

N&N

THE JOHNSON CITY NEWS & NEIGHBOR

Delivered Locally, Recognized Nationally

2021 ADVERTISING RATES AND INFORMATION



Average Net Circulation

30,508

CVC Audit (31 December 2020)

VETERAN OWNED



Six-Time General Excellence Winner

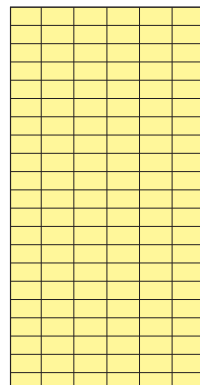
Award-Winning Features, Editorials & Design

Association of Community Publishers/Southeastern Advertising Publishers Association

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

Dominance

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

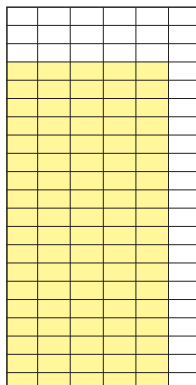


FULL PAGE

10.25" x 21.25"
6 col. x 21.25"

1x	\$1,575
2-4x	\$1,335
5-13x	\$1,180
14-26x	\$1,105
27-52x	\$1,025

Add Color ... \$170

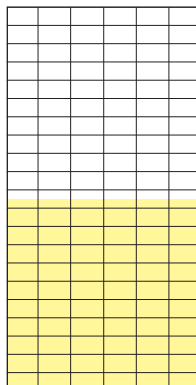


JR. PAGE

8.52" x 18"
5 col. x 18"

1x	\$1,125
2-4x	\$1,015
5-13x	\$845
14-26x	\$785
27-52x	\$730

Add Color ... \$150

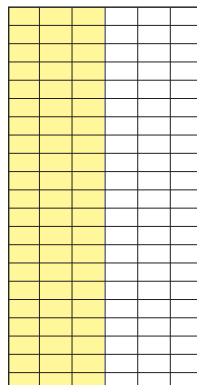


HALF PAGE

10.25" x 10.5"
6 col. x 10.5"

1x	\$810
2-4x	\$730
5-13x	\$605
14-26x	\$565
27-52x	\$525

Add Color ... \$130

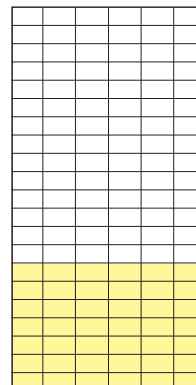


HALF PAGE

5.0625" x 21.25"
3 col. x 21.25"

1x	\$810
2-4x	\$730
5-13x	\$605
14-26x	\$565
27-52x	\$525

Add Color ... \$130



THIRD PAGE

10.25" x 7"
6 col. x 7"

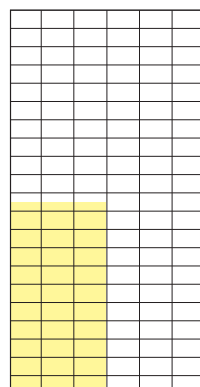
1x	\$540
2-4x	\$485
5-13x	\$405
14-26x	\$375
27-52x	\$350

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.

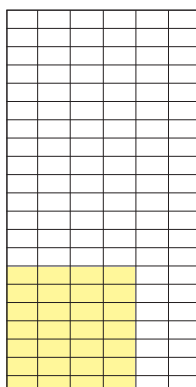


1/4 VERTICAL

5.0625" x 10.5"
3 col. x 10.5"

1x	\$435
2-4x	\$390
5-13x	\$325
14-26x	\$305
27-52x	\$285

Add Color ... \$100

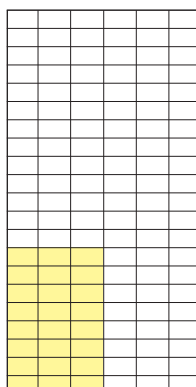


1/4 HORIZONTAL

6.791" x 7"
4 col. x 7"

1x	\$375
2-4x	\$335
5-13x	\$280
14-26x	\$260
27-52x	\$245

Add Color \$90

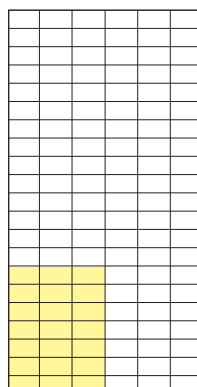


1/5 PAGE

5.0625" x 8"
3 col. x 8"

