

**THE SOUTHEAST
ADVERTISER LLC**

118 South Dixie Suite 25, Cookeville, TN 38501

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WORLDWIDE CIRCULATION www.southeastadvertiser.net

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THE SOUTHEAST ADVERTISER prints 15,000 copies every Thursday and distributes in the following 16 counties in Middle Tennessee and Southern Kentucky:

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|------------|----------------|
| Clay | Putnam |
| Cumberland | Smith |
| DeKalb | Warren |
| Fentress | White |
| Jackson | Clinton, KY |
| Macon | Cumberland, KY |
| Overton | Metcalfe, KY |
| Pickett | Monroe, KY |



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Terms

Net R.O.I. Multiple insertion discount of 10% is allowed for any advertiser running an ad more than one time in the same month provided payment is received on or before the 10th of the month following the insertion. An account is considered late if not paid by the 10th of the following month and will be billed at the rate of .015% per month until payment is received.

Page Position

Page position cannot be guaranteed for any ad smaller than 5/6 page and is subject to prior reservation.

Reservations

Display advertising reservations are due Monday and the copy deadline is Tuesday prior to Thursday publication.

Commercial Classifieds

If you buy something to resell, make something to sell or sell a service, your ad is considered to be a commercial ad, even if you do it part-time or in your home. A business classified is \$7 for 2 weeks or 10 weeks for \$30 up to 25 words (extra words 10¢ per word per week.) We do not bill classified ads. Come by the office at 118 S. Dixie Suite. 25, Cookeville.

FRONT PAGE

6 columns x 10 1/4" \$600

Includes full process color

BACK PAGE

FULL PAGE - 6 columns x 12 1/2" \$550

5/6 PAGE - 5 columns x 12 1/2" \$475

1/2 PAGE - 3 columns x 12 1/2" \$325

Includes full process color

All Front and Back Pages are subject to prior reservation. Color for all ads other than the Front and Back Page is charged at the rate of \$2.00 per column inch up to \$100 total.

AD SIZE	COLUMNS	DEPTH	TOTAL C.I.	PRICE
Double Tuck	12	12 1/2"	150	\$700
Full Page	6	12 1/2"	75	\$325
5/6 Page	5	12 1/2"	62 1/2	\$300
1/2 Page	3	12 1/2"	37 1/2	\$170
1/2 Page	6	6 1/4"	37 1/2	\$170
1/3 Page	2	12 1/2"	25	\$125
1/3 Page	3	8 1/4"	25	\$125
1/4 Page	3	6"	18	\$95
1/4 Page	2	9"	18	\$95
1/4 Page	4	4 1/2"	18	\$95
1/8 Page	2	4 1/2"	9	\$60
1/8 Page	3	3"	9	\$60
Triple Box	2	3"	6	\$40
Double Box	2	2"	4	\$25
Double Box	1	4"	4	\$25
Single Box	1	2"	2	\$15