

Classified Advertising 2017



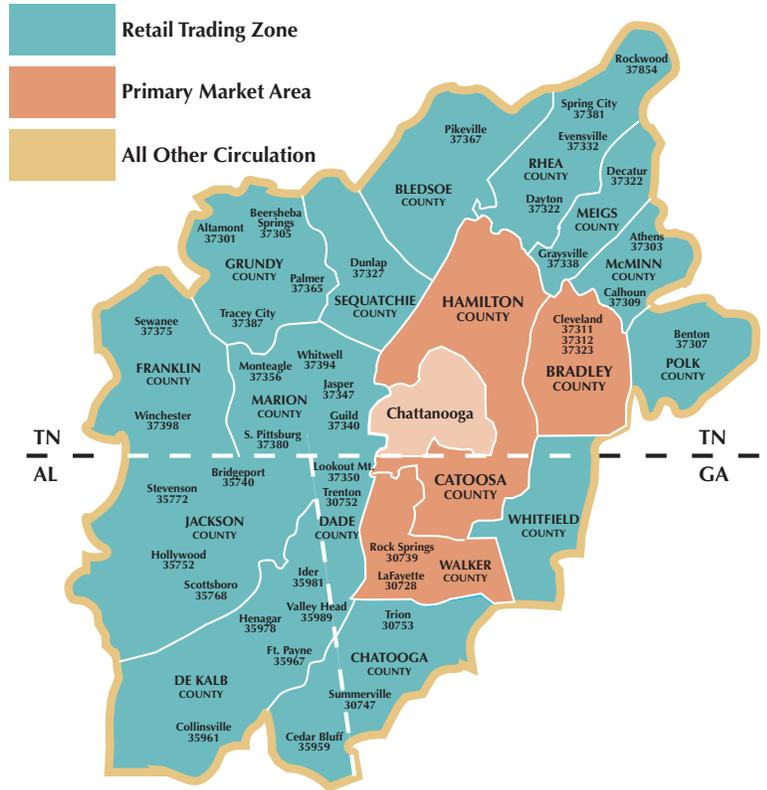
Chattanooga Times Free Press
timesfreepress.com  

CLASSIFIED ADVERTISING

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Market & Retail Trading Zones



Weekly Times Free Press Readers	Adults in Chatt. DMA	Percent of DMA	TFP Readers	TFP Reach % in DMA
DMA				
Chattanooga DMA	744,860	100.0%	312,692	42.0%
Sex of respondent				
Men	358,756	48.2%	162,823	45.4%
Women	386,104	51.8%	141,261	38.8%
Age of respondent				
18-34	206,913	27.8%	69,153	33.4%
35-54	251,119	33.7%	102,368	40.8%
55 +	286,828	38.5%	141,171	49.2%
Level of education				
High school or less education	382,174	51.3%	143,676	37.6%
Some college (no diploma or Associates)	232,671	31.2%	105,248	45.2%
College graduate (4 year college)	74,327	10.0%	34,577	46.5%
Attended technical/vocational school	204,091	27.4%	90,425	44.3%
Race				
White	644,580	86.5%	260,779	40.5%
Black/African American	62,565	8.4%	34,014	54.4%
Other	37,715	5.1%	17,900	47.5%
Household income (HHLI)				
Under \$30,000	271,309	36.4%	96,906	35.7%
\$30,000 - \$49,999	160,967	21.6%	70,278	43.7%
\$50,000 - \$99,999	204,100	27.4%	96,634	47.4%
\$100,000 +	108,584	14.6%	48,875	45.0%
Own or rent residence (HHLI)				
Own	501,965	67.4%	223,291	44.5%
Rent	193,874	26.0%	71,952	37.1%

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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

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

Legal Rates

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

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

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

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

RECRUITMENT ADVERTISING

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

30 Day On-Line Job Posting - On-line Only on jobs.timesfreepress.com with Total Talent Reach = \$164 + optional candidate targeting boosts.

**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	Price Per Unit
Base 14 day posting TFP.com only	\$42.00
Base 30 day posting TFP.com only	\$64.00
Top Job Featured Scroll	\$50.00
Featured Employer Profile	\$85.00
Priority Search Spotlight	\$25.00

Real Match Boosts	Price Per Unit
TTR 14 day	\$90.00
TTR 30 day	\$100.00
Social	\$85.00
Performance	\$85.00
Resume	\$85.00
Email	\$50.00
Diversity	\$50.00
College	\$50.00

Recruitology Boosts	Price Per Unit
After College	\$50.00
Call Center	\$50.00
Diversity	\$75.00
Education	\$50.00
Energy	\$50.00
Green	\$50.00
Healthcare	\$50.00
Healthcare/Nurse Combo	\$120.00
IT	\$50.00
MFG/ Engineering	\$50.00
Nursing	\$50.00
Sales	\$50.00
Social	\$85.00
Trucking	\$50.00
Veteran's	\$50.00
Max Recruit*	\$125.00
Select Package	\$175.00
Max Package*	\$200.00

*Includes distribution to Indeed.

