
- Reach nearly every household in the Chattanooga area and North Georgia areas.
- Weekly deals will attract more readers for an even better return on investment.
- Weekly deals on the cover and throughout each edition.
- Completely local content with a strong “Buy Local feel.”
- Select the area of town you want to reach.
- Online weekly at community.timesfreepress.com

Community News Pricing

<table>
<thead>
<tr>
<th>Advertiser Zones</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Hamilton</td>
<td>42,627</td>
</tr>
<tr>
<td>North Hamilton/Signal Mountain</td>
<td>41,076</td>
</tr>
<tr>
<td>Metro</td>
<td>30,850</td>
</tr>
<tr>
<td>North Georgia</td>
<td>34,934</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Zones</th>
<th>1 zone</th>
<th>2 zones</th>
<th>3 zones</th>
<th>4 zones</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>10’ X 9.75”</td>
<td>$500</td>
<td>$834</td>
<td>$1,168</td>
<td>$1,390</td>
</tr>
<tr>
<td>Half Page</td>
<td>H. 10” x 4.7917”</td>
<td>$300</td>
<td>$500</td>
<td>$701</td>
<td>$834</td>
</tr>
<tr>
<td>V. 4.9167” x 9.75”</td>
<td>Quarter</td>
<td>$175</td>
<td>$292</td>
<td>$409</td>
<td>$487</td>
</tr>
</tbody>
</table>

Ask your advertising representative about frequency discounts.
PRE-PRINTED ADVERTISING

Rates are for insertion only. CPM = Cost per thousand inserts.

Single Sheet  Width 8"-9.25" Depth 8"-11"  1 pg.  CPM $34

<table>
<thead>
<tr>
<th>Standard Pages Width 10&quot;-11.5&quot; Depth 21&quot;-23&quot;</th>
<th>Tabloid Pages Width 10&quot;-11.5&quot; Depth 10&quot;-11.5&quot;</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>4</td>
<td>$46</td>
</tr>
<tr>
<td>4</td>
<td>8</td>
<td>$55</td>
</tr>
<tr>
<td>6</td>
<td>12</td>
<td>$62</td>
</tr>
<tr>
<td>8</td>
<td>16</td>
<td>$71</td>
</tr>
<tr>
<td>10</td>
<td>20</td>
<td>$80</td>
</tr>
<tr>
<td>12</td>
<td>24</td>
<td>$89</td>
</tr>
<tr>
<td>14</td>
<td>28</td>
<td>$95</td>
</tr>
<tr>
<td>16</td>
<td>32</td>
<td>$102</td>
</tr>
<tr>
<td>18</td>
<td>36</td>
<td>$111</td>
</tr>
<tr>
<td>20</td>
<td>40</td>
<td>$119</td>
</tr>
</tbody>
</table>

Material must be shipped, freight prepaid, on disposable skids or boxed, to:
Chattanooga Times Free Press
400 East 11th Street
Chattanooga, Tennessee 37403

Hours for delivery are:
Monday through Friday 8 a.m. to 4 p.m.

PRINT & DELIVER INSERTS

A turn-key single sheet print and deliver program.
Rates are inclusive of design, consultation, shipping, printing and insertion. 10,000 minimum. $250 Cancellation Fee.

Glossy Single Sheets
8 1/2 X 11 full color 70 lb. glossy enamel paper

Rates

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Half Page CPM</th>
<th>Full Page CPM</th>
<th>4 Page CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,000-14,999</td>
<td>$44 CPM</td>
<td>$93 CPM</td>
<td>$137 CPM</td>
</tr>
<tr>
<td>15,000-29,999</td>
<td>$41 CPM</td>
<td>$78 CPM</td>
<td>$110 CPM</td>
</tr>
<tr>
<td>30,000-59,999</td>
<td>$38 CPM</td>
<td>$63 CPM</td>
<td>$85 CPM</td>
</tr>
<tr>
<td>60,000-104,999</td>
<td>$34 CPM</td>
<td>$54 CPM</td>
<td>$70 CPM</td>
</tr>
<tr>
<td>105,000 +</td>
<td>$31 CPM</td>
<td>$45 CPM</td>
<td>$65 CPM</td>
</tr>
</tbody>
</table>

Additional Options
Second Side Printing  Add $7 CPM
Perforation  Add $3 CPM
80 lb. Card Stock  Add $6 CPM

We offer several insert sizes. Call for details.
Reservations and copy due 20 days before insertion date.