1x	\$335
2-4x	\$300
5-13x	\$250
14-26x	\$235
27-52x	\$220

Add Color \$90

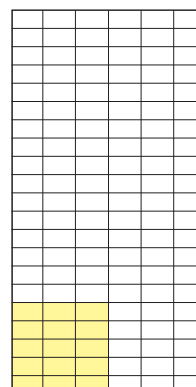


1/6 PAGE

5.0625" x 7"
3 col. x 7"

1x	\$295
2-4x	\$265
5-13x	\$220
14-26x	\$205
27-52x	\$190

Add Color \$75

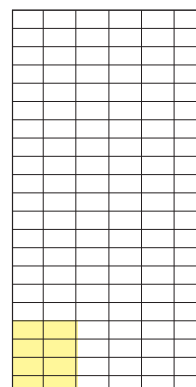


1/8 PAGE

5.0625" x 5"
3 col. x 5"

1x	\$230
2-4x	\$205
5-13x	\$175
14-26x	\$160
27-52x	\$150

Add Color \$50



1/16 PAGE

3.333" x 4"
2 col. x 4"

1x	\$126
2-4x	\$115
5-13x	\$95
14-26x	\$90
27-52x	\$80

Add Color \$30

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.

1/8 PAGE 3.333" x 7" 2 col. x 7"	1/6 VERTICAL 3.333" x 5" 2 col. x 5"	1/6 HORIZONTAL 5.0625" x 3" 3 col. x 3"	FOUR 3.333" x 4" 2 col. x 4"	FOUR 3.333" x 2" 2 col. x 2"	THREE 1.6042" x 3" 1 col. x 3"
1x \$215	1x \$157	1x \$142	1x \$126	1x \$65	1x \$47
2-4x \$195	2-4x \$140	2-4x \$130	2-4x \$115	2-4x \$60	2-4x \$42
5-13x \$160	5-13x \$115	5-13x \$105	5-13x \$95	5-13x \$50	5-13x \$35
14-26x \$150	14-26x \$110	14-26x \$100	14-26x \$90	14-26x \$45	14-26x \$32
27-52x \$140	27-52x \$100	27-52x \$90	27-52x \$80	27-52x \$40	27-52x \$30
Add Color \$50	Add Color \$40	Add Color \$35	Add Color \$30	Add Color \$15	Add Color \$10

Spot Color: \$50 per color

Premium Positions

Process Color Included On Premium Positions

Hot Spot Banner Ad\$265/wk
2 positions available, 4 week insertion

Front Page Banner Ad\$525/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 \$11.50

Hot Spot Banner(s)
4.3125" x 2"



Front Page Banner
10.25" x 2.5"

Preprint Rates

Delivered Locally, Recognized Nationally

Effective January 1, 2021

Preprint Rates (Net)

Sub-zip target zoning available by carrier route. Full 31,000 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.

