

**Get in front of  
people looking  
for your products.**

# Media Kit 2021

# Table of Contents

- MARKETING MENTOR ..... 3**
  - PURCHASE FUNNEL..... 4**
  - VALUE LADDER..... 5**
  - PARTS OF AN AD ..... 6**
  - WHOLE AND THIN MARKET ..... 7**
  - HERO AND MENTOR..... 8**
  
- REACH..... 9**
  - DISTRIBUTION..... 10**
  
- AUDIENCE ..... 11**
  - DEMOGRAPHICS ..... 12**
  - READERSHIP SURVEYS..... 13-53**
  
- ADVERTISING OPTIONS ..... 54**
  - DISPLAY RATES..... 55**
  - WORD AD RATES..... 56**
  - FRONT COVERS..... 57**
  - OBITUARIES ..... 58**
  - NON-PROFITS..... 59**
  - PRE-PRINTS..... 60**
  - FLYERS..... 61**
  - BANNER ADS ..... 62**
  
- AD SPECIFICATIONS ..... 63**
  - COLUMN INCHES ..... 64**
  - SAMPLE DISPLAY AD SIZES ..... 65**
  - GUIDELINES FOR DISPLAY ADS .... 66**
  - WEB BANNER AD SIZES ..... 67**

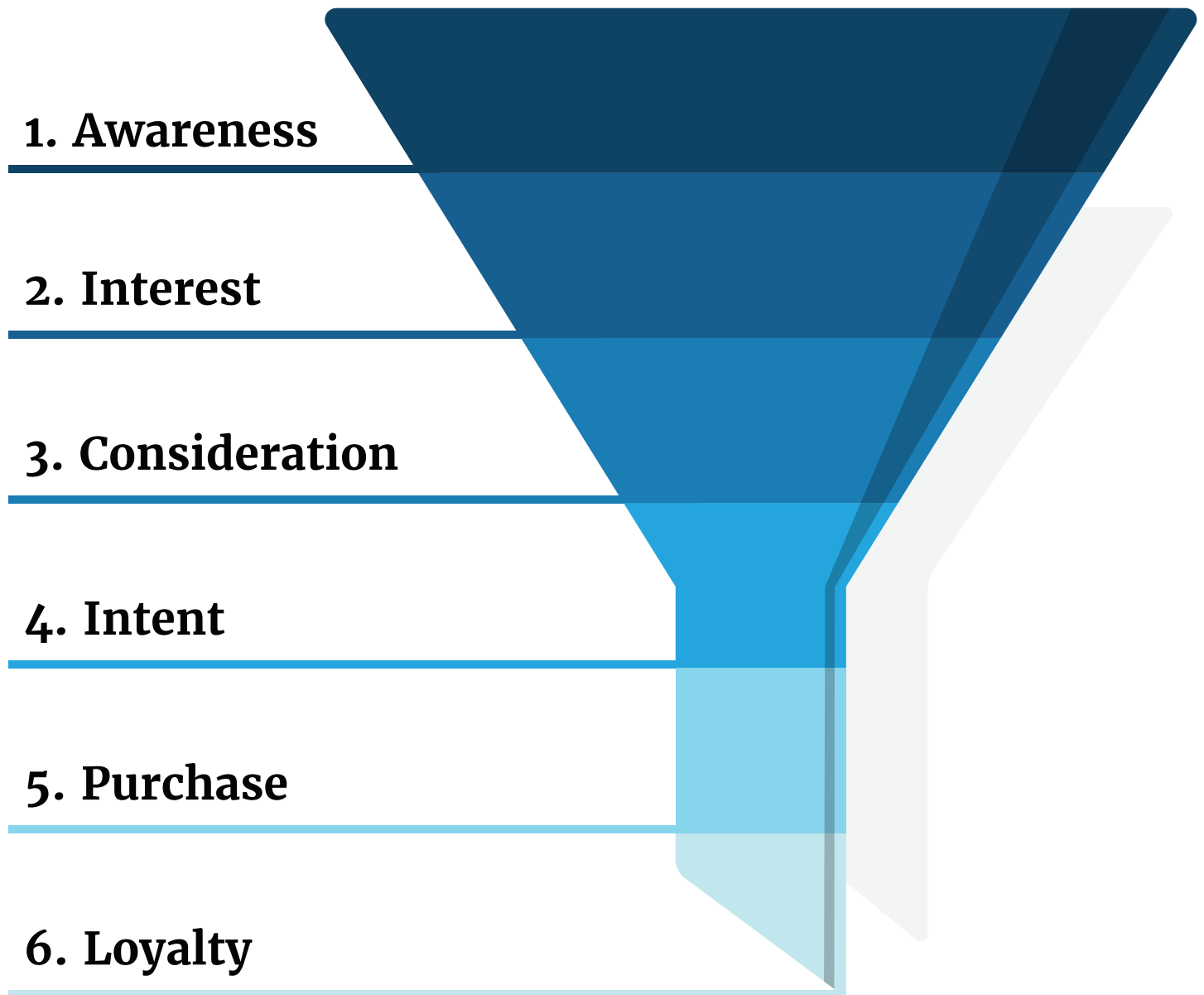


# Marketing Mentor

# Purchase Funnel

For more than a century, the purchase funnel has served as a model to help describe a consumer's journey from first being aware of your product or service to taking

action and making a purchase. We will use the purchase funnel to develop a strategy that is most effective for your business.

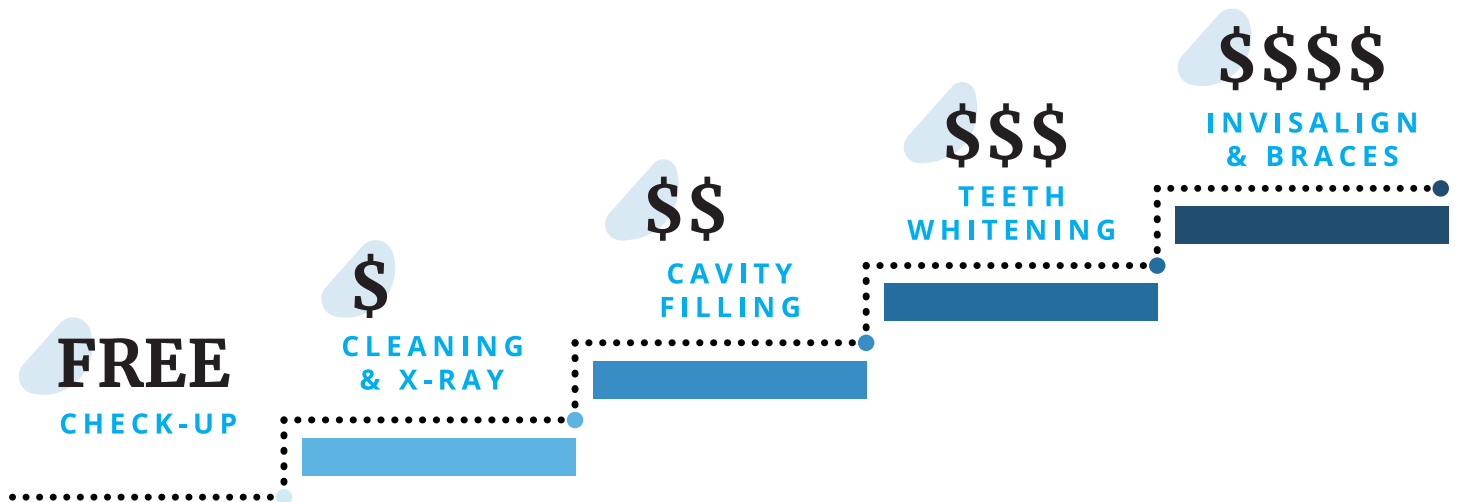




# Value Ladder

The right offer can open the door to a lifetime customer. This diagram uses the dentistry industry as an

example to show how offering a free dental check-up can lead to increased value.

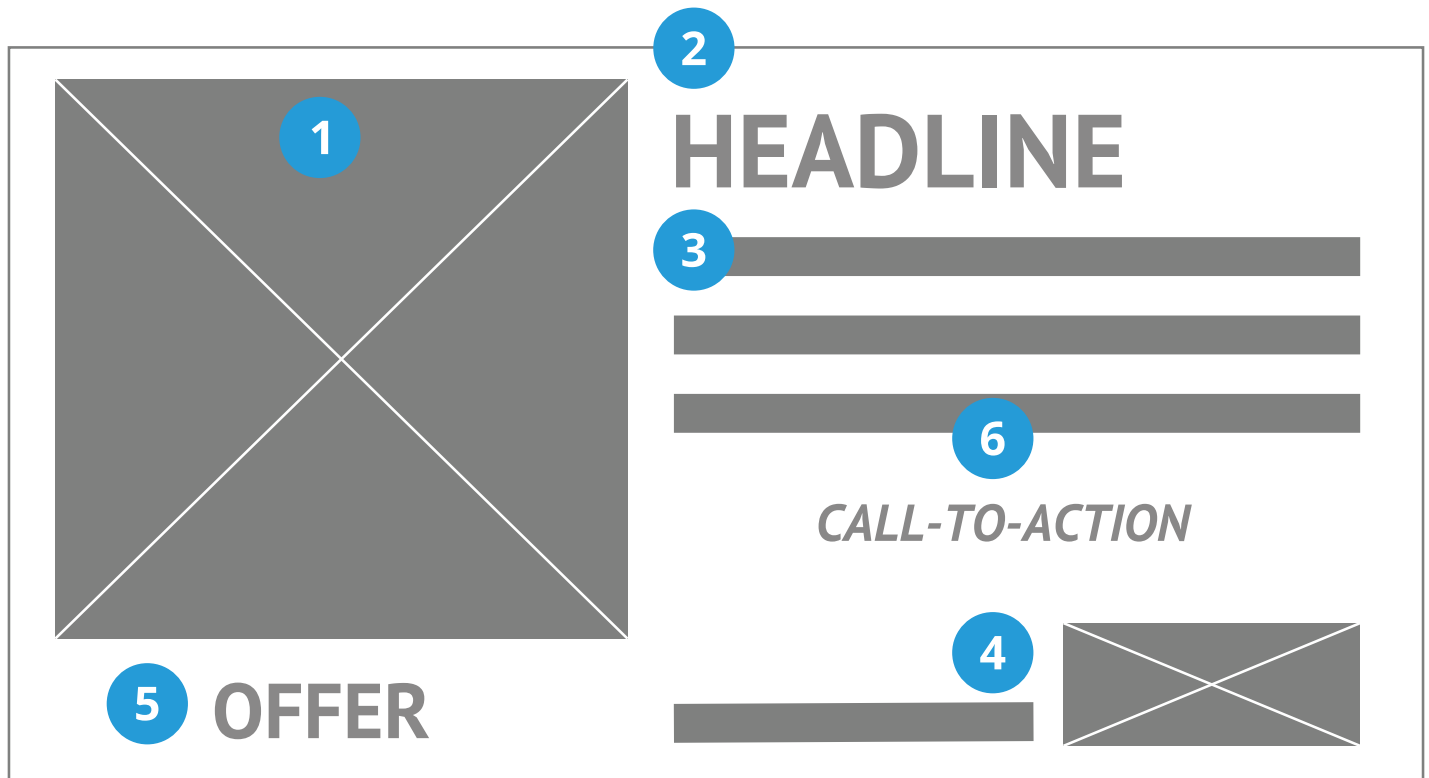


*How does your value ladder look?*

# Parts of an Ad

Good print ads are designed with a very specific structure to effectively convey the message, offer, and call to action.

