



N&N

THE JOHNSON CITY
NEWS & NEIGHBOR

Delivered Locally, Recognized Nationally

2023 Advertising Rates and Information



Average Net Circulation
30,410

VETERAN OWNED

**Six-Time General
 Excellence Winner**
**Award-Winning Features,
 Editorials & Design**

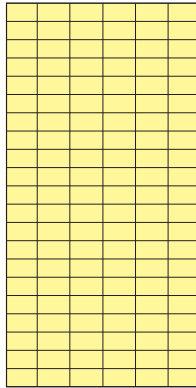
Association of Community Publishers/
 Southeastern Advertising Publishers Association

jcnewsandneighbor.com | (423) 979-1300
marketing@jcnewsandneighbor.com



Dominance

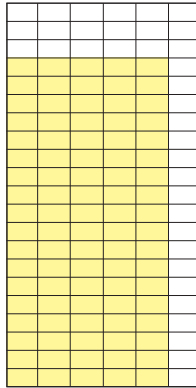
DOMINANCE ad units are designed for advertisers seeking maximum visibility within the newspaper and on the page.



FULL PAGE

10.25" x 21.25"
6 col. x 21.25"

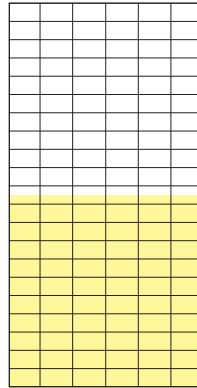
1x\$1575
2x-13x\$1255
14x-52x\$1095
Add Color\$170



JR. PAGE

8.52" x 18"
5 col. x 18"

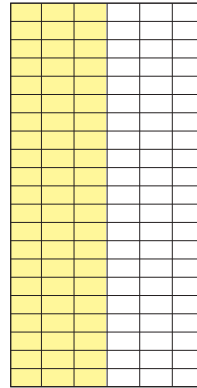
1x\$1125
2x-13x\$935
14x-52x\$750
Add Color\$150



HALF PAGE

10.25" x 10.5"
6 col. x 10.5"

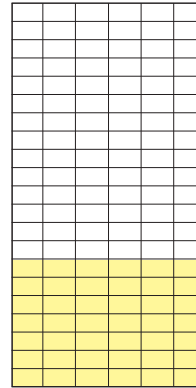
1x\$810
2x-13x\$765
14x-52x\$595
Add Color\$130



HALF PAGE

5.0625" x 21.25"
3 col. x 21.25"

1x\$810
2x-13x\$765
14x-52x\$595
Add Color\$130



THIRD PAGE

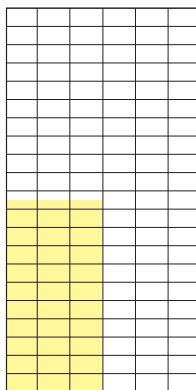
10.25" x 7"
6 col. x 7"

1x\$540
2x-13x\$445
14x-52x\$365
Add Color\$120

Spot Color / \$50 per color

Impression

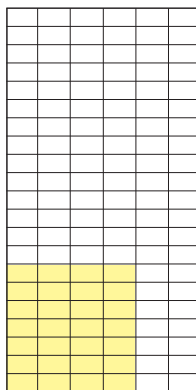
IMPRESSION ad units are designed for advertisers seeking to optimize reach and frequency. IMPRESSION units are ideal for building and maintaining awareness.



1/4 VERTICAL

5.0625" x 10.5"
3 col. x 10.5"

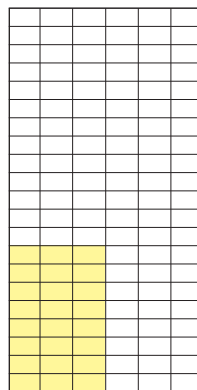
1x\$435
2x-13x\$355
14x-52x\$295
Add Color\$100



1/4 HORIZONTAL

6.791" x 7"
4 col. x 7"

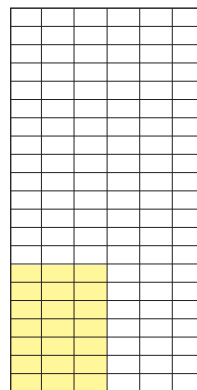
1x\$375
2x-13x\$310
14x-52x\$250
Add Color\$90



1/5 PAGE

5.0625" x 8"
3 col. x 8"