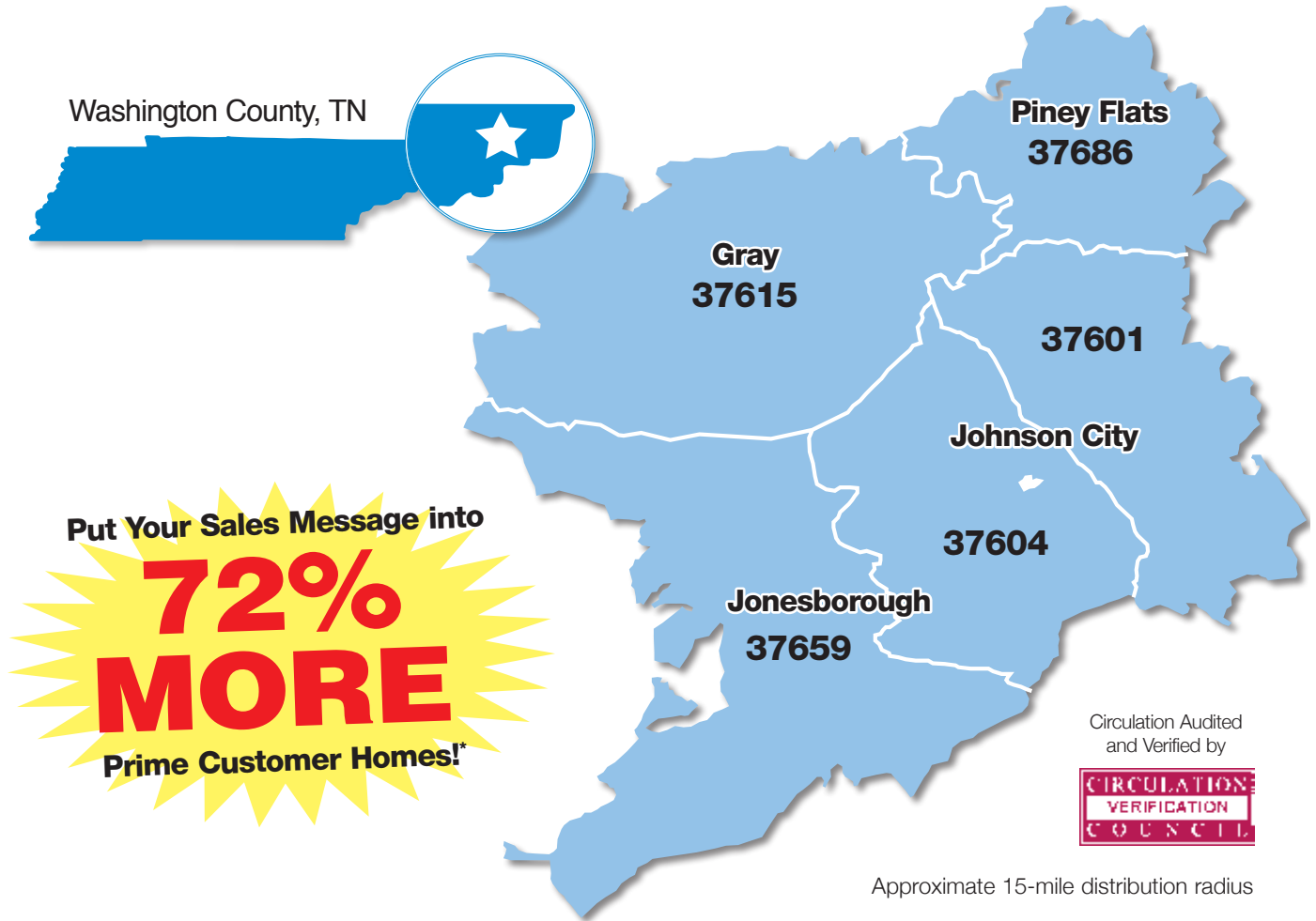


Preprints ship to: 300 North Sycamore Street | Elizabethton, TN 37643

Home delivered to 30,303 homes in your core market!

The fifth largest audited home delivered newspaper in Tennessee!

Increase Profits • Reach new customers today!



**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	*Johnson City Press	JCP Household Coverage
Johnson City	37601	8,362	51.5%	2,334	14%
Johnson City	37604	11,939	74%	2,628	16%
Gray/Boones Creek	37615	5,950	68%	1,290	14.6%
Jonesborough	37659	2,756	23%	2,039	17.4%
Piney Flats	37686	1,296	41%	362	11.4%
Home Delivered Circulation		30,303	54%	8,653	15.3%

* Johnson City News & Neighbor 2020 Circulation Verification Council Circulation Audit/Readership Survey

* Johnson City Press 2019 Alliance for Audited Media (2020 audit currently unavailable)

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.

94.3% of the papers received are read regularly.
(includes paid subscribers)

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

With an average of 1.7 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	28%
\$50,000 - \$74,999	18%
\$75,000 - \$99,999	17%
\$100,000 - \$149,999	17%
Over \$150,000-\$200,000	11%

Buying Age

Group	N&N Readers
25 - 34	11%
35 - 44	23%
45 - 54	20%
55 - 64	24%
65 - 74	17%
75 years or older	05%

Educated

Highest Level of Education	N&N Readers
Graduated High School	26%
Some College	33%
Graduated College	27%
Completed Post Graduate	13%

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

77.2% of readers frequently purchase products or services from ads seen in their News & Neighbor

49% of News & Neighbor newspapers are kept three or more days before discarding.