Zoning Inserts
Zip code zoning is available Wednesday-Saturday. Truck route zoning is available outside of the PMA. Sunday insert distribution is full run or primary market only. Pre-print distribution is not available on Monday or Tuesday.

Pre-Print Reservations/Deadlines
Deadline for reservations and materials is ten days prior to date of insertion, except Thanksgiving Day which is 14 days prior. Zip code distribution is available Monday through Saturday. Total market distribution is available Wednesdays. Deadline for TMC pre-print product one week prior to Wednesday’s publication date.

Part Run And Zone Inserts
All combinations of subscriber, non-subscriber, zone, district and zip code distribution will be charged on the basis of zone cost per thousand. Pre-print distribution by zip code is not available on Sunday. MINIMUM ZONE CHARGE IS $340.00

Holiday Readership
To give advertisers maximum reach, the daily paper will be distributed to Sunday subscribers on Thanksgiving Day and each Friday before the following holidays: Memorial Day, July 4th, Labor Day and Christmas Day. Sunday rates will apply. Preprints can run full or primary distribution only.

Newsprint Inserts
Heavy stock newsprint inserts, price inclusive of design, printing and inserting. Daily and Saturday can be zoned; Sunday full run only.

4 Page Tab  20,000 minimum order  $60 cpm
Mechanical size: 10” wide by 9.75” high

Multiple Page Newsprint Sections

<table>
<thead>
<tr>
<th>Rates</th>
<th>Daily</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 Pages</td>
<td>$10,068</td>
<td>$11,578</td>
<td>$12,376</td>
</tr>
<tr>
<td>8 Pages</td>
<td>$15,104</td>
<td>$17,368</td>
<td>$18,571</td>
</tr>
<tr>
<td>12 Pages</td>
<td>$20,156</td>
<td>$20,661</td>
<td>$21,665</td>
</tr>
</tbody>
</table>

Page size is 6 columns x 20.75" deep. Includes 4 pages of process color, with remaining pages printed in black and white. As an added value, you receive 60" of ROP space to promote and direct readers to this section. This promotional space publishes the day of or day prior to the insertion of the section.
IMPACT ADVERTISING

Front Page Sticky Notes
Advertise on the front page of the Chattanooga Times Free Press. Front Page Newspaper Ad Labels feature your message on the front page of the newspaper on a detachable advertisement. Front Page Label size is 2.875" x 2.875"

- 40,000-99,999 ........................................ $45 CPM
- 100,000+ ........................................... $40 CPM
- Variable Data ...................................... Additional $9 CPM
- Scratch-off Ink ..................................... Additional $9 CPM
- Digital Sticky Note ................................ First impression $750
  Every impression $1,200

All Front Page Sticky Notes are full color, with an option for black text backside printing at no additional charge. Advertisers can zone front page labels down to the zip code level any day but Sunday. Suggested minimum 40,000.

Front Page Banners
6 column by 2" color ad on the front of any section except section A. Based on availability. $700 each – 1x, $600 each – 4x/mo., $500 each – 13x/3mo.

Island Ad Position
Placement on stock exchange page- only ad on the page! Charge per insertion, Daily $250; Sunday $350. Ad size is 2 col x 4".

Ribbon Ads
Ribbon ads are "flap" ads that partially overlay a page in the paper. 2.5" wide by 20.75" deep (the full depth of the paper), full color, both sides. Rate is only $750 per day. Wide flap ads are wider, measuring 6.61" wide by 20.75" deep and are $3,500 per day.

