

Print/Online Media Kit

nashville **post**

2010

We are expanding the Nashville Post content into a printed form, debuting this March 2010!

Every Issue Will Cover

<ul style="list-style-type: none"> • Executive Lifestyles • The Ticker (Public Company Coverage) • Political Notes • Historical Perspectives • Entrepreneurial Profile • Cover Story • Movers & Shakers • Opinion/Commentary 	<p>HOT BUSINESSES</p> <ul style="list-style-type: none"> • Banking • Technology • Healthcare • Tourism • Real Estate • Music
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Here is an early look at spotlighted, focused, featured content planned

MAR/APR	MAY/JUN	JUL/AUG	SEP/OCT	NOV/DEC
Launch Issue In-Charge Edition	Best Employers Accounting's Finest Clarksville / Montgomery County	Executive of the Year Hall of Fame Women in Business Rutherford County MBA Guide	Commercial Real Estate 101 Capital Markets Report Sumner County Executive Education	Fast 50 <i>(List of Middle Tennessee's fastest growing companies)</i> Green Business Report Williamson County Private School Guide

Print Ad Deadlines

	MAR/APR	MAY/JUN	JUL/AUG	SEP/OCT	NOV/DEC
Contract Deadlines	1/29/10	4/2/10	6/3/10	8/3/10	10/5/10
Ad/Materials deadline	2/5/10	4/9/10	6/10/10	8/10/10	10/2/10

Print Distribution

15,000 for launch issue
12,000 for additional editions

Nashville Post (new print edition) rates

Ad Size	1x	3x	6x
Full Page	\$2,727	\$2,318	\$1,970
2/3 Page	\$2,181	\$1,854	\$1,576
1/2 Page	\$1,636	\$1,391	\$1,182
1/3 Page	\$1,173	\$996	\$847
1/6 Page	\$654	\$556	\$472
Back Cover	\$3,320	\$2,822	\$2,399
Inside Front Cover	\$3,234	\$2,749	\$2,336
Inside Back Cover	\$3,176	\$2,700	\$2,295
Other Guaranteed Position Add 15%			

12,000 controlled* circulation in Middle Tennessee

Print Ad Specifications

SUBMISSION REQUIREMENTS

Format	PDF, Adobe InDesign CS3
Fonts	PostScript only
Images	TIFF or EPS (300 dpi/CMYK)
Live Area (when applicable)	Clearance of 1/2" from any trim
Bleed (when applicable)	1/8" on all sides

FILE FORMATS: Digital files must be sent as one of the following: (1) a PDF is preferred (2) a InDesign CS3 file for the Macintosh packaged with fonts (3) a high resolution (at least 300dpi) TIFF file.

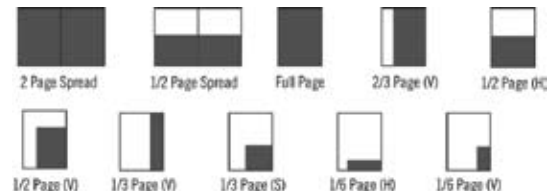
COLOR: CMYK (no RGB or PANTONE)

IMAGES: Please make sure that any images used in your layout are CMYK and at least 300dpi (or vector graphic in the case of illustrations and logos).

BLEED, TRIM, and LIVE AREA: When applicable, create a bleed of 1/8 inch per trim edge and do not place any type or critical images within a 1/2 inch of any trim edge.

SUBMISSIONS: Please e-mail ad materials to your account executive.

CONTACT: For questions regarding the submission of ad materials and deadlines, please contact Brent Rolan at 615.244.7989 x360. For technical questions regarding ad specifications



MECHANICAL SIZES (inches)	Bleed
Full-Page Spread	16.75 x 10.75 17 x 11
Half-Page Spread	16.75 x 4.5 17 x 4.75
Full Page	8.375 x 10.75 8.625 x 11
2/3 Page Vertical	4.5 x 9.25 5.5 x 11
1/2 Page Vertical	4.5 x 6.875 -
1/2 Page Horizontal	6.875 x 4.5 8.625 x 5.5
1/3 Page Vertical	2.125 x 9.25 3.125 x 11
1/3 Page Square	4.5 x 4.5 -
1/6 Page Horizontal	4.5 x 2.125 -
1/6 Page Vertical	2.125 x 4.5 -

*Mailed and audited

Online Ad Rates

\$15.00 CPM* per ad - ad size and position based on available inventory **

Add \$5.00 CPM - to pick specific size (leaderboard, medium rectangle, double full banner, wide skyscraper)

Add \$10.00 CPM - to pick specific page (homepage, health care, blogs, etc.)

Add \$20.00 CPM - to pick specific content (banking articles, health care articles, etc.)

Monthly Web Stats

Page Views	452,000
Unique Visitors	96,000

Online Ad Specifications

Ad Sizes	width	x	height
Leaderboard	728 pixels	x	90 pixels
Medium Rectangle	300 pixels	x	250 pixels
Double Full Banner	468 pixels	x	120 pixels
Wide Skyscraper	160 pixels	x	600 pixels

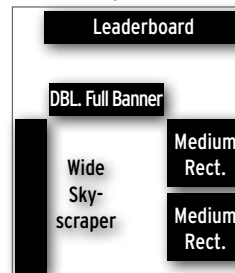
Deadlines: If ad needs to be built, please add five working days to the start date.