Your ad's effectiveness depends on good design and carefully thought-out content that will arrest the viewer and lead to calls.



1. ILLUSTRATION

2. HEADLINE

3. BODY COPY

4. SIGNATURE

5. OFFER

6. CALL TO ACTION

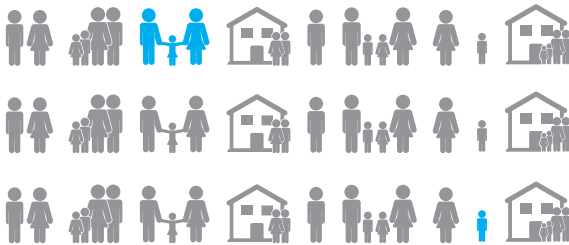
# Whole and Thin Market

January February March April May June July August September October November December



You can't time the market. People need your product at different times.  
Certain purchases are planned and others are unexpected needs.

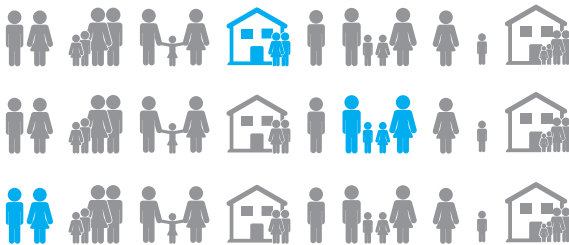
## EVERY 7 DAYS



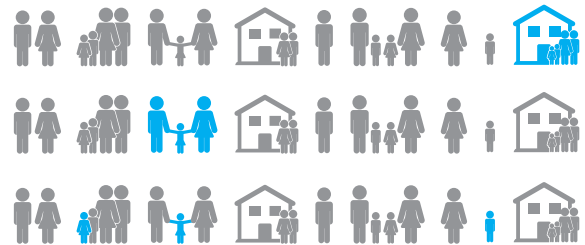
## EVERY 7 DAYS



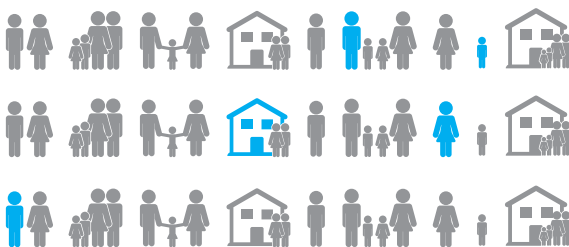
## EVERY 7 DAYS



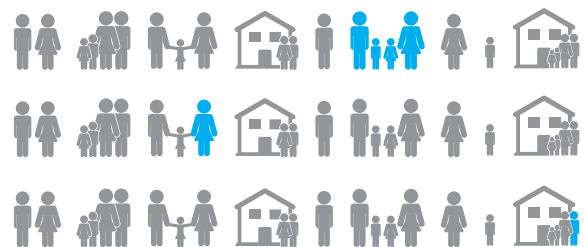
## EVERY 7 DAYS



## EVERY 7 DAYS



## EVERY 7 DAYS



*Consistency and frequency are required for your marketing to be successful.*

# Hero and Mentor



## Your company is not the hero... the customer is.

Who is your advertisement really for? Are you using your ads to show off the cool things about your business? Because that will get the attention of every potential customer, right? ... wrong. Advertisements are for customers, and you get their attention when you provide value to them. When you're the answer to customers' problems, you make connections that last.

Think of it this way, as mentioned in Seth Godin's *This Is Marketing*, your customer is the hero. They're the main character of their story, so your ad should be about them. Your business is simply the helper to the hero, not the one that comes in to save the day. Make the customer feel like they're in the driver's seat, and you're there to give a helping hand and provide value.

- **Get the attention of your customer**
- **Your customer is Batman; your business is Alfred**

*For example, read this advertisement by a library with the objective to get more people to use their new computers:*

**"We just added 15 new computers to our library! They're new and fit perfectly with the new theme we have this month! Come on down and use our computers."**

***This ad will not work.** It places the library and the computers into the role of the hero.*

*Now consider this option:*

**"You're in need of high-speed internet on a computer that works. Our library offers free access to high-speed internet. There are 15 brand new computers, so you won't have to wait in line. When you're ready to log in at high speeds, come to the library."**

***This ad will work:** It makes the customer the hero, not the company.*

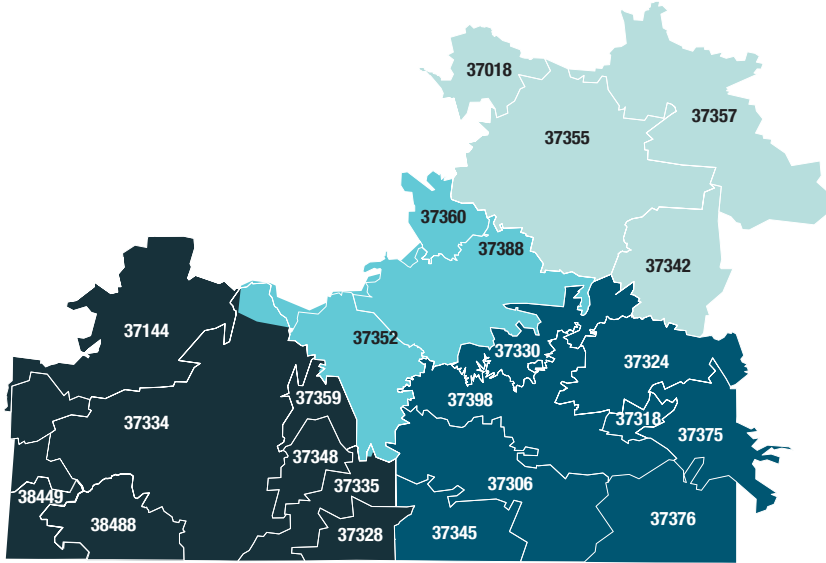




**Reach**

# Distribution

MURFREESBORO (25 MI. NORTH)



HUNTSVILLE, AL (30 MI. SOUTH)

TOTAL HOMES  
**51,673**

**6,519**  
UNIQUE READERS  
of our digital edition

READERSHIP

**80%**

of households  
regularly read  
the Exchange

PURCHASING  
POWER

**82%**

of households  
regularly purchase  
products or services  
from the Exchange

READERS

**1.60**

average readers  
per edition

## USPS DISTRIBUTION

	CITY	ZIP CODE	CIRC
FAYETTEVILLE	Fayetteville	37334	9,801
	Elora	37328	575
	Flintville	37335	1,148
	Mulberry	37359	287
	Kelso	37348	545
	Petersburg	37144	1,352
	Taft	38488	1,070
	<b>TOTAL</b>		<b>14,778</b>
TULLAHOMA	Tullahoma	37388	10,679
	Lynchburg	37352	1,287
	Normandy	37360	655
	<b>TOTAL</b>		<b>12,621</b>
WINCHESTER	Winchester	37398	5,927
	Belvidere	37306	1,103
	Dechard	37324	702
	Estill Springs	37330	2,818
	Huntland	37345	553
	Sewanee	37375	1,006
	Sherwood	37376	159
	<b>TOTAL</b>		<b>12,268</b>
MANCHESTER	Manchester	37355	9,974
	Hillsboro	37342	1,398
	Pelham	37366	384
	Beechgrove	37018	250
<b>TOTAL</b>		<b>12,006</b>	



Readership, Purchasing Power, Average Readers & Unique Readers of our digital edition are from our 2019 Circulation Verification Council Audit. Unique visitors are from Google Analytics 3/11/19 - 3/11/20.







# Audience

# Demographics

## DID YOU KNOW?

Exchange has the largest audience in the markets we serve.

Recent circulation and survey information from Circulation Verification Council (CVC) has confirmed Exchange is the market leader in audience size.

More people read Exchange than view any other media in the market.

CVC's data found 79% of Exchange readers use our content to make purchase decisions. Our audience is waiting for you.

## MEET OUR READERS:

GENDER	READER DEMOGRAPHICS	MARKET DEMOGRAPHICS
Male	40%	49%
Female	60%	51%

INCOME	READER DEMOGRAPHICS	MARKET DEMOGRAPHICS
under \$15k	1%	15%
\$15k - \$24,999	7%	13%
\$25k - \$34,999	16%	12%
\$35k - \$49,999	17%	16%
\$50k - \$74,999	22%	19%
\$75k - \$99,999	19%	12%
\$100k - \$124,999	9%	6%
\$125k - \$149,999	5%	3%
\$150k - \$199,999	3%	3%
\$200,000+	2%	2%

PURCHASING POWER  
**82%**  
of households regularly purchase products or services from the Exchange

REACH  
**99%**  
of households regularly receive the Exchange
READERSHIP  
**80%**  
of households regularly read the Exchange

EDUCATION	READER DEMOGRAPHICS	MARKET DEMOGRAPHICS
Some high school or less	5%	21%
Graduated high school	40%	41%
Some college	28%	22%
Graduated college	22%	10%
Completed master degree	3%	4%
Completed professional degree	1%	1%
Completed doctorate degree	1%	1%

AGE	READER DEMOGRAPHICS	MARKET DEMOGRAPHICS
18-20	1%	5%
21-24	2%	6%
25-34	14%	15%
35-44	19%	16%
45-54	22%	19%
55-64	23%	18%
65-74	14%	12%
75-84	5%	6%
85+	1%	2%



## Antiques & Auctions



**Motivated buyers  
your business can reach.**

### CUSTOMERS PER MARKET

TULLAHOMA	2,500
WINCHESTER	2,465
MANCHESTER	2,419
FAYETTEVILLE	2,674

### SALES PER MARKET

TULLAHOMA	\$3,409,367
WINCHESTER	\$3,362,656
MANCHESTER	\$3,299,413
FAYETTEVILLE	\$3,647,907

**10,058**  
TOTAL CUSTOMERS

**= \$13,719,343**  
TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 10,058 of our readers plan to purchase **Antiques & Auctions** services during the next 12 months. Using an industry purchase average, this equals **\$13,719,343** in potential sales.

How much of this will be from your business?

## Major Appliances



**Motivated buyers  
your business can reach.**

### CUSTOMERS PER MARKET

TULLAHOMA	2,368
WINCHESTER	2,336
MANCHESTER	2,292
FAYETTEVILLE	2,534

### SALES PER MARKET

TULLAHOMA	\$2,472,172
WINCHESTER	\$2,438,302
MANCHESTER	\$2,392,443
FAYETTEVILLE	\$2,645,141

**9,530** = **\$9,948,058**  
TOTAL CUSTOMERS TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 9,530 of our readers plan to purchase **Major Appliances** during the next 12 months. Using an industry purchase average, this equals **\$9,948,058** in potential sales.

How much of this will be from your business?



## Arts & Crafts Supplies



**Motivated buyers  
your business can reach.**

### CUSTOMERS PER MARKET

TULLAHOMA	3,157
WINCHESTER	3,114
MANCHESTER	3,055
FAYETTEVILLE	3,378

### SALES PER MARKET

TULLAHOMA	\$669,349
WINCHESTER	\$660,179
MANCHESTER	\$647,762
FAYETTEVILLE	\$716,181

**12,704** = **\$2,693,471**  
TOTAL CUSTOMERS TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 12,704 of our readers plan to purchase **Arts & Crafts Supplies** during the next 12 months. Using an industry purchase average, this equals **\$2,693,471** in potential sales.

