

**Advertise.
Grow.**



MEDIA KIT

**THE SOUTHEAST
ADVERTISER**

www.southeastadvertiser.com

Phone 931-525-1212, Fax 931-525-1250

THE SOUTHEAST ADVERTISER

Tennessee & Kentucky's Ultimate Buyers' Resource and Auction Guide

2015 - 2021 PRINT ADVERTISING RATES

COLOR PRINT RATES	OPEN RATE	4x	8x
FULL PAGE	\$425	\$404	\$384
5/6 PAGE	\$375	\$356	\$338
1/2 PAGE	\$240	\$228	\$217
1/3 PAGE	\$185	\$152	\$144
1/4 PAGE	\$130	\$123	\$117
1/8 PAGE	\$90	\$85	\$81
TRIPLE BOX	\$60	\$57	\$56
DOUBLE BOX	\$40	\$38	\$36

**FRONT PAGE \$700 • BACK PAGE \$650
DOUBLE TRUCK \$900**

CALL FOR ADVERTISING SPECIALS AND NEW CUSTOMER DISCOUNTED RATES

ADVERTISEMENT SIZING CHART

Front Page - 9.75" x 11.75"

Back Page - 9.75" x 13.8"

Double Truck - 20.5" x 13.8"

Full Page - 9.75" x 13.8"

5/6 Page - 9.75" x 11.5"

1/2 Page - 9.75" x 6.8"
or 4.79" x 13.8"

1/3 Page - 3.13" x 13.8"
or 9.75" x 4.6"

1/4 Page - 4.79" x 6.8"
or 9.75" x 3.45"

1/8 Page - 4.79" x 3.45"
or 3.13" x 5.17"

Triple Box - 3.13" x 3"

Double Box - 3.13" x 2"

Sizes are width by height
Please use these exact measurements
to ensure an accurate ad size.

BLACK & WHITE ADVERTISING RATES

FULL PAGE \$400, 5/6 PAGE \$360,
1/2 PAGE \$220, 1/3 PAGE \$170
1/4 PAGE \$110, 1/8 PAGE \$85,
TRIPLE BOX \$55, DOUBLE BOX \$35

THE SOUTHEAST ADVERTISER

"We work with talented people and help them build their businesses. We strive to provide a personal, tailored service to meet your individual and business needs. At The Southeast Advertiser, one size does not fit all - and that is especially true for the marketing programs we develop for our clients. Before we make a recommendation, we want to know about your business, your unique challenges and opportunities. Understanding your needs helps us to do our job better, creating a more effective program for you. Our team of advertising specialists is comprised of past and current business owners with over 50+ years combined knowledge of the industry and are ready to start helping you today!"

**DELIVERED TO 24 COUNTIES
IN MIDDLE TENNESSEE & SOUTHERN KENTUCKY**

TENNESSEE: Clay, Coffee, Cumberland, DeKalb, Fentress, Jackson, Macon, Overton, Pickett, Putnam, Smith, Trousdale, Warren, White, Wilson

KENTUCKY: Adair, Allen, Barren, Clinton, Cumberland, Green, Hart, Metcalfe, Monroe

118 South Dixie Suite 25, Cookeville, TN 38501

Phone: 931-525-1212, Fax: 931-525-1250 • E-mail: contact@southeastadvertiser.com

Classified ADVERTISING

BUSINESS CLASSIFIEDS

**1 Issue for \$7 • 10 issues for \$50
1 Year (24 issues) for \$100**

All classified ads are limited to 25 words (extra words 15¢ per word per issue.)

We do not bill classified ads.

Classifieds are accepted by Mail or Fax only. Changes to classified are \$3 per change.

PERSONAL ITEM CLASSIFIEDS

PERSONAL ITEM CLASSIFIED ADVERTISEMENTS

FREE

OFFER IS ONLY GOOD BY MAIL OR E-MAIL WITH SUBJECT TITLE
"FREE CLASSIFIED" YOU MUST INCLUDE YOUR FULL NAME,
ADDRESS AND E-MAIL ADDRESS TO QUALIFY

There is a limit of 3 Classifieds per household per issue with a limit
of 25 words or less. THIS OFFER IS LIMITED TO PERSONAL ITEMS ONLY.

PHOTO CLASSIFIEDS

Color Photo Classifieds
2 Issues for \$30 • 10 Issues for \$120

There is a limit of 3 Photo Classifieds per household or business per issue with a limit of 25 words or less.

Photo can not exceed .75" depth. All photo classifieds are column width or 1.48". Photo must be submitted by email or mail.

All classified ads are limited to 25 words or less (extra words 15¢ per word per issue)



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BENEFITS OF ADVERTISING WITH US

23,000 COPIES

The Largest Circulation ~ Delivered to 25 Counties

BEST VALUE FOR YOUR ADVERTISING DOLLAR

THE SOUTHEAST ADVERTISER

WE BUILD A CUSTOMIZED PROMOTIONAL PROGRAM TO MEET YOUR OBJECTIVES, WHETHER YOU WANT TO DRIVE PEOPLE TO YOUR WEBSITE OR GET THEM INTO YOUR STORE. WE'LL TAILOR A MARKETING PLAN TO YOUR GOALS AND STAY WITHIN YOUR BUDGET.