Circulation

30,375 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

Ads - Color ads must be in CMYK

- High resolution PDF
- High resolution JPEG or TIFF (150dpi minimum)
- Indesign CC (with fonts & art packaged)
- 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
- Grayscale and spot color ad submissions - 10% dot gain

Art or Logos

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

Ad Copy

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

Web Banners

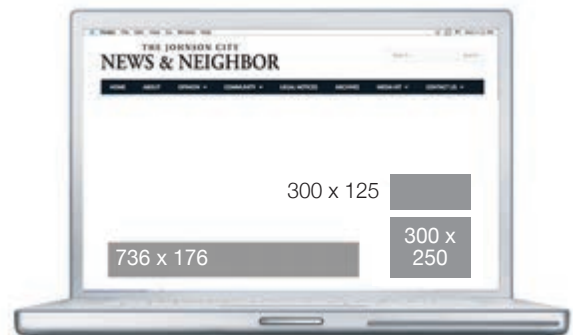
Link to a website/webpage or as a non-interactive ad for information only.

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.

JCAHBA Home & Outdoor Show Magazine

A colorful edition inserted inside the Johnson City News & Neighbor

published on premium newsprint.

Half Mile Heat Race Magazine

Published for the Spring & Fall races at Bristol Motor Speedway.

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.

Home for the Holidays

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.



Include your exclusive marketing message into over 30,300 core market homes to advertise your products and services. Each special edition is full of interesting local stories, photography and more giving your sales message a long shelf life in the community's favorite locally owned 'Hometown Newspaper.'

JANUARY Bridal Edition: featuring local weddings full of excellent photography with unique wedding stories. In the 2021 edition the advertising focus will be on getting back to normal wedding events, parties and those special honeymoons. Publish date Jan. 27th	FEBRUARY Consumer Guide: A tabloid magazine inserted into the News & Neighbor delivered to advertisers prime core market into 30,500 homes. This award-winning guide offers the exclusive advertiser two pages of marketing, one with editorial space and the other featuring their dynamic ad space in specific consumer categories. The Consumer guide is a national award winning section. Publish date: Feb. 24th	MARCH Half Mile Heat: The stars of the NASCAR Cup series descend on Bristol Motor Speedway March 28, 2021 for the Food City Dirt Race. This year, The Last Great Colosseum will add yet another historic moment as BMS will host the first dirt race for the NASCAR Cup Series in over 50 years! Don't miss any of the action by experiencing all the thrills.	APRIL Spring Home & Garden Issue: Our annual special section on everything for your home, yard or garden. Excellent stories on sprucing up your home, remodeling, or making landscape upgrades to beautify your home and increase its value.
MAY Mother's Day Edition: for that special person in your family. News & Neighbor reader demographics are perfect to showcase your products and services for this special occasion.	JUNE TBA	JULY Annual Brick & Mortar Business Edition: focusing on locally owned business. This award-winning marketing publication has a long shelf-life and showcases your business or service to over 55,000 News & Neighbor readers in your core market. Photos of your employees promote shopping local and with your neighbors.	AUGUST The second edition of the Half Mile Heat Magazine featuring the famous 'Nigh Race' thrilling fans for years. East Tennessee State University Pride week section lets the new and returning students you are open for business and welcoming them to shop or do business with your company.
SEPTEMBER High School Football Edition featuring the Johnson City and the county's local high school football teams. Builders' Brand Magazine produced for the Johnson City Home Builders Association. Similar to a parade of homes publication featuring newly built homes by area home builders. Marketing is focused on the new home buyer or someone planning on a remodel, adding a hot tub, swimming pool or other special construction as simple as re-paving your driveway.	OCTOBER Fall Home & Garden issue: Getting your home and yard ready for winter, remodeling, annual fall outdoor chores and everything for the home.	NOVEMBER Home For The Holidays: Our most special holiday edition featuring local holiday recipes, family holiday family features, and local vents for this special time of year.	DECEMBER Holiday Gift Guide: feature your special gifts in a two-week special section within the News & Neighbor guiding customers to your store or for that special service. Twas The Night Before Christmas: Our annual Christmas Greeting section featuring photos of your employees wishing the community Merry Christmas with a photo and stanza of the famous poem.