How much of this will be from your business?

# Athletic Equipment



**Motivated buyers  
your business can reach.**

## CUSTOMERS PER MARKET

TULLAHOMA	5,210
WINCHESTER	5,138
MANCHESTER	5,042
FAYETTEVILLE	5,574

## SALES PER MARKET

TULLAHOMA	\$3,407,051
WINCHESTER	\$3,360,372
MANCHESTER	\$3,297,172
FAYETTEVILLE	\$3,645,430

**20,964** = **\$13,710,025**  
TOTAL CUSTOMERS TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 20,964 of our readers plan to purchase **Athletic Equipment** during the next 12 months. Using an industry purchase average, this equals **\$13,710,025** in potential sales.

How much of this will be from your business?



# Attorneys



## Motivated buyers your business can reach.

### CUSTOMERS PER MARKET

TULLAHOMA	1,302
WINCHESTER	1,285
MANCHESTER	1,260
FAYETTEVILLE	1,394

### SALES PER MARKET

TULLAHOMA	\$1,320,623
WINCHESTER	\$1,302,530
MANCHESTER	\$1,278,032
FAYETTEVILLE	\$1,413,022

---

**5,241**  
TOTAL CUSTOMERS

---

**= \$5,314,207**  
TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 5,241 of our readers plan to purchase **Attorneys** services during the next 12 months. Using an industry purchase average, this equals **\$5,314,207** in potential sales.

How much of this will be from your business?

## Auto Accessories



**Motivated buyers  
your business can reach.**

### CUSTOMERS PER MARKET

TULLAHOMA	7,104
WINCHESTER	7,007
MANCHESTER	6,875
FAYETTEVILLE	7,601

### SALES PER MARKET

TULLAHOMA	\$11,963,041
WINCHESTER	\$11,799,138
MANCHESTER	\$11,577,226
FAYETTEVILLE	\$12,800,049

---

**28,587**  
TOTAL CUSTOMERS

---

**= \$48,139,454**  
TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 28,587 of our readers plan to purchase **Auto Accessories** during the next 12 months. Using an industry purchase average, this equals **\$48,139,454** in potential sales.

How much of this will be from your business?



## Boats & Watercraft



**Motivated buyers  
your business can reach.**

### CUSTOMERS PER MARKET

TULLAHOMA	263
WINCHESTER	260
MANCHESTER	255
FAYETTEVILLE	282

### SALES PER MARKET

TULLAHOMA	\$4,974,865
WINCHESTER	\$4,906,706
MANCHESTER	\$4,814,423
FAYETTEVILLE	\$5,322,937

---

**1,060**  
TOTAL CUSTOMERS

---

**= \$20,018,931**  
TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 1,060 of our readers plan to purchase **Boats & Watercraft** during the next 12 months. Using an industry purchase average, this equals **\$20,018,931** in potential sales.

How much of this will be from your business?

## Carpet & Flooring



## Motivated buyers your business can reach.

### CUSTOMERS PER MARKET

TULLAHOMA	1,973
WINCHESTER	1,946
MANCHESTER	1,910
FAYETTEVILLE	2,111

### SALES PER MARKET

TULLAHOMA	\$3,747,330
WINCHESTER	\$3,695,989
MANCHESTER	\$3,626,477
FAYETTEVILLE	\$4,009,516

---

**7,940**  
TOTAL CUSTOMERS

---

**= \$15,079,312**  
TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 7,940 of our readers plan to purchase **Carpet & Flooring** during the next 12 months. Using an industry purchase average, this equals **\$15,079,312** in potential sales.

How much of this will be from your business?



## Cell Phones & Services



**Motivated buyers  
your business can reach.**

### CUSTOMERS PER MARKET

TULLAHOMA	5,210
WINCHESTER	5,138
MANCHESTER	5,042
FAYETTEVILLE	5,574

### SALES PER MARKET

TULLAHOMA	\$2,318,254
WINCHESTER	\$2,286,492
MANCHESTER	\$2,243,488
FAYETTEVILLE	\$2,480,453

**20,964** = **\$9,328,687**  
TOTAL CUSTOMERS TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 20,964 of our readers plan to purchase **Cell Phones & Services** during the next 12 months. Using an industry purchase average, this equals **\$9,328,687** in potential sales.

How much of this will be from your business?

## Childcare Services



**Motivated buyers  
your business can reach.**

### CUSTOMERS PER MARKET

TULLAHOMA	1,710
WINCHESTER	1,687
MANCHESTER	1,655
FAYETTEVILLE	1,830

### SALES PER MARKET

TULLAHOMA	\$9,406,148
WINCHESTER	\$9,277,276
MANCHESTER	\$9,102,793
FAYETTEVILLE	\$10,064,259

---

**6,882**

TOTAL CUSTOMERS

---

**= \$37,800,476**

TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 6,882 of our readers plan to purchase **Childcare Services** during the next 12 months. Using an industry purchase average, this equals **\$37,800,476** in potential sales.

How much of this will be from your business?



## Children's Apparel



## Motivated buyers your business can reach.

### CUSTOMERS PER MARKET

TULLAHOMA	5,131
WINCHESTER	5,060
MANCHESTER	4,965
FAYETTEVILLE	5,490

### SALES PER MARKET

TULLAHOMA	\$6,782,687
WINCHESTER	\$6,689,760
MANCHESTER	\$6,563,942
FAYETTEVILLE	\$7,257,246

---

**20,646**

TOTAL CUSTOMERS

---

**= \$27,293,635**

TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 20,646 of our readers plan to purchase **Children's Apparel** during the next 12 months. Using an industry purchase average, this equals **\$27,293,635** in potential sales.

How much of this will be from your business?

# Chiropractors



**Motivated buyers  
your business can reach.**

## CUSTOMERS PER MARKET

TULLAHOMA	2,822
WINCHESTER	2,783
MANCHESTER	2,731
FAYETTEVILLE	3,019

## SALES PER MARKET

TULLAHOMA	\$1,876,526
WINCHESTER	\$1,850,817
MANCHESTER	\$1,816,007
FAYETTEVILLE	\$2,007,820

**11,355** = **\$7,551,170**  
TOTAL CUSTOMERS TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 11,355 of our readers plan to purchase **Chiropractors** services during the next 12 months. Using an industry purchase average, this equals **\$7,551,170** in potential sales.

How much of this will be from your business?

# Cleaning Services



## Motivated buyers your business can reach.

### CUSTOMERS PER MARKET

TULLAHOMA	3,947
WINCHESTER	3,893
MANCHESTER	3,819
FAYETTEVILLE	4,223

### SALES PER MARKET

TULLAHOMA	\$7,174,983
WINCHESTER	\$7,076,680
MANCHESTER	\$6,943,585
FAYETTEVILLE	\$7,676,989

---

**15,882**  
TOTAL CUSTOMERS

---

**= \$28,872,237**  
TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 15,882 of our readers plan to purchase **Cleaning Services** during the next 12 months. Using an industry purchase average, this equals **\$28,872,237** in potential sales.

How much of this will be from your business?



## Computers & Tablets



## Motivated buyers your business can reach.

### CUSTOMERS PER MARKET

TULLAHOMA	2,763
WINCHESTER	2,725
MANCHESTER	2,674
FAYETTEVILLE	2,956

### SALES PER MARKET

TULLAHOMA	\$1,831,633
WINCHESTER	\$1,806,539
MANCHESTER	\$1,772,562
FAYETTEVILLE	\$1,959,786

---

**11,118**  
TOTAL CUSTOMERS

---

**= \$7,370,520**  
TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 11,118 of our readers plan to purchase **Computers & Tablets** during the next 12 months. Using an industry purchase average, this equals **\$7,370,520** in potential sales.

How much of this will be from your business?



## Motivated buyers your business can reach.

### CUSTOMERS PER MARKET

TULLAHOMA	17,582
WINCHESTER	17,341
MANCHESTER	17,015
FAYETTEVILLE	18,812

### SALES PER MARKET

TULLAHOMA	\$69,449,928
WINCHESTER	\$68,498,413
MANCHESTER	\$67,210,125
FAYETTEVILLE	\$74,309,071

---

# 70,750

TOTAL CUSTOMERS

---

# = \$279,467,537

TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 70,750 of our readers plan to purchase **Dining / Entertainment** during the next 12 months. Using an industry purchase average, this equals **\$279,467,537** in potential sales.

How much of this will be from your business?



## Education / Classes



## Motivated buyers your business can reach.

### CUSTOMERS PER MARKET

TULLAHOMA	3,473
WINCHESTER	3,425
MANCHESTER	3,361
FAYETTEVILLE	3,716

### SALES PER MARKET

TULLAHOMA	\$7,981,044
WINCHESTER	\$7,871,698
MANCHESTER	\$7,723,650
FAYETTEVILLE	\$8,539,447

---

**13,975**  
TOTAL CUSTOMERS

---

**= \$32,115,839**  
TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 13,975 of our readers plan to purchase **Education / Classes** during the next 12 months. Using an industry purchase average, this equals **\$32,115,839** in potential sales.

How much of this will be from your business?



# Financial Planner



## Motivated buyers your business can reach.

### CUSTOMERS PER MARKET

TULLAHOMA	2,500
WINCHESTER	2,465
MANCHESTER	2,419
FAYETTEVILLE	2,674

### SALES PER MARKET

TULLAHOMA	\$1,389,742
WINCHESTER	\$1,370,701
MANCHESTER	\$1,344,922
FAYETTEVILLE	\$1,486,977

---

$$10,058 \text{ TOTAL CUSTOMERS} = \$5,592,342 \text{ TOTAL SALES}$$

Based on our most recent readership study from Circulation Verification Council, 10,058 of our readers plan to purchase **Financial Planner** services during the next 12 months. Using an industry purchase average, this equals **\$5,592,342** in potential sales.

How much of this will be from your business?

## Florists & Gift Shops



## Motivated buyers your business can reach.

### CUSTOMERS PER MARKET

TULLAHOMA	4,341
WINCHESTER	4,282
MANCHESTER	4,201
FAYETTEVILLE	4,645

### SALES PER MARKET

TULLAHOMA	\$1,328,437
WINCHESTER	\$1,310,237
MANCHESTER	\$1,285,595
FAYETTEVILLE	\$1,421,383

---

**17,469**  
TOTAL CUSTOMERS

---

**= \$5,345,652**  
TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 17,469 of our readers plan to purchase from **Florists & Gift Shops** during the next 12 months. Using an industry purchase average, this equals **\$5,345,652** in potential sales.

How much of this will be from your business?



# Furniture



## Motivated buyers your business can reach.

### CUSTOMERS PER MARKET

TULLAHOMA	5,920
WINCHESTER	5,839
MANCHESTER	5,729
FAYETTEVILLE	6,334

### SALES PER MARKET

TULLAHOMA	\$15,504,357
WINCHESTER	\$15,291,936
MANCHESTER	\$15,004,332
FAYETTEVILLE	\$16,589,137

---

**23,822**  
TOTAL CUSTOMERS

---

**= \$62,389,762**  
TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 23,822 of our readers plan to purchase **Furniture** during the next 12 months. Using an industry purchase average, this equals **\$62,389,762** in potential sales.

