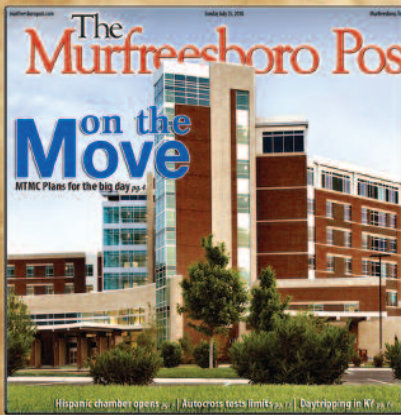


# The Murfreesboro Post



2955 S. Rutherford Blvd., Ste. 1  
Murfreesboro, TN 37130  
615.869.0800  
[www.murfreesboropost.com](http://www.murfreesboropost.com)

# Meet The Murfreesboro Post

## About Us

The Murfreesboro Post is a twice weekly, independent, free publication that focuses on community news, sports, business and lifestyle coverage. The Post is distributed on Sundays to households, plus over 300 businesses and rack locations throughout Murfreesboro and Rutherford County. The Post's Thursday edition is distributed through our rack and box locations only. With a distribution of over 21,500, The Post has the highest Sunday circulation of any other publication in the county.

In addition, daily news is online at [www.murfreesboropost.com](http://www.murfreesboropost.com), which showcases an active audience.

## Our Readers

Murfreesboro is home to over 100,000 residents and is projected to grow by 18% in 2014. With a mix of up-and-comers and young families settling in the city along with those who have called the city home for years, a wide-ranging audience is covered through our readership.

### Murfreesboro Demographics

**Population:** 100,798 | **Households:** 23,995 | **Median Household Income:** \$60,175

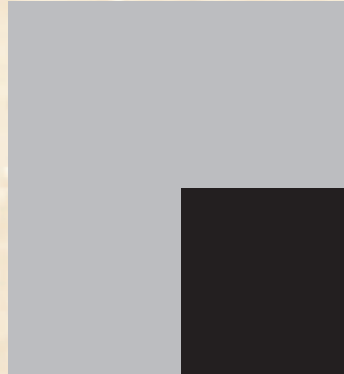
**Median Home Value:** \$158,000

\*based on 2009 statistics

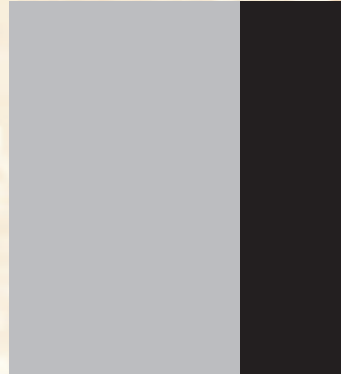
## Modular Retail Sizes



**1/8 Page**  
4.917" x 2.5"



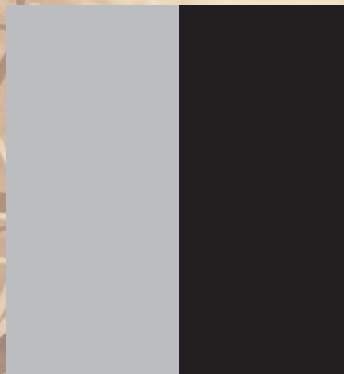
**1/4 Page**  
4.917" x 5.25"



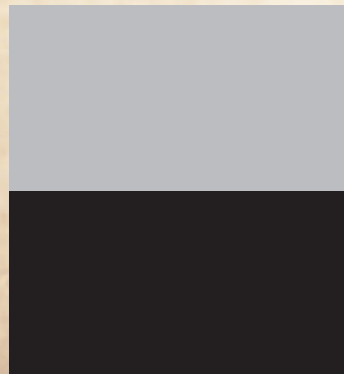
**1/3 Page - Option A**  
3.223" x 10.5"



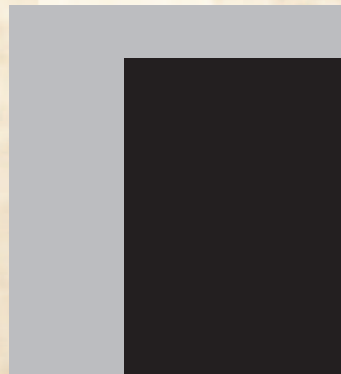
**1/3 Page - Option B**  
4.917" x 7"