Cancellation Policy: One week in writing and client will be billed for the appropriate rate card CPM against actual number of impressions delivered.

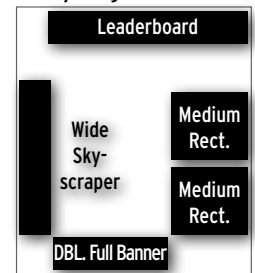
Submission Requirements:

- Ads Must be in RGB and 72 dpi
- Acceptable File Types: .swf (flash), .jpg or .gif
- File Size: .swf (flash) must be less than 45KB
- Animation: less than 15 seconds
- Looping Limitations: none with prior approval
- Rich Media Limitations: none w/one day additional lead time
- Third Party Servers: broadly accepted
- No fee to host landing pages
- E-mail files to your Account Executive. Please include company name, start date, and destination URL.

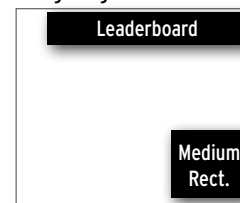
Home Page



Story Page



Blog Page



* CPM - Cost per thousand impressions

** Artwork needed for all ad sizes / positions for placement

Rates effective 1/1/2010 and are subject to change



NashvillePost.com Nashville's only breaking news e-mail blast targeted to local business and political interests by reader subscription.

- Reader requested
- Credible
- Delivered twice daily
- Exclusive demographic
- Limited ad positions



E-Mail Ad Rates/Ad Sizes

E-mail News Alerts - \$200 Per Day

Leaderboard (728 x 90)

Wide Skyscraper (160 x 600)

Double Full Banner (468 x 120)

Content targeted e-mails are not available.

Cancellation Policy: One week in writing and client will be billed for the appropriate rate card CPM against actual number of impressions delivered. Rates are effective 1/1/2010 and are subject to change.

E-Mail Ad Specifications

Deadlines: If ad needs to be built, please add five working days to the start date.

Submission Requirements:

- Ads Must be in RGB and 72 dpi
- Acceptable File Types: .swf (flash), .jpg or .gif
- File Size: .swf (flash) must be less than 30KB
- Animation: less than 15 seconds
- Looping Limitations: none with prior approval
- Rich Media Limitations: none w/one day adtl. lead time
- Third Party Servers: broadly accepted
- No fee to host landing pages
- E-mail files to your Account Executive. Please include company name, start date, and destination URL.

NashvillePost.com is an online, subscription-based news publication delivering smart, fast and breaking business and political news to a highly educated, affluent and socially active group of influential business leaders.

You don't have to wait for the ink to dry. Being a subscriber to **NashvillePost.com** means you can access news via e-mail, desktop or handheld device.

Your company can't afford not to be ahead of Nashville's print media. Quite simply, it pays to know now.

Be part of the change. Read online.



Subscription Rates

Individual Rates	Per Year	Per Month
One-year subscription	\$117.00	\$9.75
Two-year subscription	\$210.00	\$8.75
Three-year subscription	\$279.00	\$7.75
Group Rates (10+)		
One-year subscription	\$87.00/person	\$7.25

Contact Us

Loyal readers agree: **NashvillePost.com** is "by far the most valuable daily news source."

Call today to set up your **FREE** 30-day trial!

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NashvillePost.com delivers a highly educated, affluent, socially active group of influential members of the Nashville community. They are deeply involved in business and politics and are shapers of public opinion on both subjects. They are key decision makers in the workplace and trust **NashvillePost.com** for the most accurate and timely business and political news before any other source. **86% OF OUR READERS VISIT 3-5 TIMES A WEEK.**



Online Reader Profile

Demographics		Other Reading Interests	
Male	63.9%	Business/Finance	64.6%
Female	36.1%	News	48.2%
Age	35-54	Food/Home	34.4%
Income		Sports/Fitness	32.3%
\$150,000+	47.8%	Travel/Fine Living	25%
\$100,000+	73.6%	Beauty/Fashion	16.5%
Attended College	96%	Entertainment	14.6%
Ph.D./Masters	46%	Men's Interest	13.4%
Lifestyle		At Work	
Married	82.8%	Professional/Manager	63.7%
Married w/Children	45.2%	CEO/COO/CFO	32.7%
Drive Foreign Sedan	48.5%	Legal Services	28%
Drive SUV	36%	Finance/Insurance	14%
Health Club 1-3x/WK	40.2%		
Eat Out 5+x/MO	79.7%		
Upscale Restaurants	67.9%		
Leisure Travel 4x/YR	41.5%		
Loyal readers agree: NashvillePost.com is "by far the most valuable daily news source."			
The enthusiasm of <i>Nashvillepost.com</i> readers coupled with their community involvement and active, affluent lifestyles make for a receptive audience for your message.			