

# The Union News Leader, Inc.

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## Rate Sheet – Effective January 1, 2012

### RATE SHEET

**Classified Advertisements:** (Must be PRE-PAID, no exceptions) \$5.00 for the first 20 words and each additional word is .25 per word.

**Announcements:** Birthdays, weddings, new arrival, anniversaries, in memory, etc. \$10.00 for 1-2 paragraph write up \$15.00 for 1-2 paragraph write up and picture additional cost for more wording.

**Advertisements:** \$7.50 per column inch (each column is 1 ½ inches wide) Full page-\$945.00  
½ page-472.50, ¼ page-\$236.25, 1/8 page \$118.12, business card size 2column x 3.5 in. \$39.50,  
2 column x4 inch ad \$60.00, 2column x5 inch \$75, 2 column x6-\$90.00 2 column x8-\$120.00  
(these prices are for camera ready ads there will be a set-up charge on ads to be built depending on size)  
(Call or come by the office for special or contract rates)

**Inserts:** 1-12 pages=\$55.00 per 1,000 inserts, 14-16 pages=\$60.00 per 1,000 inserts, 18-20 pages=\$65 per 1,000 inserts, 22-24 pages=\$70.00 per 1,000 inserts, more than 24 pages, contact the office for rate.

**Restrictions:** Inserts are NOT to be delivered to The News Leader office. They must be shipped directly to the newspaper printer (The Mountain Press in Sevierville). They CAN NOT be quarter folded. They must be sized to fit inside The News Leader-no larger than 11"x11". We must have an insertion order 2 weeks PRIOR to insertion date. Inserts are PRE-PAID only.

**Publication Information:** *The Union News Leader* is published weekly, each Tuesday, and the Deadline for any submission is on the previous Wednesday by 4:30 PM. *The Union News Leader* reserves the right to refuse any and all articles, advertisements, etc. received past the deadline. Weekly circulation is 3,000+. One-Year Subscriptions are available as follows: Inside Union County \$16.00, Outside Union County \$22.00, Out-of-State \$25.00

**WE DO NOT ACCEPT CREDIT OR DEBIT CARDS!!**

**If you have any questions, please call our office between the hours of 8:30 am and 4:30 pm Monday-Friday. REMEMBER WEDNESDAY BY 4:30 IS DEADLINE!**

**Thank You!!**