

# GREATER KNOXVILLE Business Journal

KNOXVILLEBIZ.COM

## knoxvillebiz.com

Visitors to knoxvillebiz.com will get the latest local and national business news first, with updates during the day. Blogs on banking, small business, real estate and the health care industry are featured. The site also features an easy-to-use tool which allows you to keep tabs on a single stock, local stocks of interest or create your own portfolio.

### Banner rates per 1,000 impressions:

Leaderboard \$35  
Big Box \$35

### Business update newsletters

	Monthly rate	Weekly rate
Skyscraper ad	\$595	\$195
Text ad with logo/graphic, 3 lines	\$500	\$175

## ADVERTISING CONTACT

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photos by Saul Young and Clay Owen

GREATER KNOXVILLE  
Business Journal  
KNOXVILLEBIZ.COM

2011

East Tennessee's  
#1 source in  
business news  
and information in

PRINT  
ONLINE  
IN PERSON



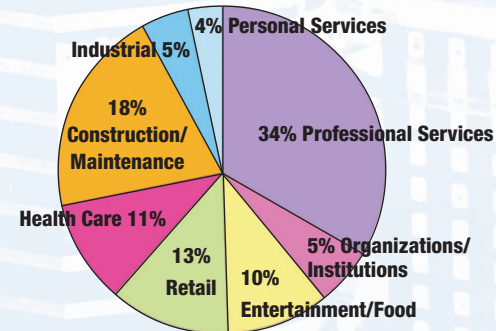
The Greater Knoxville Business Journal, published by the KNS Media Group, covers local business from every angle, providing information that helps you and your customers forge and strengthen relationships...business to business.

- Mailed to 12,000 business owners, decision makers, top executives in Knox, Anderson, Blount, Jefferson, Loudon and Sevier counties including Knoxville Chamber members
- Additional 3,000 sold at local bookstores and distributed in racks at strategic locations and area chambers
- Knoxville Area Chamber Partnership newsletter included in every issue

## AD SIZES

Inside cover bleed	10" x 10.5" trimmed	10.25" x 11" spec
Back cover bleed	10" x 8.25" trimmed	10.25" x 8.5" spec
FP non-bleed	9.5" w (4 col) x 9.75" h	
3/4	7.09" w (3 col) x 9.75" h	
1/2 V	4.68" w (2 col) x 9.75" h	
1/2 H	9.5" w (4 col) x 4.87" h	
1/4 V	2.28" w (1 col) x 9.75" h	
1/4	4.68" w (2 col) x 4.87" h	
1/4 H	9.5" w (4 col) x 2.43" h	
1/8 V	2.28" w (1 col) x 4.87" h	
1/8 H	4.68" w (2 col) x 2.43" h	

## Who are Business Journal Subscribers?



## MAGAZINE ADVERTISING RATES

Ad Size/Position	1x	6x - 15% Discount	12x - 25% Discount
Center Spread	\$5,335	\$4,535	\$4,000
Back Cover	\$3,510	\$2,980	\$2,630
Front Inside Cover	\$3,365	\$2,860	\$2,525
Back Inside Cover	\$3,230	\$2,745	\$2,420
Full Page	\$2,810	\$2,390	\$2,100
3/4 Page	\$2,160	\$1,835	\$1,615
1/2 Page	\$1,480	\$1,255	\$1,100
1/4 Page	\$735	\$625	\$550
1/8 Page	\$430	\$365	\$320

## BUSINESS ADVERTORIAL

- celebrate an anniversary, business growth, etc.

It's not every day that your business celebrates an anniversary. Share this milestone or other news with an advertorial inside the Greater Knoxville Business Journal. Story and photo will be provided by the KNS Media Group Custom Publications department.