TOTAL TALENT REACH



For custom pricing options Call 423-757-6400 or email jobssupport@timesfreepress.com
 Ask about employer brand building and candidate targeting solutions.

REAL ESTATE ADVERTISING

Frequency Line Ads are available. Call 423-757-6204.



City Name - # Bed / # Bath,
Subdivision Name, xxxx sq. ft.
 This luxurious home offers an open floor plan, master on main, lawn irrigation, and more!
 Many upgrades! Must See!
 \$xxx,xxx MLS#11111111
 Call Today!
 John Doe Agent 423-555-5555
 Company Name 423-555-5555

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.

50,000 Total Distribution

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

AD RUNS	LINE ADS	DISPLAY ADS
Monday	Fri. 5pm	Fri. 12pm
Tuesday	Mon. 11am	Fri. 12pm
Comm. News	Fri. 4pm	Fri. 12pm
Wednesday	Tues. 11am	Mon. 12pm
Thursday	Wed. 11am	Tues 12pm
Friday	Thurs. 11am	Wed. 12pm
Saturday	Fri. 11am	Thurs. 12pm
Saturday Real Estate	Thurs. 5pm	Wed. 12pm
Sunday	Fri. 5pm	Thurs. 12pm
Sunday Real Estate	Fri. 12pm	Thurs. 12pm
Noticias Libres	Tues. 11am	Mon. 11am



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. - 8.3.056"
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

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

*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:

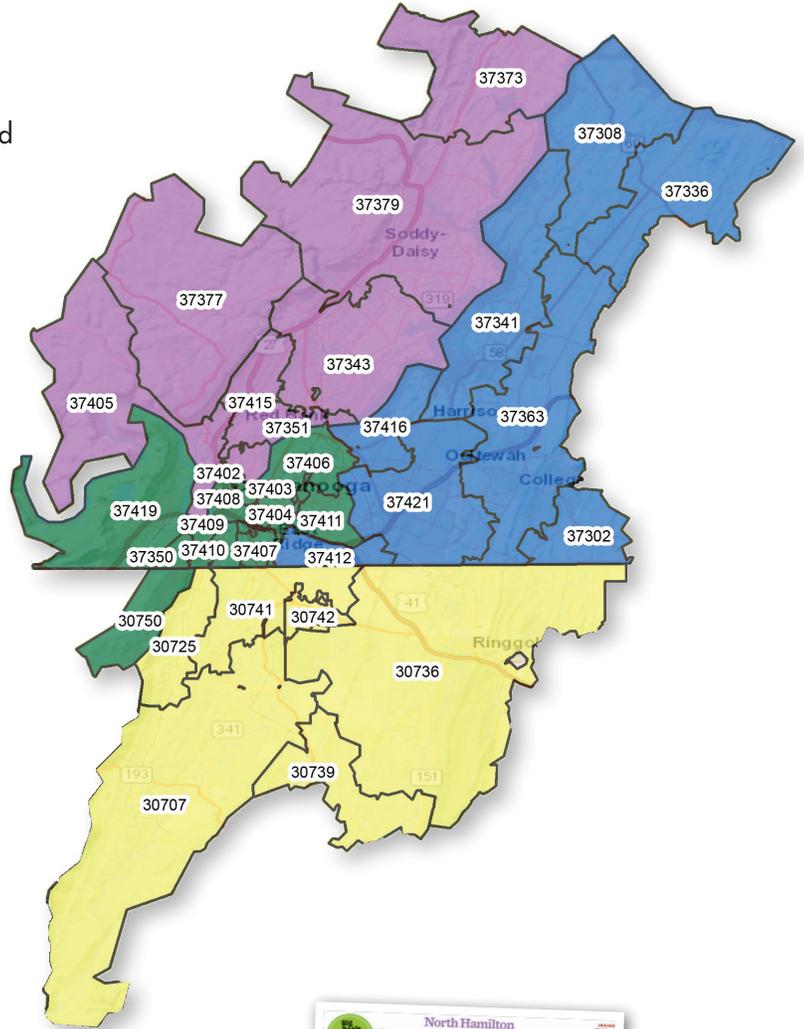
- CD • DVD • Flash Drive

COMMUNITY NEWSPAPERS

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

4 Advertiser Zones	Quantity
■ East Hamilton	42,627
■ North Hamilton/Signal Mountain	41,076
■ Metro	30,850
■ North Georgia	34,934