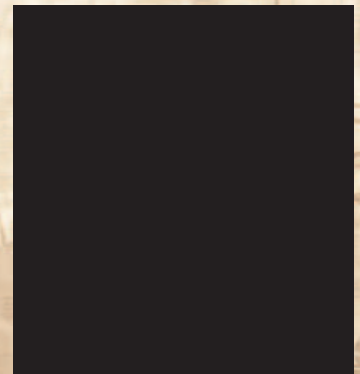
**1/2 Page - Option A**  
4.917" x 10.5"



**1/2 Page - Option B**  
10" x 5.25"



**Page Buster**  
6.612" x 9"



**Full Page**  
10" x 10.5"

# Modular Retail Rates

## (Sunday Edition Only)

|                    | 1-12 Times | 13-25 Times | 26-52 Times |
|--------------------|------------|-------------|-------------|
| <b>1/8 Page</b>    | \$150      | \$135       | \$120       |
| <b>1/4 Page</b>    | \$315      | \$284       | \$252       |
| <b>1/3 Page</b>    | \$420      | \$378       | \$336       |
| <b>1/2 Page</b>    | \$630      | \$567       | \$504       |
| <b>Page Buster</b> | \$720      | \$648       | \$576       |
| <b>Full Page</b>   | \$1260     | \$1134      | \$1008      |

# The Murfreesboro Post

## (Thursday Edition Only)

|                    |          |
|--------------------|----------|
| <b>1/8 Page</b>    | \$75     |
| <b>1/4 Page</b>    | \$157.50 |
| <b>1/3 Page</b>    | \$210    |
| <b>1/2 Page</b>    | \$315    |
| <b>Page Buster</b> | \$360    |
| <b>Full Page</b>   | \$630    |

# Combo Pricing

## (Sunday + Thursday Edition)

**Run in the Sunday Edition at Regular Price -  
Pick up the same ad to run on Thursday for 50% Discount**

All Prices Include Full Color.

Prices shown are per run. Other sizes and options available. Call for details.

**REAL ESTATE RATE:**  
(PER COLUMN INCH)

**\$12 pci**

**\$9 pci**

*Sunday Only Edition Thursday Only Edition*

**LEGAL RATE:**  
(PER COLUMN INCH)

**\$13 pci**

*Sunday & Thursday Editions*

**CLASSIFIED DISPLAY RATE:** (PER COLUMN INCH)

**\$12 pci**

*Sunday & Thursday Editions*

# ONLINE ADVERTISING OPPORTUNITIES

|  |                  |
|--|------------------|
| <b>Leaderboard</b><br>728x90             | <b>\$400/mo.</b> |
| <b>News Trailer</b><br>670x100           | <b>\$300/mo.</b> |
| <b>Home Page Side Bar</b><br>300x250     | <b>\$300/mo.</b> |
| <b>Interior Section Tower</b><br>160x600 | <b>\$300/mo.</b> |

E-Mail Newsletter Sponsorship:

Top: 728x85 Pixels: \$75

Side: 172x500 Pixels: \$50

Our website receives over  
3.5 million hits per month & over  
7,000 unique visitors per day.

## PRE-PRINT RATES

**Starting at \$28/Thousand** | Pick Your Area to Target Potential  
Buyers Within Our Delivery Area

\*Frequency Discounts Available

Reservations and printed materials must be received 7 business days prior to publication date. All rates are non-commissionable. Minimum size of insert is 3"x5". Maximum finished size is less than 10"x12".

*Creative services and printing are available.*

*For design & print costs, please consult your account representative.*

## PRINT PRODUCTION SPECIFICATIONS

### RETAIL SIZES

|             |        |
|-------------|--------|
| 1 Column:   | 1.529" |
| 2 Column:   | 3.223" |
| 3 Column:   | 4.917" |
| 4 Column:   | 6.612" |
| 5 Column:   | 8.306" |
| 6 Column:   | 10"    |
| Page Depth: | 10.5"  |

### CLASSIFIED SIZES

|             |        |
|-------------|--------|
| 1 Column:   | 1.172" |
| 2 Column:   | 2.433" |
| 3 Column:   | 3.694" |
| 4 Column:   | 4.955" |
| 5 Column:   | 6.217" |
| 6 Column:   | 7.478" |
| 7 Column:   | 8.739" |
| 8 Column:   | 10"    |
| Page Depth: | 10.5"  |

### DIGITAL FILE FORMATS:

- PDF or EPS with art & fonts embedded
- JPEG or TIFF, Photoshop 7 or earlier
- Adobe Illustrator 10 or earlier
- Quark Express 7.0 or earlier
- InDesign

### EMAIL ALL DIGITAL FILES & AD COPY TO:

**Jana Roe, Graphic Designer: [jroe@murfreesboropost.com](mailto:jroe@murfreesboropost.com)**