

CONSUMER HOW TO GUIDE



All categories are **EXCLUSIVE** to your product or service!

- 32,000 copies with 31,000 inserted inside The News & Neighbor and 1,000 copies distributed to customers.
- Exclusive customer “How-To” free editorial on left-hand page and customer’s marketing message on the right-hand page.
- Give your company a competitive advantage.
- All inside pages are process color.
- Very long shelf life.
- Consumer prime buying time.
- Valuable and informative consumer information on how to buy, or use your service.
- Delivered into prime customer homes.
- Perfect to generate new business, store traffic and leads.
- Magazine will be available for download at the News & Neighbor website, jcnewsandneighbor.com, for the entire year.

Advertising Rates:

Inside	\$995
<small>(includes two facing process color pages)</small>	
Inside front page	\$1,275
Inside back page	\$1,195
Back page	\$1,395
<small>(editorial opposite contents page)</small>	



Tabloid magazine format on premium stock, process color on all pages

Ad Specs:

Document Size
10.25”w x 10.125”h

CMYK color, 150dpi minimum

Questions? 423-979-1300 or email graphics@jcnewsandneighbor.com

Advertising Deadline:

Wednesday, April 8
for all advertising materials

Publish Date:

Wednesday, April 15, 2020
Inserted inside *The Johnson City News & Neighbor*

(423) 979-1300

Email: marketing@jcnewsandneighbor.com