How much of this will be from your business?



## Health Club



## Motivated buyers your business can reach.

### CUSTOMERS PER MARKET

TULLAHOMA	5,644
WINCHESTER	5,566
MANCHESTER	5,462
FAYETTEVILLE	6,039

### SALES PER MARKET

TULLAHOMA	\$3,775,628
WINCHESTER	\$3,723,899
MANCHESTER	\$3,653,861
FAYETTEVILLE	\$4,039,794

---

**22,711**  
TOTAL CUSTOMERS

---

**= \$15,193,182**  
TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 22,711 of our readers plan to purchase **Home Improvement** during the next 12 months. Using an industry purchase average, this equals **\$15,193,182** in potential sales.

How much of this will be from your business?

# Home HVAC



## Motivated buyers your business can reach.

### CUSTOMERS PER MARKET

TULLAHOMA	2,105
WINCHESTER	2,076
MANCHESTER	2,037
FAYETTEVILLE	2,252

### SALES PER MARKET

TULLAHOMA	\$1,225,036
WINCHESTER	\$1,208,252
MANCHESTER	\$1,185,527
FAYETTEVILLE	\$1,310,747

---

$$8,470 \text{ TOTAL CUSTOMERS} = \$4,929,562 \text{ TOTAL SALES}$$

Based on our most recent readership study from Circulation Verification Council, 8,470 of our readers plan to purchase **Home HVAC** during the next 12 months. Using an industry purchase average, this equals **\$4,929,562** in potential sales.

How much of this will be from your business?



## Home Improvement

# Motivated buyers your business can reach.

### CUSTOMERS PER MARKET

TULLAHOMA	3,947
WINCHESTER	3,893
MANCHESTER	3,819
FAYETTEVILLE	4,223

### SALES PER MARKET

TULLAHOMA	\$10,612,502
WINCHESTER	\$10,467,103
MANCHESTER	\$10,270,243
FAYETTEVILLE	\$11,355,018

---

**15,882**

TOTAL CUSTOMERS

---

**= \$42,704,866**

TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 15,882 of our readers plan to purchase **Home Improvement** during the next 12 months. Using an industry purchase average, this equals **\$42,704,866** in potential sales.

How much of this will be from your business?



# Jewelry



## Motivated buyers your business can reach.

### CUSTOMERS PER MARKET

TULLAHOMA	4,124
WINCHESTER	4,068
MANCHESTER	3,991
FAYETTEVILLE	4,413

### SALES PER MARKET

TULLAHOMA	\$4,949,081
WINCHESTER	\$4,881,275
MANCHESTER	\$4,789,470
FAYETTEVILLE	\$5,295,349

---

**16,596**  
TOTAL CUSTOMERS

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**= \$19,915,175**  
TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 16,596 of our readers plan to purchase **Jewelry** during the next 12 months. Using an industry purchase average, this equals **\$19,915,175** in potential sales.

How much of this will be from your business?

## Lawn Care Services



## Motivated buyers your business can reach.

### CUSTOMERS PER MARKET

TULLAHOMA	3,289
WINCHESTER	3,244
MANCHESTER	3,183
FAYETTEVILLE	3,519

### SALES PER MARKET

TULLAHOMA	\$5,673,288
WINCHESTER	\$5,595,560
MANCHESTER	\$5,490,321
FAYETTEVILLE	\$6,070,226

---

**13,235**  
TOTAL CUSTOMERS

---

**= \$22,829,395**  
TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 13,235 of our readers plan to purchase **Lawn Care Services** during the next 12 months. Using an industry purchase average, this equals **\$22,829,395** in potential sales.

How much of this will be from your business?



## Lawn & Garden Stores



## Motivated buyers your business can reach.

### CUSTOMERS PER MARKET

TULLAHOMA	4,341
WINCHESTER	4,282
MANCHESTER	4,201
FAYETTEVILLE	4,645

### SALES PER MARKET

TULLAHOMA	\$8,287,540
WINCHESTER	\$8,173,994
MANCHESTER	\$8,020,261
FAYETTEVILLE	\$8,867,387

**17,469**

TOTAL CUSTOMERS

**= \$33,349,182**

TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 17,469 of our readers plan to purchase from **Lawn & Garden Stores** during the next 12 months. Using an industry purchase average, this equals **\$33,349,182** in potential sales.

How much of this will be from your business?



# Legal Gambling



## Motivated buyers your business can reach.

### CUSTOMERS PER MARKET

TULLAHOMA	5,644
WINCHESTER	5,566
MANCHESTER	5,462
FAYETTEVILLE	6,039

### SALES PER MARKET

TULLAHOMA	\$4,989,021
WINCHESTER	\$4,920,667
MANCHESTER	\$4,828,122
FAYETTEVILLE	\$5,338,083

---

**22,711**  
TOTAL CUSTOMERS

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**= \$20,075,893**  
TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 22,711 of our readers plan to purchase **Legal Gambling** during the next 12 months. Using an industry purchase average, this equals **\$20,075,893** in potential sales.

How much of this will be from your business?

## Medical Services



## Motivated buyers your business can reach.

### CUSTOMERS PER MARKET

TULLAHOMA	12,156
WINCHESTER	11,989
MANCHESTER	11,764
FAYETTEVILLE	13,006

### SALES PER MARKET

TULLAHOMA	\$6,077,818
WINCHESTER	\$5,994,548
MANCHESTER	\$5,881,805
FAYETTEVILLE	\$6,503,060

---

**48,915**  
TOTAL CUSTOMERS

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**= \$24,457,231**  
TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 48,915 of our readers plan to purchase **Medical Services** during the next 12 months. Using an industry purchase average, this equals **\$24,457,231** in potential sales.

How much of this will be from your business?



## Men's Apparel



## Motivated buyers your business can reach.

### CUSTOMERS PER MARKET

TULLAHOMA	8,683
WINCHESTER	8,564
MANCHESTER	8,403
FAYETTEVILLE	9,290

### SALES PER MARKET

TULLAHOMA	\$19,301,415
WINCHESTER	\$19,036,971
MANCHESTER	\$18,678,932
FAYETTEVILLE	\$20,651,860

---

**34,940**

TOTAL CUSTOMERS

---

**= \$77,669,178**

TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 34,940 of our readers plan to purchase **Men's Apparel** during the next 12 months. Using an industry purchase average, this equals **\$77,669,178** in potential sales.

How much of this will be from your business?



## Motorcycle & ATVs



## Motivated buyers your business can reach.

### CUSTOMERS PER MARKET

TULLAHOMA	658
WINCHESTER	649
MANCHESTER	637
FAYETTEVILLE	704

### SALES PER MARKET

TULLAHOMA	\$8,879,924
WINCHESTER	\$8,758,262
MANCHESTER	\$8,593,541
FAYETTEVILLE	\$9,501,217

---

# 2,648

TOTAL CUSTOMERS

---

# = \$35,732,944

TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 2,648 of our readers plan to purchase **Motorcycles & ATVs** during the next 12 months. Using an industry purchase average, this equals **\$35,732,944** in potential sales.

How much of this will be from your business?

## New Automobiles



## Motivated buyers your business can reach.

### CUSTOMERS PER MARKET

TULLAHOMA	1,973
WINCHESTER	1,946
MANCHESTER	1,910
FAYETTEVILLE	2,111

### SALES PER MARKET

TULLAHOMA	\$56,085,635
WINCHESTER	\$55,317,220
MANCHESTER	\$54,276,838
FAYETTEVILLE	\$60,009,730

---

# 7,940

TOTAL CUSTOMERS

---

# =\$225,689,423

TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 7,940 of our readers plan to purchase **New Automobiles** during the next 12 months. Using an industry purchase average, this equals **\$225,689,423** in potential sales.

How much of this will be from your business?



## Pet Supplies & Services



## Motivated buyers your business can reach.

### CUSTOMERS PER MARKET

TULLAHOMA	4,341
WINCHESTER	4,282
MANCHESTER	4,201
FAYETTEVILLE	4,645

### SALES PER MARKET

TULLAHOMA	\$1,888,465
WINCHESTER	\$1,862,592
MANCHESTER	\$1,827,561
FAYETTEVILLE	\$2,020,593

**17,469** = **\$7,599,211**  
TOTAL CUSTOMERS TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 17,469 of our readers plan to purchase **Pet Supplies & Services** during the next 12 months. Using an industry purchase average, this equals **\$7,599,211** in potential sales.

How much of this will be from your business?



# Pharmacies



## Motivated buyers your business can reach.

### CUSTOMERS PER MARKET

TULLAHOMA	11,504
WINCHESTER	11,347
MANCHESTER	11,133
FAYETTEVILLE	12,309

### SALES PER MARKET

TULLAHOMA	\$10,146,918
WINCHESTER	\$10,007,898
MANCHESTER	\$9,819,673
FAYETTEVILLE	\$10,856,858

---

**46,293**  
TOTAL CUSTOMERS

---

**= \$40,831,347**  
TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 46,293 of our readers plan to purchase from **Pharmacies** during the next 12 months. Using an industry purchase average, this equals **\$40,831,347** in potential sales.

How much of this will be from your business?



## Motivated buyers your business can reach.

### CUSTOMERS PER MARKET

TULLAHOMA	1,316
WINCHESTER	1,298
MANCHESTER	1,273
FAYETTEVILLE	1,408

### SALES PER MARKET

TULLAHOMA	\$8,682,598
WINCHESTER	\$8,563,640
MANCHESTER	\$8,402,579
FAYETTEVILLE	\$9,290,085

---

**5,295**  
TOTAL CUSTOMERS

---

**=\$34,938,902**  
TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 5,295 of our readers plan to purchase **Real Estate** during the next 12 months. Using an industry purchase average, this equals **\$34,938,902** in potential sales.

How much of this will be from your business?



## Tax Advisor Services



## Motivated buyers your business can reach.

### CUSTOMERS PER MARKET

TULLAHOMA	6,841
WINCHESTER	6,747
MANCHESTER	6,620
FAYETTEVILLE	7,319

### SALES PER MARKET

TULLAHOMA	\$1,429,734
WINCHESTER	\$1,410,146
MANCHESTER	\$1,383,625
FAYETTEVILLE	\$1,529,767

**27,527** = **\$5,753,272**  
TOTAL CUSTOMERS TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 27,527 of our readers plan to purchase **Tax Advisor Services** during the next 12 months. Using an industry purchase average, this equals **\$5,753,272** in potential sales.

How much of this will be from your business?

## TVs & Electronics



## Motivated buyers your business can reach.

### CUSTOMERS PER MARKET

TULLAHOMA	3,947
WINCHESTER	3,893
MANCHESTER	3,819
FAYETTEVILLE	4,223

### SALES PER MARKET

TULLAHOMA	\$7,013,171
WINCHESTER	\$6,917,085
MANCHESTER	\$6,786,992
FAYETTEVILLE	\$7,503,855

---

**15,882**

TOTAL CUSTOMERS

---

**= \$28,221,103**

TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 15,882 of our readers plan to purchase **TVs & Electronics** during the next 12 months. Using an industry purchase average, this equals **\$28,221,103** in potential sales.

How much of this will be from your business?