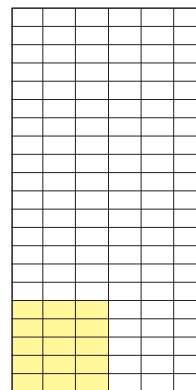
1x\$335
2x-13x\$275
14x-52x\$230
Add Color\$90



1/6 PAGE

5.0625" x 7"
3 col. x 7"

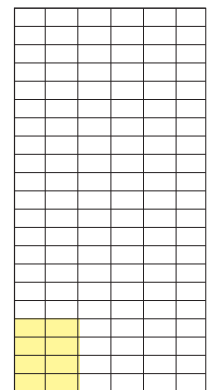
1x\$295
2x-13x\$245
14x-52x\$195
Add Color\$75



1/8 PAGE

5.0625" x 5"
3 col. x 5"

1x\$230
2x-13x\$190
14x-52x\$155
Add Color\$50



1/16 PAGE

3.333" x 4"
2 col. x 4"

1x\$125
2x-13x\$105
14x-52x\$85
Add Color\$30

Spot Color / \$50 per color

Awareness

AWARENESS ad units are designed for advertisers seeking to maximize long-term awareness and reach. The abbreviated ad content allows limited copy changes and are designed to create a compelling call to action.

2 COL. x 7" 3.333" x 7"	2 COL. x 5" 3.333" x 5"	3 COL. x 3" 5.0625" x 3"	2 COL. x 4" 3.333" x 4"	2 COL. x 2" 3.333" x 2"	1 COL. x 3" 1.6042" x 3"
1x\$215	1x\$157	1x\$142	1x\$125	1x\$65	1x\$50
2x-13x\$180	2x-13x\$130	2x-13x\$120	2x-13x\$105	2x-13x\$55	2x-13x\$40
14x-52x\$145	14x-52x\$105	14x-52x\$95	14x-52x\$85	14x-52x\$45	14x-52x\$35
Add Color\$50	Add Color\$40	Add Color\$35	Add Color\$30	Add Color\$20	Add Color\$10

Spot Color / \$50 per color

Premium Positions

Process Color Included On Premium Positions

- Hot Spot Banner Ad**\$275/wk
2 positions available, 4 week insertion
- Front Page Banner Ad**\$575/wk
6 column width, 4 week insertion

Classifieds

- Business Card**\$140/4wks
4 week insertion
- Classified Rates**
20¢ per word over 20 words
-\$10/wk
-\$15/2wks
-\$20/4wks
- Legal Classifieds**\$5.25/Col. Inch
4 week insertion

National Rates

Agency commission to accredited and recognized agencies is 15%. National rate applies to any advertising placed by businesses operating outside the circulation area of the newspaper.

Church & Charity\$12.50

Hot Spot Banner(s)
4.3125" x 2"

Front Page Banner
10.25" x 2.5"

Preprint Rates (Net)

Sub-zip target zoning available by carrier route. Full 30,500 circulation coverage into prime core market customer homes.

Insert	Price CPM	Insert	Price CPM
Single sheet	\$27	12 Page	\$45
4 Page	\$37	16 Page	\$45
8 Page	\$45	24 Page	\$45

Contract discount rates available on 24 page and above.