### Full page:

4 columns wide (9.5") by 9.75" high  
Rate - \$2400

### 3/4 page:

3 columns wide (7") by 9.75" high  
Rate - \$1900

### Half page:

4 columns wide (9.5") by 4.87" high  
Rate - \$1300

## AD DEADLINES

Issue	Week of Publication	Display Ad Reservation	Camera Ready Materials Due	Advertorial Reservation
February	Feb 7	Jan 24	Jan 27	Jan 17
March	Mar 7	Feb 21	Feb 24	Feb 14
April	Apr 4	Mar 21	Mar 24	Mar 14
May	May 2	Apr 18	Apr 21	Apr 11
June	Jun 6	May 23	May 26	May 16
July	Jul 4	Jun 20	Jun 23	Jun 13
August	Aug 1	Jul 18	Jul 21	Jul 11
September	Sep 5	Aug 22	Aug 25	Aug 15
October	Oct 3	Sep 19	Sep 22	Sep 12
November	Nov 7	Oct 24	Oct 27	Oct 17
December	Dec 5	Nov 21	Nov 23	Nov 14
January 2012	Jan 2	Dec 12	Dec 15	Dec 5

## INSERTS

Reservation Deadline	Delivery Deadline
Jan 24	Jan 31
Feb 21	Feb 28
Mar 21	Mar 28
Apr 18	Apr 25
May 23	May 31
Jun 20	Jun 27
Jul 18	Jul 25
Aug 22	Aug 29
Sep 19	Sep 26
Oct 24	Oct 31
Nov 21	Nov 28
Dec 12	Dec 26

## EDITORIAL CALENDAR

### Issue

#### February

**Focus:** Real Estate  
**List:** Million Dollar Lenders  
**List:** Largest 2010 Knox Co. Bldg. Permits  
**List:** Top 2010 Knox Co. Property Transactions  
**Insert:** Meeting Planner

#### March

**Focus:** Wellness  
**List:** Top Men's & Women's Health Issues  
**List:** Substance Abuse Centers

#### April

**Focus:** GoGreenET  
**List:** Green Achievers  
**List:** Recycling Companies

#### May

**Focus:** Branding/Messaging  
**List:** Ad Agencies  
**List:** PR Firms  
**List:** Web Designers  
**Insert:** Meeting Planner

#### June

**Focus:** Research  
**List:** Technology Creators  
**List:** Biotech Firms  
**List:** NSF Grants

#### July

**Focus:** Women in Business  
**List:** Women-Owned Businesses  
**List:** CPA Firms

#### August

**Focus:** Technology  
**List:** Information Technology Companies  
**List:** Meeting Facilities  
**Insert:** Meeting Planner

#### September

**Focus:** Health Care Heroes  
**List:** Hospitals  
**List:** Nursing Programs

#### October

**Focus:** Entrepreneurs/Small Business  
**List:** Staffing Firms  
**List:** Office Equipment Suppliers  
**Insert:** Best Lawyers of America  
**Insert:** Meeting Planner

#### November

**Focus:** Investment Advice  
**List:** Certified Financial Planners  
**List:** Investment Advisors  
**List:** Investment Brokers

#### December

**Focus:** Franchising  
**List:** Banks  
**List:** Credit Unions  
**List:** SBA Lenders

#### January 2012

**Focus:** 40 under 40  
**List:** MBA Programs  
**List:** Executive MBA Programs

Focus and Lists are subject to change.  
Focus is often the Cover Story.

## NETWORKING EVENTS

Sponsorship opportunities available with high exposure, branding and self-promotional ad packages.

January	Book of Lists Reception/40 Under 40 Awards
February	CCIM Awards (Certified Commercial Investment Member)
April	GoGreenET.com Green Business Recognition
September	Health Care Heroes

## INSERTS

Your business will stand out with an insert inside the Greater Knoxville Business Journal. We can design and print your insert at competitive rates.

### Insert options:

**Preprint:** Customer provides insert  
**Weprint:** Tennessee Valley Direct prints insert with rates based on 80# text.  
**Quantity:** 15,000

### Rates:

**Preprint Single sheet:** \$2500  
**Preprint 4 pages:** \$4000  
**Weprint Single sheet:** \$3300  
**Weprint 4 pages:** \$6000  
Other sizes available. Call for rates.

### Sizes:

**Maximum:** 10" w by 10.375" h  
Must be folded if larger.  
Additional \$225 to fold.  
Option to stitch 4-page inserts in center at no additional charge.

## CLASSIFIED ADVERTISING

### AD SIZES

1" x 1"	\$25
May purchase multiple blocks. For example:	
1" x 2"	\$50
2" x 2"	\$100
3" x 3"	\$225

Art and logo acceptable as space allows. Copy may be changed monthly. All classified ads are black and white.

**Deliver preprints to:**  
Knoxville News Sentinel  
2332 News Sentinel Drive  
Knoxville, TN 37921