## Used Automobiles



## Motivated buyers your business can reach.

### CUSTOMERS PER MARKET

TULLAHOMA	2,763
WINCHESTER	2,725
MANCHESTER	2,674
FAYETTEVILLE	2,956

### SALES PER MARKET

TULLAHOMA	\$38,450,489
WINCHESTER	\$37,923,689
MANCHESTER	\$37,210,437
FAYETTEVILLE	\$41,140,721

---

**11,118**  
TOTAL CUSTOMERS

---

**=\$154,725,336**  
TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 11,118 of our readers plan to purchase **Used Automobiles** during the next 12 months. Using an industry purchase average, this equals **\$154,725,336** in potential sales.

How much of this will be from your business?

## Vacations & Travel



## Motivated buyers your business can reach.

### CUSTOMERS PER MARKET

TULLAHOMA	7,499
WINCHESTER	7,396
MANCHESTER	7,257
FAYETTEVILLE	8,023

### SALES PER MARKET

TULLAHOMA	\$17,996,657
WINCHESTER	\$17,750,090
MANCHESTER	\$17,416,254
FAYETTEVILLE	\$19,255,814

---

**30,175**  
TOTAL CUSTOMERS

---

**= \$72,418,815**  
TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 30,175 of our readers plan to purchase **Vacations & Travel** during the next 12 months. Using an industry purchase average, this equals **\$72,418,815** in potential sales.

How much of this will be from your business?



## Veterinarians



**Motivated buyers  
your business can reach.**

### CUSTOMERS PER MARKET

TULLAHOMA	3,815
WINCHESTER	3,763
MANCHESTER	3,692
FAYETTEVILLE	4,082

### SALES PER MARKET

TULLAHOMA	\$2,224,192
WINCHESTER	\$2,193,719
MANCHESTER	\$2,152,461
FAYETTEVILLE	\$2,379,810

**15,352**

TOTAL CUSTOMERS

**= \$8,950,182**

TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 15,352 of our readers plan to purchase from a **Veterinarian** during the next 12 months. Using an industry purchase average, this equals **\$8,950,182** in potential sales.

How much of this will be from your business?

# Weddings



## Motivated buyers your business can reach.

### CUSTOMERS PER MARKET

TULLAHOMA	789
WINCHESTER	779
MANCHESTER	764
FAYETTEVILLE	845

### SALES PER MARKET

TULLAHOMA	\$11,839,906
WINCHESTER	\$11,677,691
MANCHESTER	\$11,458,062
FAYETTEVILLE	\$12,668,298

---

**3,177**  
TOTAL CUSTOMERS

---

**= \$47,643,957**  
TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 3,177 of our readers plan to purchase **Weddings** during the next 12 months. Using an industry purchase average, this equals **\$47,643,957** in potential sales.

How much of this will be from your business?



# Weight Loss



## Motivated buyers your business can reach.

### CUSTOMERS PER MARKET

TULLAHOMA	2,822
WINCHESTER	2,783
MANCHESTER	2,731
FAYETTEVILLE	3,019

### SALES PER MARKET

TULLAHOMA	\$1,255,721
WINCHESTER	\$1,238,516
MANCHESTER	\$1,215,223
FAYETTEVILLE	\$1,343,579

---

**11,355**  
TOTAL CUSTOMERS

---

**= \$5,053,039**  
TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 11,355 of our readers plan to purchase **Weight Loss** products during the next 12 months. Using an industry purchase average, this equals **\$5,053,039** in potential sales.

How much of this will be from your business?

## Women's Apparel



## Motivated buyers your business can reach.

### CUSTOMERS PER MARKET

TULLAHOMA	9,077
WINCHESTER	8,953
MANCHESTER	8,785
FAYETTEVILLE	9,712

### SALES PER MARKET

TULLAHOMA	\$31,026,079
WINCHESTER	\$30,600,999
MANCHESTER	\$30,025,469
FAYETTEVILLE	\$33,196,854

---

**36,527**  
TOTAL CUSTOMERS

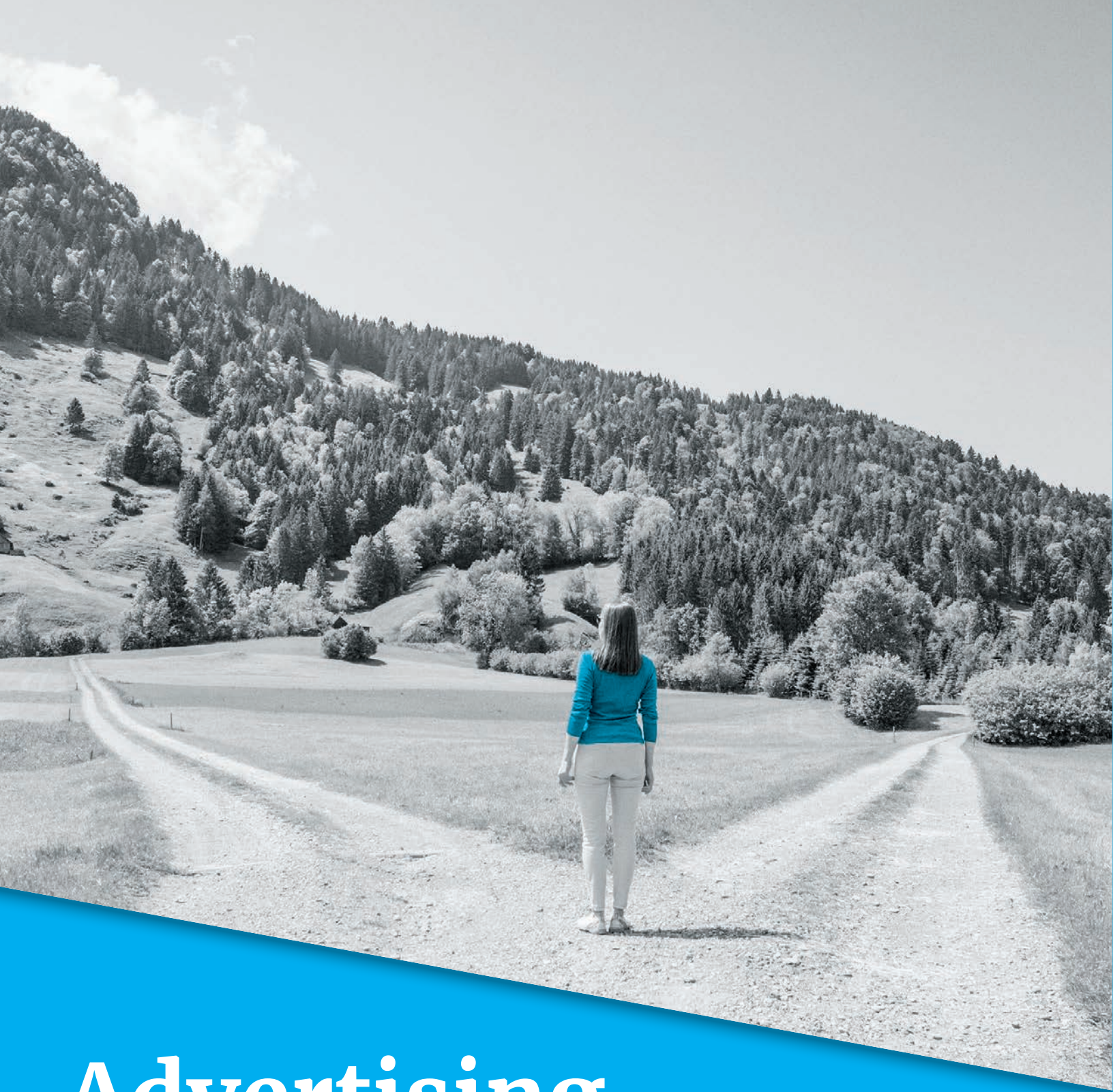
---

**= \$124,849,401**  
TOTAL SALES

Based on our most recent readership study from Circulation Verification Council, 36,527 of our readers plan to purchase **Women's Apparel** during the next 12 months. Using an industry purchase average, this equals **\$124,849,401** in potential sales.

How much of this will be from your business?





# Advertising Options

# Display Rates

## Open

	<b>EIGHTH &amp; UP (11 INCHES)</b>	<b>QUARTER &amp; UP (22 INCHES)</b>	<b>HALF AND UP (44.5 INCHES)</b>
1 zone .....	1 zone ..... \$27.37	1 zone ..... \$25.94	1 zone ..... \$24.52
2 zones .....	2 zones ..... \$47.90	2 zones ..... \$45.41	2 zones ..... \$42.91
3 zones .....	3 zones ..... \$65.68	3 zones ..... \$62.26	3 zones ..... \$58.84
4 zones .....	4 zones ..... \$76.17	4 zones ..... \$72.20	4 zones ..... \$68.24

## Seasonal Plan

*13 Consecutive Weeks or 13 Every Other Week\**

	<b>EIGHTH &amp; UP (11 INCHES)</b>	<b>QUARTER &amp; UP (22 INCHES)</b>	<b>HALF AND UP (44.5 INCHES)</b>
1 zone .....	1 zone ..... \$19.47	1 zone ..... \$18.46	1 zone ..... \$17.45
2 zones .....	2 zones ..... \$34.08	2 zones ..... \$32.30	2 zones ..... \$30.53
3 zones .....	3 zones ..... \$46.75	3 zones ..... \$44.31	3 zones ..... \$41.88
4 zones .....	4 zones ..... \$55.40	4 zones ..... \$52.51	4 zones ..... \$49.63

## 6 Month Plan

*26 Consecutive Weeks\**

	<b>EIGHTH &amp; UP (11 INCHES)</b>	<b>QUARTER &amp; UP (22 INCHES)</b>	<b>HALF AND UP (44.5 INCHES)</b>
1 zone .....	1 zone ..... \$15.52	1 zone ..... \$14.71	1 zone ..... \$13.90
2 zones .....	2 zones ..... \$27.16	2 zones ..... \$25.75	2 zones ..... \$24.33
3 zones .....	3 zones ..... \$37.24	3 zones ..... \$35.30	3 zones ..... \$33.36
4 zones .....	4 zones ..... \$44.86	4 zones ..... \$45.52	4 zones ..... \$40.19

## Annual Plan

*52 Consecutive Weeks\**

	<b>EIGHTH &amp; UP (11 INCHES)</b>	<b>QUARTER &amp; UP (22 INCHES)</b>	<b>HALF AND UP (44.5 INCHES)</b>
1 zone .....	1 zone ..... \$13.02	1 zone ..... \$12.34	1 zone ..... \$11.67
2 zones .....	2 zones ..... \$22.79	2 zones ..... \$21.61	2 zones ..... \$20.42
3 zones .....	3 zones ..... \$30.97	3 zones ..... \$29.36	3 zones ..... \$27.75
4 zones .....	4 zones ..... \$38.39	4 zones ..... \$36.39	4 zones ..... \$34.39

\*All plans require a minimum 4 column inch ad with your chosen audience



# Word Ad Rates

STARTING AT

20 WORDS FOR \$12

(\$9 with a Display Ad)

- \$2 off each week up to the 3rd week (\$12, \$10, \$8...)
- \$.25 for each additional word

SERVICE PACKAGE

26 WEEKS FOR \$199

(20 Words)

- \$.25 for each additional word



## ADD-ONS (Per week pricing)



2010 FORD ESCAPE, 176,000 miles, pre-owned, new tires, \$3,000 plus taxes, tag and doc fee. V & R Auto Sales, Shelbyville, TN. (931)580-0831. Dealer# 12595.