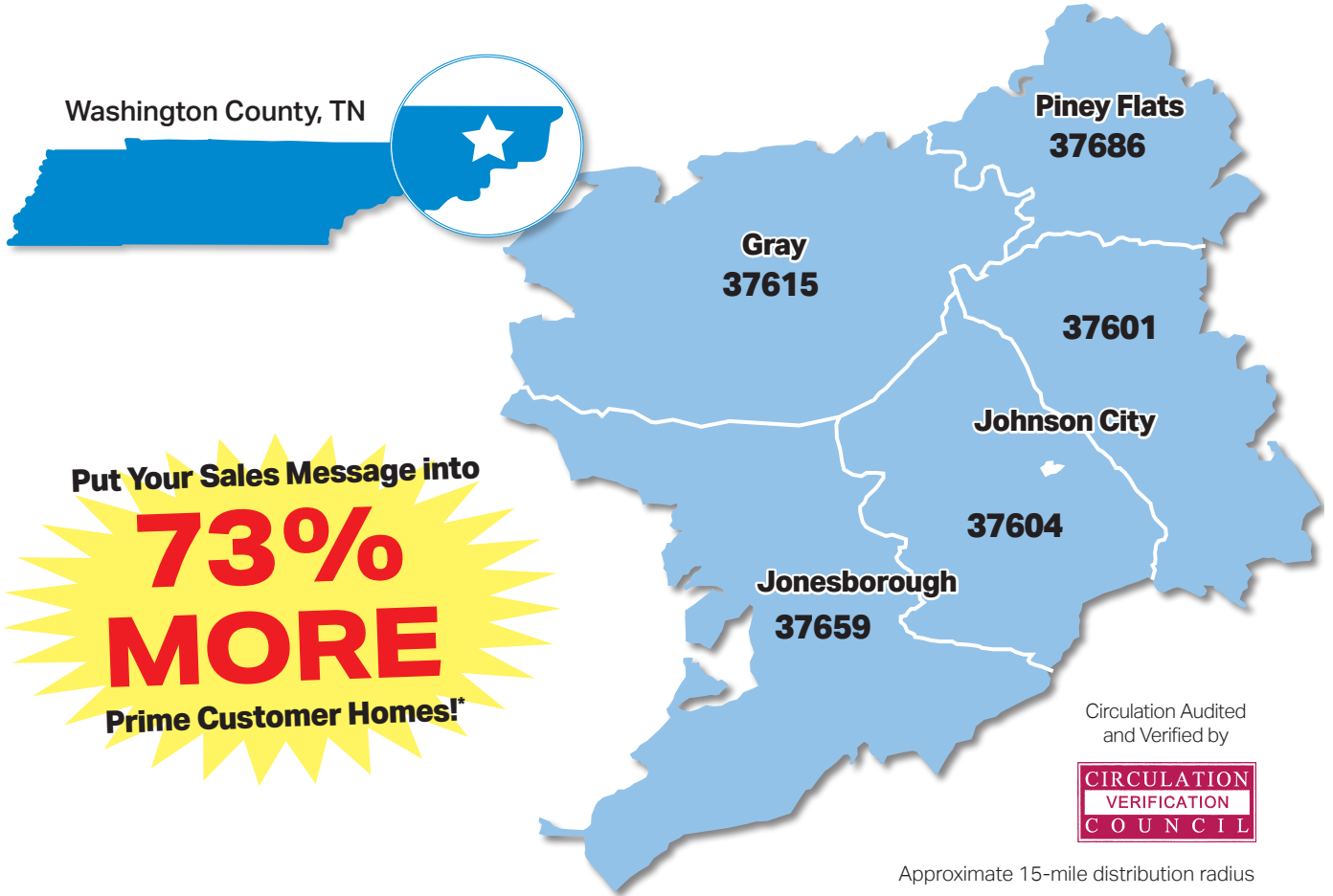


PREPRINTS SHIP TO:

300 North Sycamore Street | Elizabethton, TN 37643



Home delivered to 30,410 homes in your core market!
The fourth largest audited home delivered newspaper in Tennessee!
Increase Profits • Reach new customers today!



Approximate 15-mile distribution radius

Wednesday morning delivery is grocery insert day.
The most important advertising day of the week.

Audited Home Delivery Comparisons and household coverage

Towns	Zip Code	* News & Neighbor	N&N Household Coverage & Single Copy	* Johnson City Press	JCP Household Coverage & Single Copy
Johnson City	37601	8,388	51%	2,297	14%
Johnson City	37604	11,960	73%	2,578	15.8%
Gray/Boones Creek	37615	5,966	67%	1,205	13.5%
Jonesborough	37659	2,774	23%	1,849	15.5%
Piney Flats	37686	1,322	40%	320	9.6%
Home Delivered Circulation		30,410	53.3%	8,249	14.5%

* Johnson City News & Neighbor 2021 Circulation Verification Council Circulation Audit/Readership Survey
 * Johnson City Press 2021 Alliance for Audited Media

The News & Neighbor offers advertisers a market no other media can touch...home delivered every Wednesday morning.

Strong Readership

94.2% of respondents receive the publication regularly.

87% of the papers received are read regularly.

72% of respondents do not subscribe to a daily paper.

With an average of 1.8 readers per paper, that means over 49,360 adults regularly read their News & Neighbor.

