

GREATER KNOXVILLE Business Journal

KNOXVILLEBIZ.COM

2013

East Tennessee's
#1 source in
business news
and information in
PRINT
ONLINE
IN PERSON

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 \$14
Big Box \$14

Business update newsletters Weekly rate

Skyscraper ad \$195

Text ad with logo/graphic, 3 lines \$175

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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

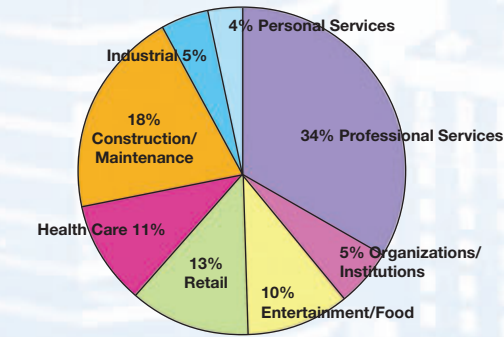
3/4 page: add \$250 to rates above
Additional \$100 for photo session

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

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 2013

Business Journal publishes the first Monday of each month.

- January 7** **Focus:** 40 under 40
List: 40 Under 40 Honorees
List: Top 20 Major Employers
Event: Book of Lists/40 Under 40 Reception
- February 4** **Focus:** Commercial Real Estate
List: General Contractors
List: Architectural Firms
Event: Commercial Real Estate Awards
- March 4** **Focus:** Hospitality/Tourism
List: Hotels/Motels
List: Meeting Facilities
Insert: Meeting Planner
- April 1** **Focus:** Workforce Development
List: MBA Programs
List: Executive MBA Programs
- May 6** **Focus:** GoGreenET
List: Recycling Companies
List: LEED Buildings
Special Pages: Junior Achievement Hall of Fame
Event: GoGreenET Awards
- June 3** **Focus:** Workplace
List: Office Equipment Suppliers
List: Staffing Firms
Insert: Meeting Planner

- July 1** **Focus:** Technology
List: IT Firms
List: Software Development Firms
- August 5** **Focus:** Diversity
List: Women-Owned Businesses
List: Minority-Owned Businesses
- September 2** **Focus:** Health Care Heroes
List: Hospitals
List: Medical Staffing
Event: Health Care Heroes Awards
- October 7** **Focus:** Startups
List: PR Firms
List: Telecommunications Providers
Insert: Holiday Meeting Planner
- November 4** **Focus:** Finance
List: Banks
List: Credit Unions
List: Accounting Firms
Event: CFO of the Year
- December 2** **Focus:** Law
List: Law Firms
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	Commercial 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 1, 2014

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 2014 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

Weprint Rates:
Single sheet: \$3300
4 pages: \$6000

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.

Other sizes and frequency discounts available.

Option to target by zip code.