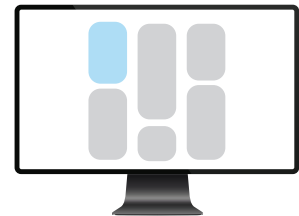
Picture/Logo  
\$6

THIS and THAT THRIFT STORE, 204 North Porter, behind Bates Foods, Winchester, Tuesday-Saturday, noon-5p.m. Rada cutlery; used furniture; jewelry; glassware; all size clothing; and more. Donations welcome. Debit/Credit cards accepted. (931)307-3836.

Border  
\$4

GRAMMER STORAGE, SPRING CLEANING TIME! WE HAVE UNITS FOR YOUR STORAGE NEEDS. \*\*OPEN PARKING AVAILABLE FOR RV'S, BOATS AND TRAILERS TOO! \*\*523 RD AVE NW, WINCHESTER AND 12TH AVE., DECHERD, TN. CALL, (931)968-6433; OR, (931)-691-3468. (FREE LOCK WITH ALL NEW LEASES THRU 3/31/20).

Bold - \$2  
All Caps - \$2



Featured Online  
\$4

# Front Covers

## Be seen on the Exchange Front Cover

- Direct Mail at a fraction of the cost
- Limited Availability
- 5 Editions in Southern Middle Tennessee to target your audience
- Professional design included



### FRONT COVER PRICING

1 ZONE **\$1,430**

13,000 HOMES

2 ZONES **\$2,695**

26,000 HOMES

3 ZONES **\$3,890**

39,000 HOMES

4 ZONES **\$5,065**

52,000 HOMES

*Put your personal billboard in the hands of*

# 51,673

RESIDENTS\*

*\*Average of 13,000 homes per zone.*





# Obituaries

Exchange publications are the most cost effective way to distribute your loved ones obituary to every home in your community. Our packages are custom developed for your families to tell their loved ones life story at a fraction of a traditional newspaper's cost. We offer options for every budget.

**SPRAY, WILLIAM WILSON "BUTCH"** - 70, Fayetteville, TN. Funeral service, 11 a.m., Tuesday, January 29 at Higgins Funeral Home with Rev. David England and Rev. Van Johnson officiating. Burial in Lebanon Cemetery. Mr. Spray passed away January 26, 2013. A native of Lincoln County, he was the son of the late J.D. & Effie Hale Spray. He was the owner of Spray's Termite and Pest Control. Mr. Spray was a member of First Baptist Church, was past president of the Lion's Club and was past president of the Tennessee Pest Control Association in 1998 and 1999 earning a lifetime achievement award. Survivors include his wife, Joyce Spray of Fayetteville; daughter, Cindy (Gary) Lambert; sons, Stan (Tammy) Spray, Chris (Brenda) Spray, all of Fayetteville; grandchildren, Lori (BJ) Jolley, Andrew (Lindsey) Williams, Kimber Lambert, Garrett Lambert, Brittany Spray, Abbey Spray, Ty Spray, Logan Mullins, Tyler Mullins, all of Fayetteville; sisters, Thelma Roberts of Lewisburg, Katherine (Billy) Hobbs of Fayetteville; brother, David (Eloise) Spray of Etowah, NC; and five great grandchildren. Visitation, 4-8 p.m., Mon-day, January 28 at HIGGINS FUNERAL HOME, Fayetteville, TN. (931)433-2544.

**SPRAY, WILLIAM WILSON "BUTCH"** - 70, Fayetteville, TN. Funeral service, 11 a.m., Tuesday, January 29 at Higgins Funeral Home with Rev. David England and Rev. Van Johnson officiating. Burial in Lebanon Cemetery. Mr. Spray passed away January 26, 2013. A native of Lincoln County, he was the son of the late J.D. & Effie Hale Spray. He was the owner of Spray's Termite and Pest Control. Mr. Spray was a member of First Baptist Church, was past president of the Lion's Club and was past president of the Tennessee Pest Control Association in 1998 and 1999 earning a lifetime achievement award. Survivors include his wife, Joyce Spray of Fayetteville; daughter, Cindy (Gary) Lambert; sons, Stan (Tammy) Spray, Chris (Brenda) Spray, all of Fayetteville; grandchildren, Lori (BJ) Jolley, Andrew (Lindsey) Williams, Kimber Lambert, Garrett Lambert, Brittany Spray, Abbey Spray, Ty Spray, Logan Mullins, Tyler Mullins, all of Fayetteville; sisters, Thelma Roberts of Lewisburg, Katherine (Billy) Hobbs of Fayetteville; brother, David (Eloise) Spray of Etowah, NC; and five great grandchildren. Visitation, 4-8 p.m., Mon-day, January 28 at HIGGINS FUNERAL HOME, Fayetteville, TN. (931)433-2544.

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**OPTION 3**  
Full Obituary  
w/Color Image  
**\$35**

**OPTION 2**  
Full  
Obituary  
**\$25**

**OPTION 1**  
Basic  
Obituary  
**FREE**

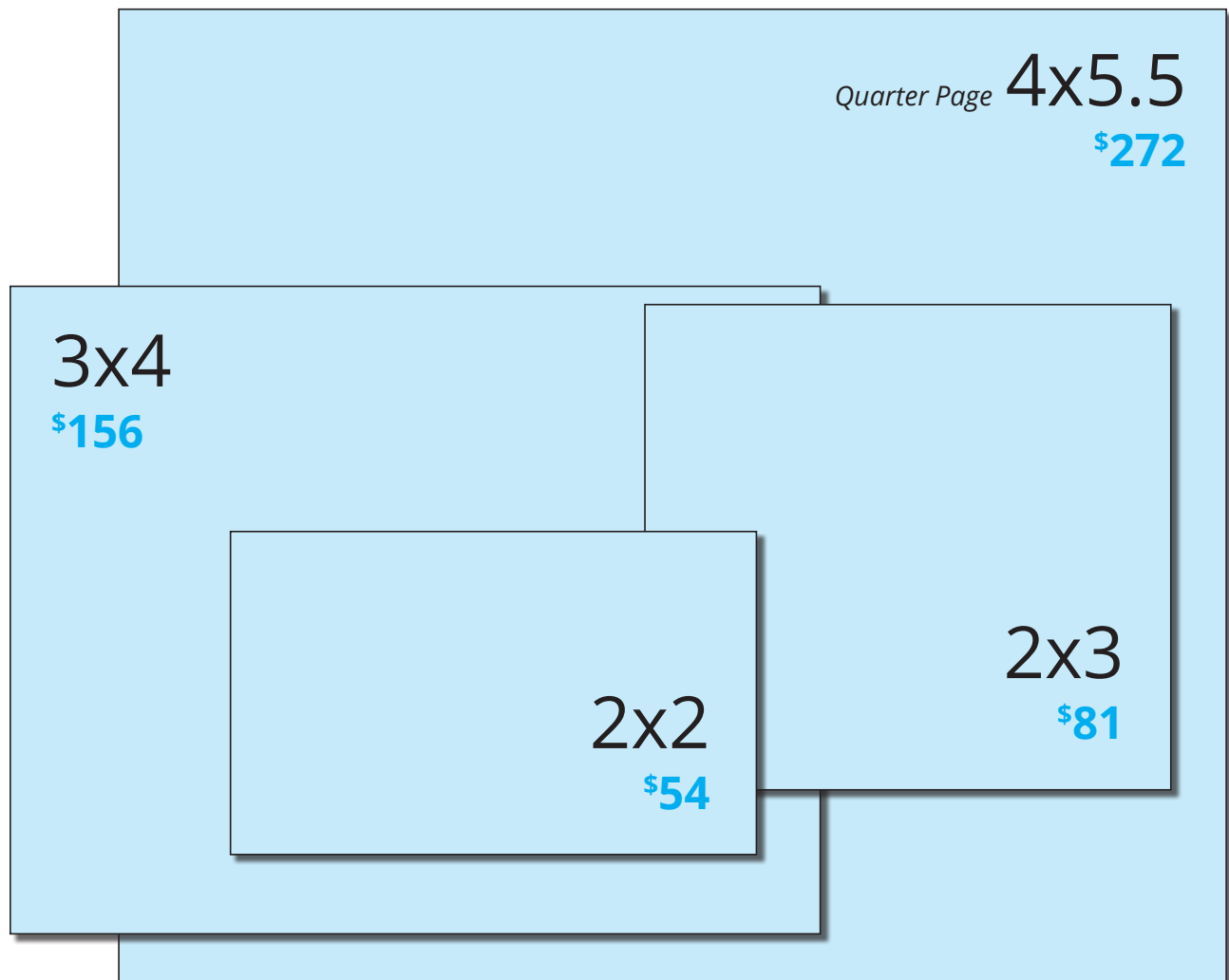
Obituaries should be emailed to [obits@exchange-inc.com](mailto:obits@exchange-inc.com)  
Deadline for Wednesday's edition is Monday at 9:00 am.

# Non-profits

Invite every home in the community to your next fundraiser or event through the Exchange. We offer our lowest rate to all non profits.

## SAMPLE DISPLAY RATES

*We can design any size to fit your budget. These are just a few of our most popular sizes. All ads include full color.*



## Classified Non Profit Rate

Classified Ads will appear in the printed Exchange and will be live on Exchange931.com the day your order is placed.

30 Words . \$10 per week

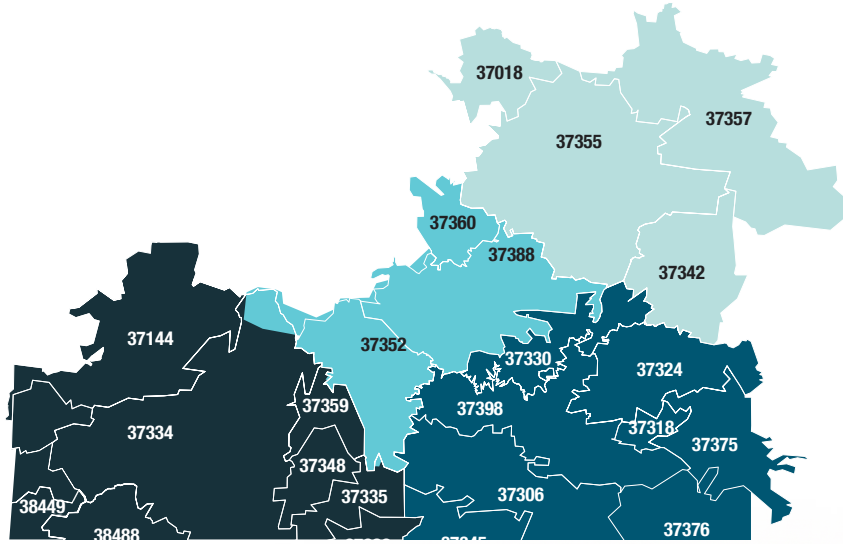
30 Words . \$30 per month

*Ask us about additional features to make your classified pop!*



# Preprints

MURFREESBORO (25 MI. NORTH)



READERS

**1.60**

average readers per edition

READERSHIP

**80%**

of households regularly read the Exchange

PURCHASING POWER

**82%**

of households regularly purchase products or services from the Exchange



Statistics from our Circulation Verification Council 2019 Audit.