Ear Ads
Small square ad on the front of Life, Metro, Sports or Business. Ear ads are in the masthead of the section Front at the top right corner. Size (1.5"x1.5"), $150/day or $100/day with 4 or more insertions in a 30 day period.

TV Magazine
Select distribution every Sunday to 19,000 opt-in households. This popular product has a seven day shelf life.

<table>
<thead>
<tr>
<th>Size</th>
<th>26 Wk. Rate</th>
<th>52 Wk. Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Pg. Ad</td>
<td>$410</td>
<td>$293</td>
</tr>
</tbody>
</table>

Ad prices include full process color.

Color Comics
Sunday Comics readership ranks second only to the front page of the paper.
Spadea (equal to 2 full pages) ........................................... $5,980
Full Page/Gatefold (equal to 1 full page)  
  52 Weeks  26 Weeks  13 Weeks
  6x2" Front Banner $250/wk $275/wk $300/wk
  6x2" Back Banner $150/wk $175/wk $200/wk
Closing time is 28 days in advance of issue date. Space sold on an availability basis.

Advertorial Opportunities

**Ideal Health and Beauty**
Category exclusive 16 week program that includes 2 story features, 16 weeks of advertising and year round online presence. Runs every Wednesday in Life for only $265 per week.

**Business Experts**
Category exclusive 16 week program that includes 2 story features, 16 weeks of advertising and year round online presence. Runs every Tuesday in Business for only $265 per week.

Noticias Libres
Noticias Libres is our Hispanic language broadsheet newspaper, with 10,000 copies distributed weekly to locations in Whitfield, Catoosa, Walker, Bradley and Hamilton Counties.
$12 per inch  Color $75  Pickup Rate $3.75 per inch
General Advertising Policies
The Chattanooga Times Free Press reserves the right to revise advertising rates at any time. Every effort will be made, but is not guaranteed, to give 30 days notice of any general rate revision.

Every attempt will be made to position advertising in accordance with requests. However, the Chattanooga Times Free Press reserves the right to position, classify, edit, reject or cancel any advertisement at any time.

Allowance will only be made for errors that materially affect the value of the advertisement. Liability for an error shall not exceed the cost of the space occupied by the error.

All advertising including mail order, telephone response, and seminar ads are subject to publisher's approval and payment in advance with cashiers or certified check.

Copy Regulations
The placing of any advertising matter for publication with the Chattanooga Times Free Press will be construed as acceptance of all provisions, rates and conditions of this rate card. Failure to make order correspond in price, or otherwise, with the rate card is regarded only as a clerical error, and publication will be made and charged for upon the rates and terms of the rate card, without further notice.

The Chattanooga Times Free Press (and affiliate publications) reserves the right to edit, alter, classify or reject any advertisements. The subject matter, form, size, wording and typography of all advertising is subject to approval of the publisher. Further, the advertiser and/or agent assumes liability of all content (including text and illustrations) of advertising printed, and also assumes responsibility for any claims arising against publisher for inadvertent transgressions.

The Chattanooga Times Free Press assumes no financial responsibility for typographical errors, scheduling errors of omission, or any other errors. In the event of typographical errors, scheduling errors, errors of omission, or any other error, the liability of the publisher shall be confined to a cancellation of charges for the portion of the ad that is in error (or a rerun of the corrected portion of the ad in error). Claims must be made in writing within 30 days of invoice.

Positioning requests will be honored as far as practical in conformity with newspapers' format. Specifications on orders for the use, or barring the use of any page, or relating to the kind of news or advertising on the page are treated as requests only, and advertising must be paid for regardless of position.

No ‘upside down’ advertisements accepted.

Advertising matter that, in publisher's judgment, resembles news matter will be indicated by the word “Advertisement” within the advertising space. In the absence of such indication, the right is reserved to insert such information at the publisher's discretion.

The Chattanooga Times Free Press is not responsible for advertising orders, cancellations, or corrections given over the telephone. Written confirmations, orders, cancellations, or corrections must be received.

