

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 \$21
Big Box \$27

Business update newsletters

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

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

PRINT
ONLINE
IN PERSON

photos by Saul Young and Clay Owen

GREATER KNOXVILLE
Business Journal
KNOXVILLEBIZ.COM

The Greater Knoxville Business Journal, a magazine publication of The News Sentinel, 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 all Knoxville Chamber members
- Additional 3,000 sold at local bookstores and distributed in racks at strategic locations and area chambers
- Knoxville Chamber newsletter included in every issue

AD SIZES

Inside cover bleed	10" w (4 col) x 10.5" h trimmed	10.25" x 11" spec
Back cover bleed	10" w (4 col) x 8.25" h 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	

Glossy cover with bright white newsprint pages. Bleed only available on covers.

DISPLAY AD 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

Full color included. Art service available at no additional charge.

ADVERTORIALS

Celebrate an anniversary, business growth, etc.

It's not every day that your business celebrates an anniversary. Share this milestone or other news with a paid story inside the Business Journal. Story written by Custom Publications. Optional photo(s) supplied by advertiser. Proof provided for advertiser's approval prior to publication.

Full page: add \$300 to rates above

Photo session included

3/4 page: add \$250 to rates above

Additional \$100 for photo session

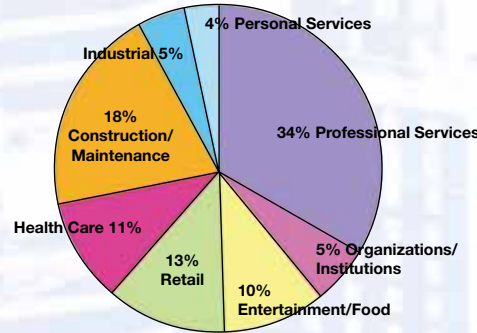
Half page: add \$200 to rates above

Additional \$100 for photo session

AD DEADLINES

Issue	Display Ad Reservation	Camera Ready Materials Due	Advertorial Reservation
January 2	Dec 12	Dec 15	Dec 5
February 6	Jan 23	Jan 26	Jan 16
March 5	Feb 17	Feb 23	Feb 13
April 2	Mar 19	Mar 22	Mar 12
May 7	Apr 23	Apr 26	Apr 16
June 4	May 21	May 24	May 14
July 2	Jun 18	Jun 21	Jun 11
August 6	Jul 23	Jul 26	Jul 16
September 3	Aug 20	Aug 23	Aug 13
October 1	Sep 17	Sep 20	Sep 10
November 5	Oct 22	Oct 25	Oct 15
December 3	Nov 19	Nov 21	Nov 12

Who are Business Journal Subscribers?



Reader Demographics

Age 18-34	40%	HHI under \$35,000	18%
Age 35-54	31%	HHI \$35,000-\$49,999	41%
Age 55+	29%	HHI over \$50,000	41%
		HHI over \$75,000	32%
		HHI over \$100,000	20%
Men	60%	Some College	38%
Women	40%	College Graduate	36%
		Masters or Doctorate	9%

Source: 2011 Scarborough Report

EDITORIAL CALENDAR 2012

Business Journal publishes the first Monday of each month.

January 2

Focus: 40 under 40
List: 40 Under 40 Honorees
List: MBA Programs
List: Executive MBA Programs
Event: Book of Lists/40 Under 40 Reception

February 6

Focus: Commercial Real Estate
List: General Contractors
List: Architectural Firms
Event: CCIM Real Estate Awards

March 5

Focus: Eating/ Dining
List: Restaurants
List: Food Processors
Insert: Meeting Planner

April 2

Focus: Branding/ Messaging
List: Ad Agencies
List: PR Firms
List: Web Designers

May 7

Focus: GoGreenET
List: Recycling Companies
List: Largest Solar Installations
Special Pages: Junior Achievement Hall of Fame
Event: GoGreenET Awards

June 4

Focus: Workplace
List: Office Equipment Suppliers
List: Law Firms
Insert: Meeting Planner

July 2

Focus: Technology
List: IT Firms
List: Security Alarm Companies

August 6

Focus: Diversity
List: Women-Owned Businesses
List: Minority-Owned Businesses

September 3

Focus: Health Care Heroes
List: Hospitals
List: Physician Groups
Event: Health Care Heroes Awards

October 1

Focus: Startups
List: Venture Capital Funds
List: Software Development Firms
Insert: Holiday Meeting Planner

November 5

Focus: Finance
List: Banks
List: Accounting Firms
Event: CFO of the Year

December 3

Focus: Philanthropy
List: Nonprofit Organizations
List: Arts Organizations
Insert: Best Lawyers Directory

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 /40 Under 40
February	CCIM Real Estate Awards
May	GoGreenET Business Recognition
September	Health Care Heroes
November	CFO of the Year

BOOK OF LISTS

Annual resource of 90+ lists ranking companies. Publication Date: January 2, 2013

Ad Size	Cost	Dimensions
Full Page	\$2800	9.5" w x 9.75" h
1/2 Page	\$1690	9.5" w x 4.87" h
1/4 Page	\$1065	9.5" w x 2.43" h
1/8 Page	\$1065	4.6" w x 4.87" h

Receive 50% off any size ad in February 2013 Business Journal with full page or 1/2 page purchase.

Title and Category Sponsorships available.

INSERTS

We can insert and distribute your brochures, catalogs, and other marketing materials inside Business Journal. Design and print services available.

Preprint Rates:
Single sheet: \$2500
4 pages: \$4000
 Targeting by zip code available.

Weprint Rates:
Single sheet: \$3300
4 pages: \$6000
 Other sizes available.
 Call for rates.

Maximum Sizes: 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.