Buying Power

Household Income	N&N Readers
\$25,001 - \$49,999	24%
\$50,000 - \$74,999	17%
\$75,000 - \$99,999	16%
\$100,000- \$149,999	20%
Over \$150,000-\$200,000	11%

Buying Age

Group	N&N Readers
25 - 34	9%
35 - 44	20%
45 - 54	22%
55 - 64	26%
65 - 74	18%
75 years or older	3%

Education

Highest Level	N&N Readers
High School	25%
Some College	30%
Graduated College	28%
Completed Post Graduate	17%

N&N Readers are Big Spenders

- 32% Plan to purchase an Automobile (new & pre-owned)
- 46% Plan to purchase Furniture and Home Furnishings
- 26% Plan to purchase a Major Home Appliance
- 39% Plan to purchase Home Improvements / Supplies
- 15% Plan to purchase Carpet / Flooring
- 40% Plan to purchase Automobile Accessories (tires, brakes & service)
- 45% Plan to purchase Lawn & Garden equipment/supplies
- 55% Plan to purchase Men's Apparel
- 72% Plan to purchase Women's Apparel
- 20% Plan to purchase Cell Phone New / Up-grade service.
- 79% Plan to purchase Dining & Entertainment
- 56% Plan pharmacist or prescription services

Buying Decisions

75.8% of readers frequently purchase products or services from ads seen in their News & Neighbor

58% of News & Neighbor newspapers are kept three or more days before discarding.

Circulation

30,410 News & Neighbor Newspapers are delivered Wednesday morning EVERY week.

News & Neighbor Newspapers are bagged & delivered into receptacles, front porches or driveways by adult carriers.

N&N Readers Use Your Services

- 15% Plan to use Home Heating / Air Conditioning service
- 11% Plan to use Childcare
- 13% Plan to use Education / Classes
- 35% Plan to use Veterinarian services
- 23% Plan to use a Financial Planner (Retirement, Investing)
- 48% Plan to use a Tax Advisor / Service
- 32% Plan to use Health Club / Exercise Class
- 56% Plan to use a Pharmacist / Prescription Service

This information was provided through an audit/readership studies survey performed by the Circulation Verification Council (CVC), independent of News & Neighbor Newspapers. 385 interviews with residents in the primary market area provide a minimum accuracy level of +/-4%. Does include 1,100+ paid subscribers.

Day of Publication/Distribution

Home delivery every Wednesday through experienced, adult carriers, combined with rack locations

Deadline for Ad Submissions

Friday by 3 p.m.

Digital File Submissions

Color images should be in CMYK color mode

- High resolution PDF
- High resolution JPEG or TIFF (150dpi minimum)
- Indesign CC (with fonts & art packaged with fonts)
- Illustrator CC & Photoshop CC also accepted, fonts must be converted to paths or included
- Color ad submissions should be 4-color (CMYK), SWOP Newsprint, 10% dot gain for optimal printing
- Grayscale and spot color ad submissions - 10% dot gain

Art or Logos

- High resolution JPEG or TIFF
- EPS Vector files, fonts converted to paths or included
- We CANNOT accept Microsoft Word/Publisher docs for ads, photos or logos

Ad Copy

- Text, Rich Text, Word Doc or in body of email
- NO Publisher documents please

Web Banners

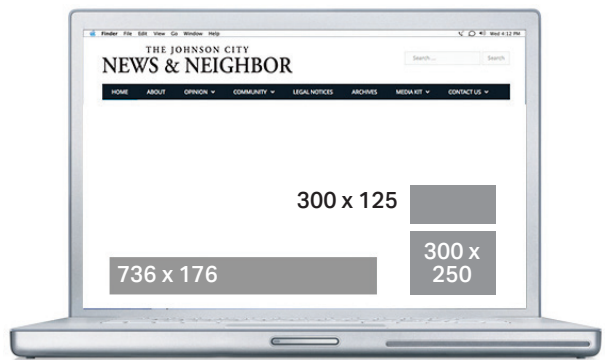
Link to a website/webpage or as a non-interactive ad for information only.

Vertical banner

- 300 x 250px - **\$95/month**
- 300 x 125px - **\$65/month**

Bottom banner

- 736 x 176px - **\$150/month**



Special Publications



Builders' Brand (Johnson City Area Home Builders Association)

Consumers guide to home construction and remodeling.
Magazine format, full color.

Consumer "How-To" Guide

Consumer information on products and services.
Full page ad and page of editorial.

Brick & Mortar Local Business Edition

Tabloid featuring locally owned businesses.

Head to Toe Women's Magazine

Focusing on brides and weddings in the Washington County area.

All Things Holiday

Special edition of Head to Toe, published before Black Friday,
features gift ideas, recipes and more.



Special Sections



Home & Garden Section (ROP)

Editorial focused on home design and outdoor projects. Spring and fall editions.