TOTAL HOMES

**51,673**



## Rates

	OPEN	26 INSERTIONS	52 INSERTIONS
8.5 x 11 Single Sheet	\$55	\$52	\$48
2 Page Broad/4 Page Tab	\$60	\$57	\$52
4 Page Broad/8 Page Tab	\$68	\$65	\$58
6 Page Broad/12 Page Tab	\$74	\$71	\$68
8 Page Broad/16 Page Tab	\$86	\$83	\$80
10 Page Broad/20 Page Tab	\$93	\$90	\$84
12 Page Broad/24 Page Tab	\$105	\$102	\$90

- Inserts distributed by zip codes & sub-zips
- Inserts not quarter folded: Add \$25.00/1,000
- Maximum Size: 9" x 11"  
*Multiple Page Inserts: Spine Edge: Up to 11"*  
*Non Spine Edge: Up to 9"*
- Minimum distribution: 5,000
- Minimum charge: \$200
- Deadline: Wednesday prior to scheduled delivery
- Price per 1,000

# Flyers

Target. Design. Print. Deliver.

Reach every mailbox for a fraction of direct mail cost by targeting exact zip codes. All publications feature 60# glossy stock, full color on all sides, and professional design.

- Restaurant Menus
- Retail Flyers
- Information Cards
- Coupons
- Event Promotions

TOTAL HOMES  
**51,673**

READERSHIP

**80%**

of households regularly read the Exchange

PURCHASING POWER

**82%**

of households regularly purchase products or services from the Exchange

READERS

**1.60**

average readers per edition



Statistics from our Circulation Verification Council 2019 Audit.



## Rates

60# glossy stock, two-sided, full color

**Deadline:** Design Approval 14 days prior to Wednesday distribution. The cost per thousand includes layout, printing and distribution.

<b>8.5 x 11</b>	<b>COST PER THOUSAND</b>	<b>11 x 17</b>	<b>COST PER THOUSAND</b>
10,000 - 19,999	\$97	10,000 - 19,999	\$143
20,000 - 29,999	\$86	20,000 - 29,999	\$126
30,000 - 49,999	\$81	30,000 - 49,999	\$120
50,000 - 69,999	\$74	50,000 - 69,999	\$111
70,000 - 85,000	\$68	70,000 - 85,000	\$104



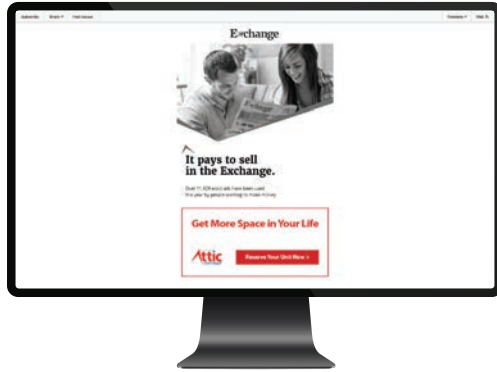
# Banner Ads

ON EXCHANGE931.COM

# 6,519

UNIQUE USERS

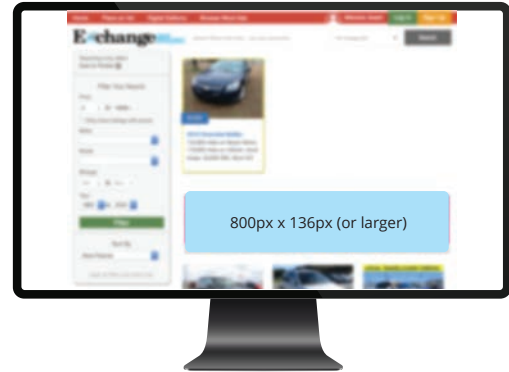
## EXCLUSIVE EMAIL BANNER



- Limited to 3 spots
- 300x300 pixels

**\$99** month

## LIST VIEW



- Limited to 15 spots
- 800x60 pixels

**\$199** month

## FOOTER BANNER



- Limited to 3 spots
- 468x60 pixels

**\$249** month

## PREMIUM HOMEPAGE



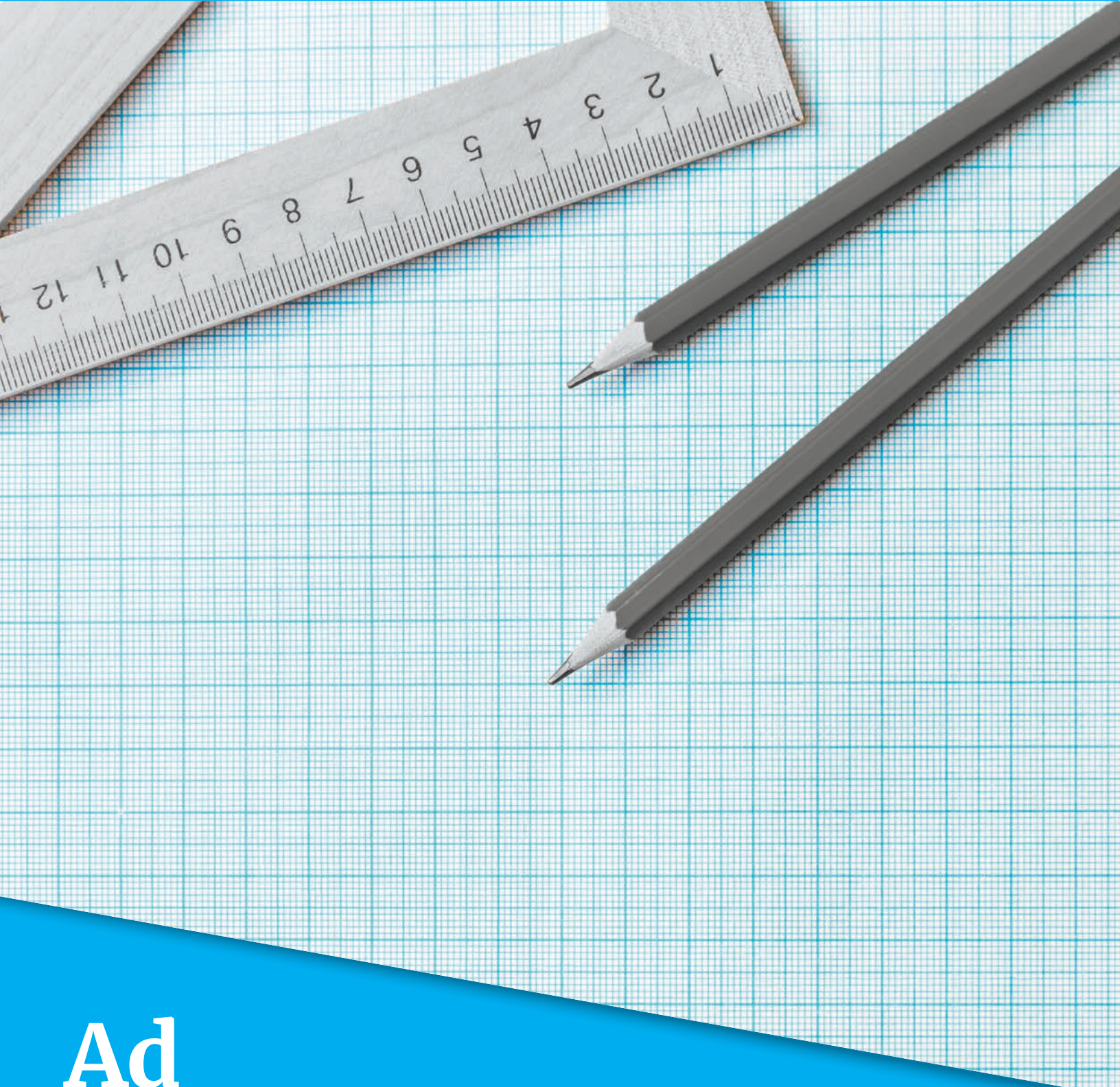
- Limited to 3 spots
- 300x300 pixels

**\$299** month



Percentages & unique readers of our digital edition from our Circulation Verification Council 2019 Audit. Unique visitors from 2019 Google Analytics.