*The Southeast Advertiser
is the LEADER!*

When you purchase a display ad with

THE SOUTHEAST ADVERTISER

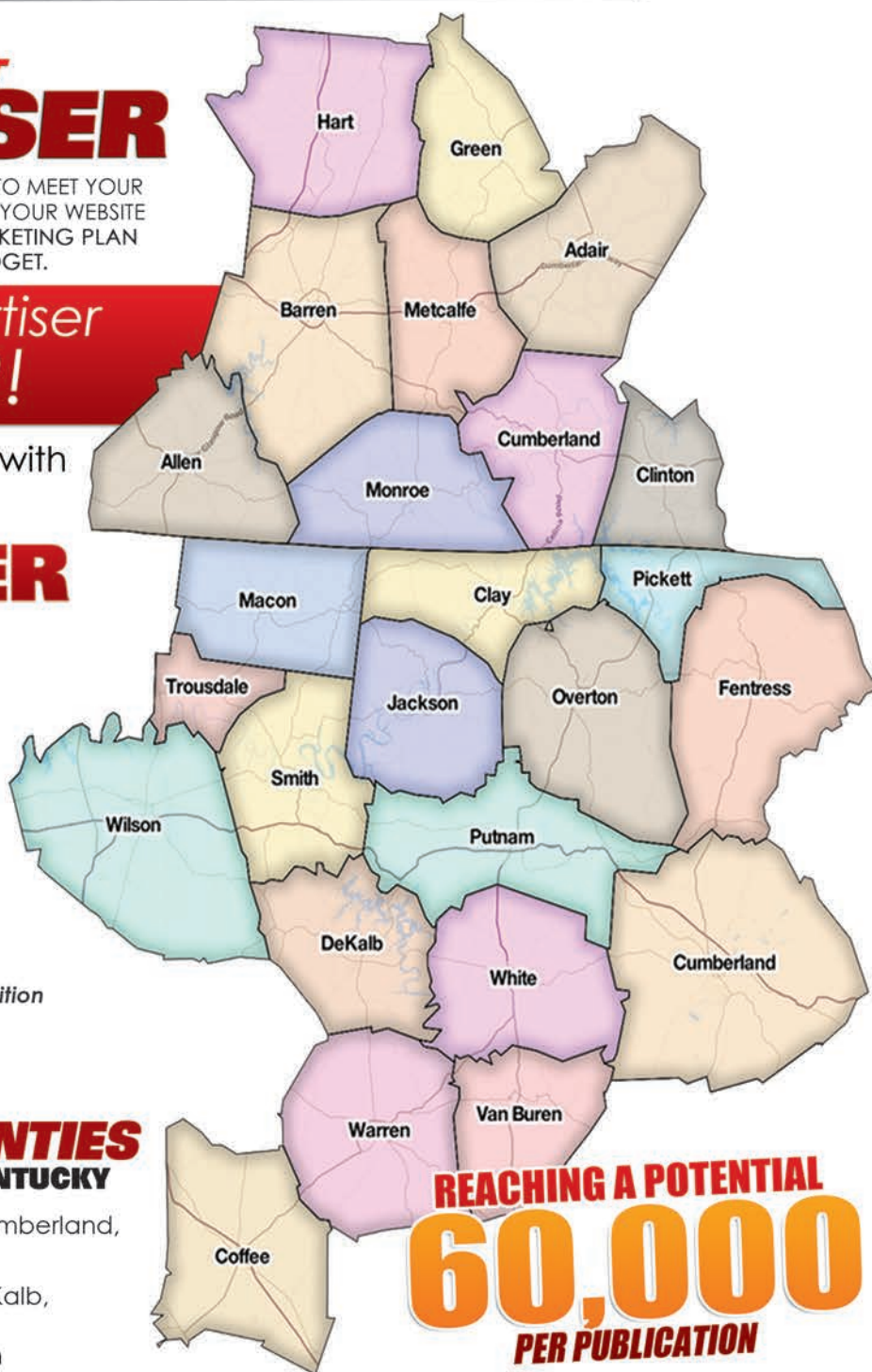
you get much more than just
advertising space...

- ✓ You get **FREE** professional advertising design made in house
- ✓ Your advertisement will go in our **digital** edition on our state of the art website with **links** directly to your website or your Facebook page
- ✓ Your advertisement will go on our **Facebook page** for you to share with your customers and friends
- ✓ **FREE** Email marketing sent out with each new edition
- ✓ **The largest circulation** and distribution of any printed publication in our distribution area

DELIVERED TO 25 COUNTIES IN MIDDLE TENNESSEE & SOUTHERN KENTUCKY

KENTUCKY: Adair, Allen, Barren, Clinton, Cumberland, Green, Hart, Metcalfe, Monroe

TENNESSEE: Clay, Coffee, Cumberland, DeKalb, Fentress, Jackson, Macon, Overton, Pickett, Putnam, Smith, Trousdale, Warren, White, Wilson



**REACHING A POTENTIAL
60,000
PER PUBLICATION**

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