All political advertisements will be required to comply with State and Federal regulations regarding identification of person(s) placing advertisement. *Paid Political Advertisement* must appear within ad space, and payment in advance is required.

All standard retail display advertisements are required to have a border around the advertising content.

Commissions & Terms of Payment
Retail rates are net due by 10th of month and are not subject to commission or cash discounts.

All rates are net cash with order unless credit has been approved by the Publisher. Publisher will invoice advertiser on a monthly or cash basis depending on financial condition and known credit data. Accounts more than 30 days past due shall bear interest at the rate of 1 1/2% per month (18% per annum).

Contract rates take effect upon receipt of signed, approved contract and cannot be made retroactive beyond the first day of the month that the agreement is signed.

MECHANICAL SPECIFICATIONS

Display (Broadsheet) 6 Column page
(10" Wide, 20.75" Deep, 0.125" between columns)

| 1 col. | 1.527" |
| 2 col. | 3.222" |
| 3 col. | 4.917" |
| 4 col. | 6.611" |

Tabloid products
Standard Tab: (TV Magazine, Community News):
Ads are based on the same column widths as 6 column Display, with a full page depth of 9.75"

Modular Tab:
Ad sizes are sold as “modules” of the overall page. Half pages, quarter pages, etc. Contact your sales executive for mechanical ad sizes for these products.

Electronic Ad Transmission
Ads may be sent electronically through any of the following means:
1. AdSend (Code= TNCHA)
2. FastChannel
3. AdTransit
4. High resolution PDF files may be sent via e-mail to your sales executive.

5. Customer supplied FTP site
   (user name/password needed from customer to access their site.)

Please send ads in time to be retrieved by 4:30 p.m. Monday-Friday.

An FTP site may be established if necessary.
Contact your sales executive for more information.

High Resolution PDF Requirements for quality reproduction.
- Fonts must be embedded
- Line art resolution must be 600 d.p.i.
- Photographic image resolution must be 200 d.p.i.
- Toning for newsprint: Highlight Dot - 5%, can go to zero in some areas where you know it is white. Contrast is the key to looking good in the paper for B/W pictures. Use no less than 5% in any flesh tone Shadow Dot - 85 to 90%
- Total Density - 265: C-65; M-55; Y-55; K-90
- Dot Gain - 20%
- All colors will be converted to CMYK for output
- Newsprint Advertising — 100 line screen
- Glossy Print Advertising — 133 line screen
- Toning for glossy print: S.W.O.P.
(Specifications Web Offset Publications)
JANUARY 2017

S M T W T F S
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 31

FEBRUARY 2017

S M T W T F S
1 2 3 4
5 6 7 8 9 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28

MARCH 2017

S M T W T F S
1 2 3 4
5 6 7 8 9 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28 29 30 31

APRIL 2017

S M T W T F S
1 2 3 4
5 6 7 8 9 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28

MAY 2017

S M T W T F S
1 2 3 4 5
6 7 8 9 10 11 12
13 14 15 16 17 18 19
20 21 22 23 24 25 26
27 28 29 30 31

JUNE 2017

S M T W T F S
1 2 3
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30

JULY 2017

S M T W T F S
1 2 3
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30

AUGUST 2017

S M T W T F S
1 2 3 4 5
6 7 8 9 10 11 12
13 14 15 16 17 18 19
20 21 22 23 24 25 26
27 28 29 30

SEPTEMBER 2017

S M T W T F S
1 2
3 4 5 6 7 8 9
10 11 12 13 14 15 16
17 18 19 20 21 22 23
24 25 26 27 28 29 30

OCTOBER 2017

S M T W T F S
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 31

NOVEMBER 2017

S M T W T F S
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30

DECEMBER 2017

S M T W T F S
1 2
3 4 5 6 7 8 9
10 11 12 13 14 15 16
17 18 19 20 21 22 23
24 25 26 27 28 29 30
31

Holiday Expanded market coverage - Sunday Rates
Thanksgiving 70,000, Other Days 66,000