Ad Size

Zones

	1 zone	2 zones	3 zones	4 zones
Full Page 10' X 9.75"	\$500	\$834	\$1,168	\$1,390
Half Page H. 10" x 4.7917" V. 4.9167" x 9.75"	\$300	\$500	\$701	\$834
Quarter 4.9167" x 4.7917"	\$175	\$292	\$409	\$487



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

Standard Pages Width 10"-11.5" Depth 21"-23"	Tabloid Pages Width 10"-11.5" Depth 10"-11.5"	CPM
2	4	\$46
4	8	\$55
6	12	\$62
8	16	\$71
10	20	\$80
12	24	\$89
14	28	\$95
16	32	\$102
18	36	\$111
20	40	\$119

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.

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.

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

Quantity	Half Page	Full Page	4 Page
10,000-14,999	\$44 CPM	\$93 CPM	\$137 CPM
15,000-29,999	\$41 CPM	\$78 CPM	\$110 CPM
30,000-59,999	\$38 CPM	\$63 CPM	\$85 CPM
60,000-104,999	\$34 CPM	\$54 CPM	\$70 CPM
105,000 +	\$31 CPM	\$45 CPM	\$65 CPM

Additional Options
Second Side Printing
Perforation
80 lb. Card Stock

Add \$7 CPM
Add \$3 CPM
Add \$6 CPM

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

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

Rates	Daily	Saturday	Sunday
4 Pages	\$10,068	\$11,578	\$12,376
8 Pages	\$15,104	\$17,368	\$18,571
12 Pages	\$20,156	\$20,661	\$21,665

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.

Size	26 Wk. Rate	52 Wk. Rate
Full Pg. Ad	\$410	\$293

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)			\$4,682
	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. - 1.5278"	5 col. - 8.3.056"
2 col. - 3.222"	6 col. - 10"
3 col. - 4.9167"	Doubletruck - 21"
4 col. - 6.6111"	

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.

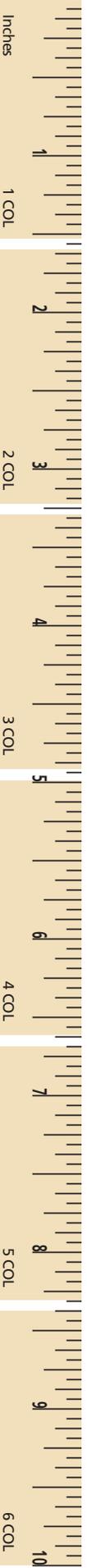
5. Customer supplied FTP site
(user name/password needed from customer to access their site.)

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)



Times Free Press Calendar

2017

 Holiday

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

JANUARY 2017							FEBRUARY 2017							MARCH 2017						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7				1	2	3	4				1	2	3	4
8	9	10	11	12	13	14	5	6	7	8	9	10	11	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25	19	20	21	22	23	24	25
29	30	31					26	27	28					26	27	28	29	30	31	

APRIL 2017							MAY 2017							JUNE 2017						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
						1		1	2	3	4	5	6					1	2	3
2	3	4	5	6	7	8	7	8	9	10	11	12	13	4	5	6	7	8	9	10
9	10	11	12	13	14	15	14	15	16	17	18	19	20	11	12	13	14	15	16	17
16	17	18	19	20	21	22	21	22	23	24	25	26	27	18	19	20	21	22	23	24
23	24	25	26	27	28	29	28	29	30	31				25	26	27	28	29	30	
30																				

JULY 2017							AUGUST 2017							SEPTEMBER 2017						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
						1			1	2	3	4	5						1	2
2	3	4	5	6	7	8	6	7	8	9	10	11	12	3	4	5	6	7	8	9
9	10	11	12	13	14	15	13	14	15	16	17	18	19	10	11	12	13	14	15	16
16	17	18	19	20	21	22	20	21	22	23	24	25	26	17	18	19	20	21	22	23
23	24	25	26	27	28	29	27	28	29	30	31			24	25	26	27	28	29	30
30	31																			

OCTOBER 2017							NOVEMBER 2017							DECEMBER 2017						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7				1	2	3	4						1	2
8	9	10	11	12	13	14	5	6	7	8	9	10	11	3	4	5	6	7	8	9
15	16	17	18	19	20	21	12	13	14	15	16	17	18	10	11	12	13	14	15	16
22	23	24	25	26	27	28	19	20	21	22	23	24	25	17	18	19	20	21	22	23
29	30	31					26	27	28	29	30			24	25	26	27	28	29	30
														31						