# Ad Specifications

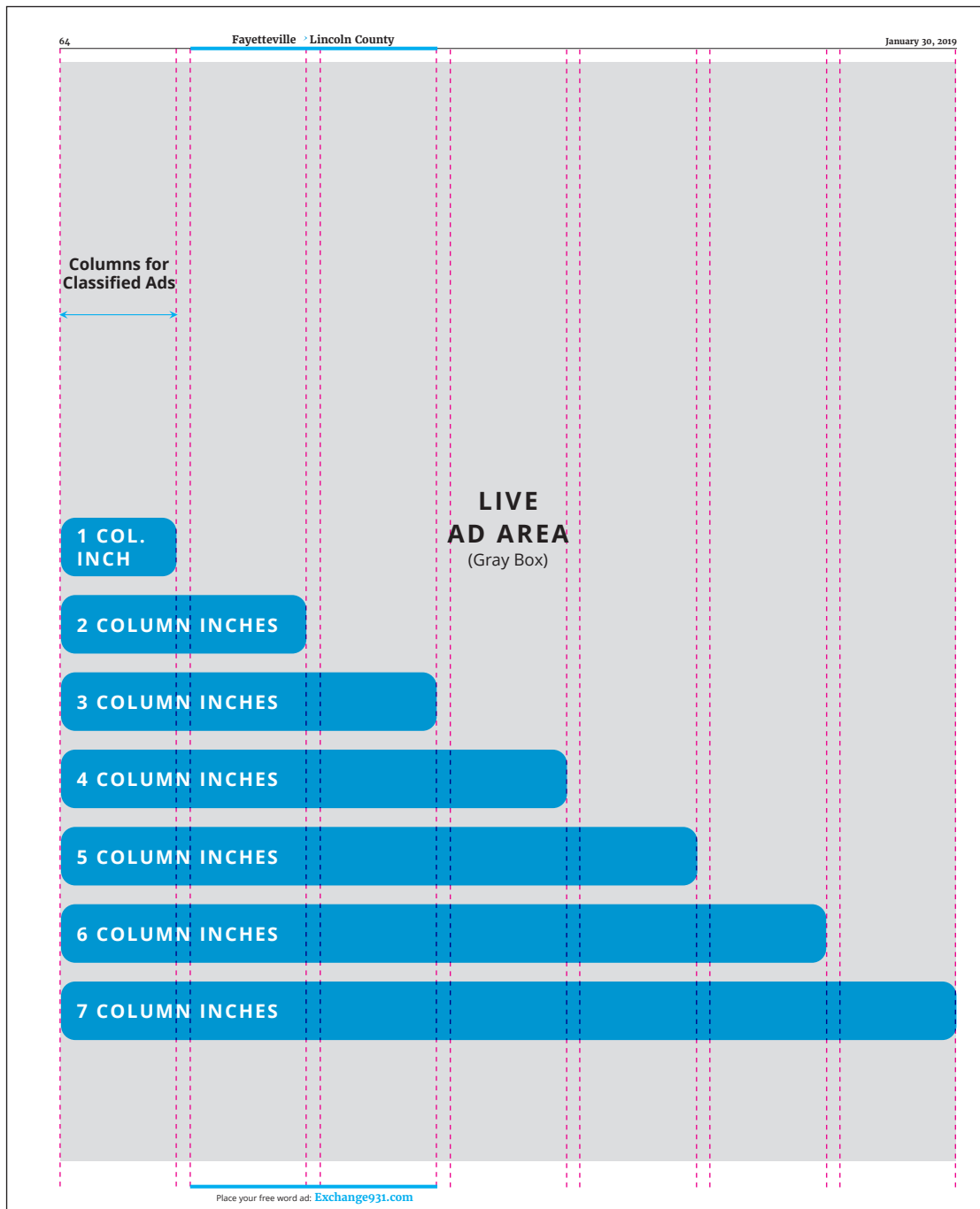


# Column Inches

## COLUMN WIDTHS

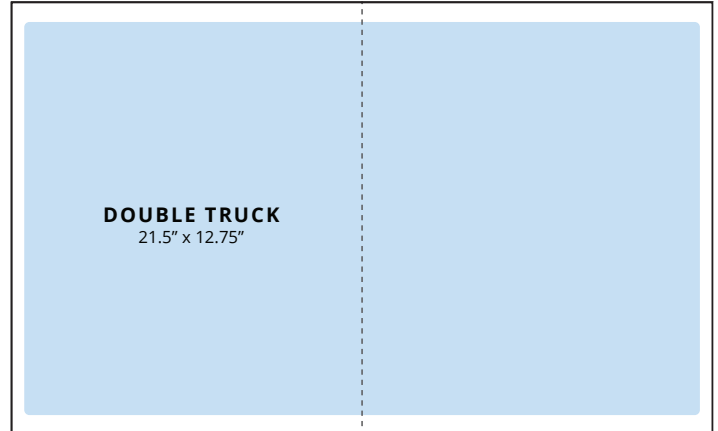
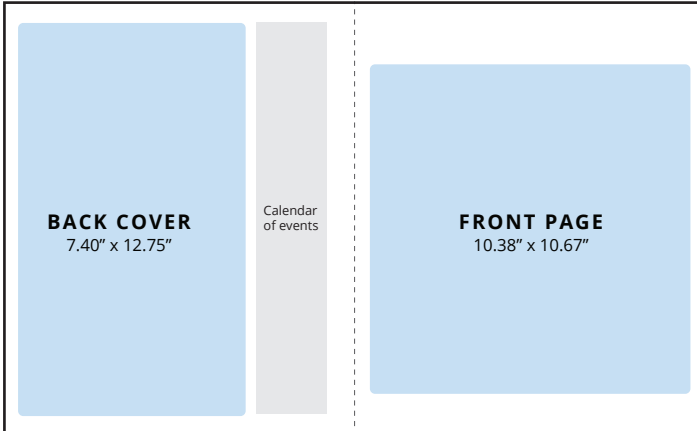
**1 Column** ..... 1.35"  
**2 Column** ..... 2.85"  
**3 Column** ..... 4.35"

**4 Column** ..... 5.86"  
**5 Column** ..... 7.40"  
**6 Column** ..... 8.87"  
**7 Column** ..... 10.38"

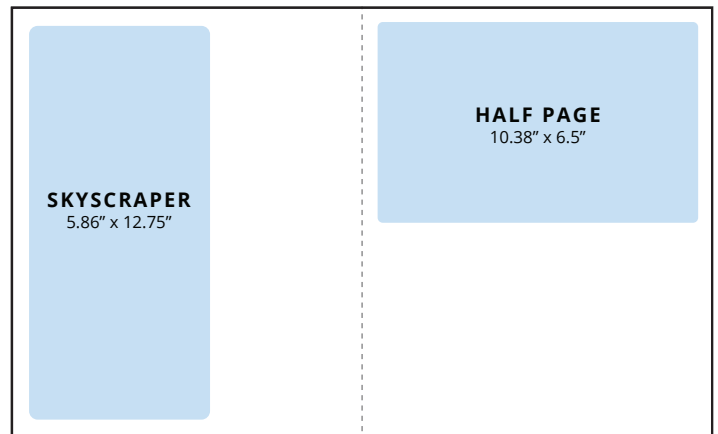
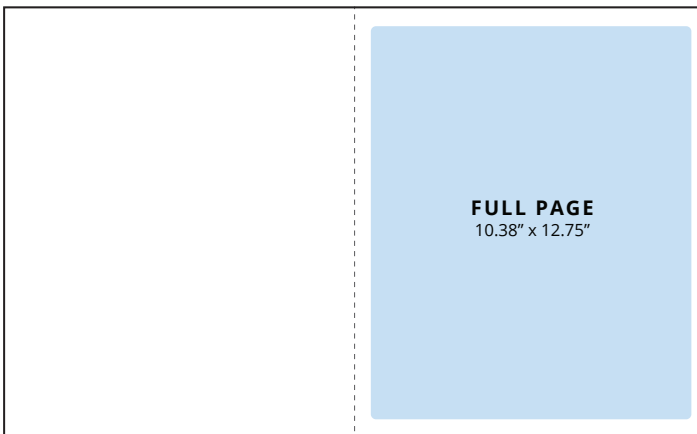


# Sample Display Ad Sizes

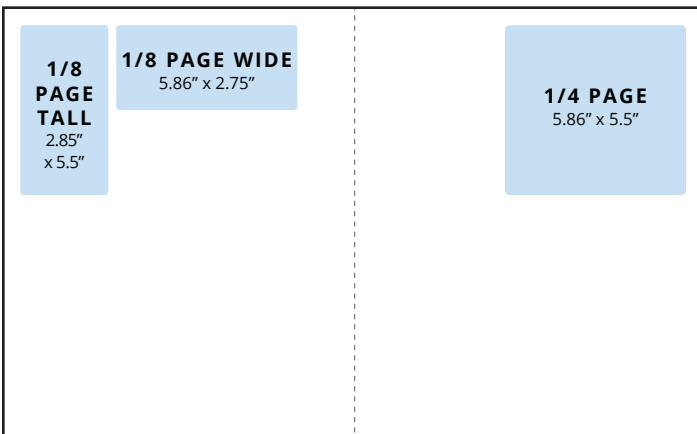
## PREMIUM POSITIONS



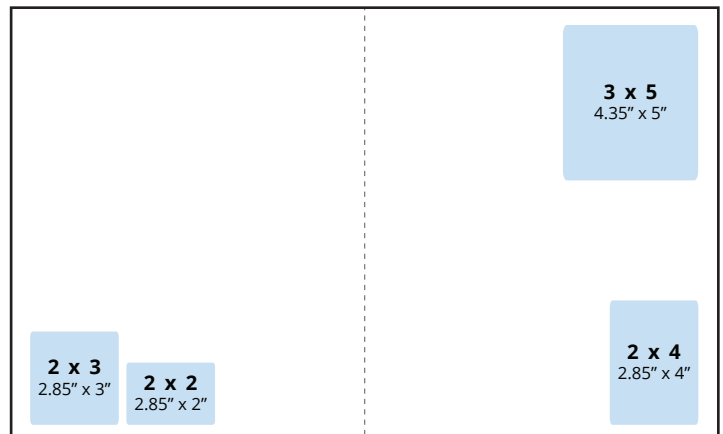
## LARGE ADS



## MEDIUM ADS

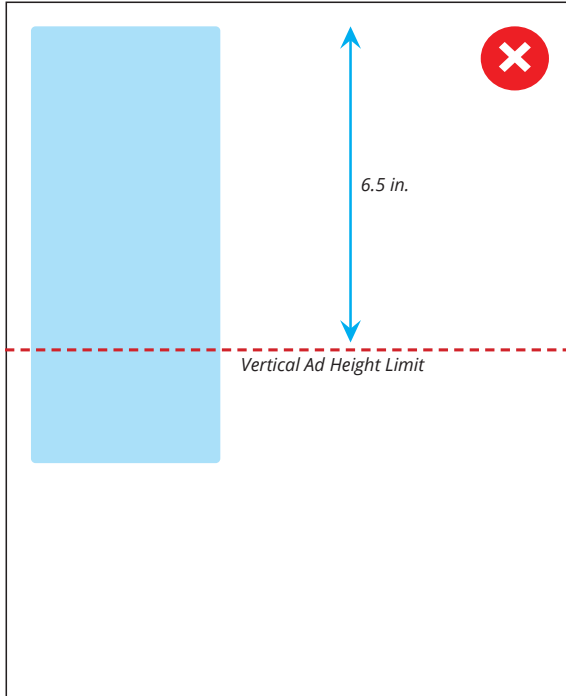


## SMALL ADS





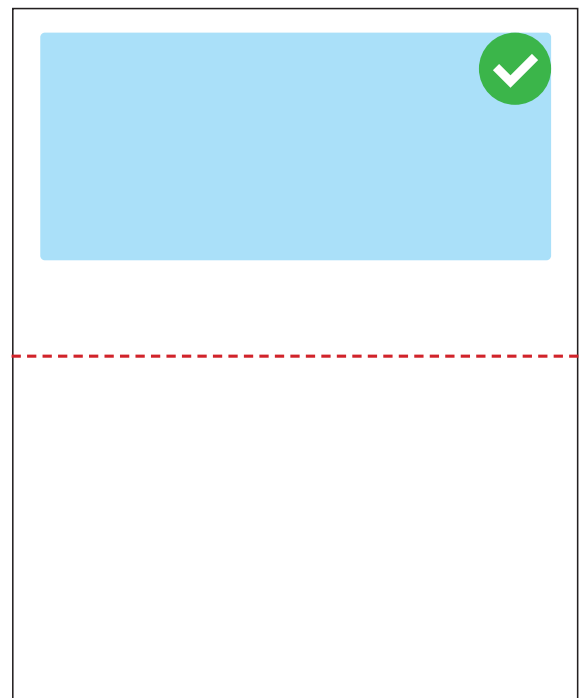
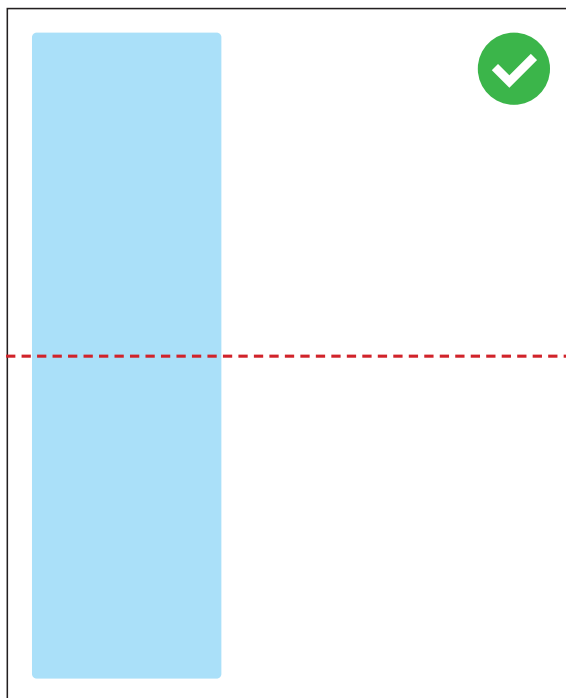
# Guidelines for Display Ads



Custom ad sizes are an option. When considering a custom size, please adhere to the following rule.

If the vertical height of an ad exceeds 6.5 inches, then the height of the ad must run the full length of the live ad area for a total height of 12.75 inches.

Another option is to design the ad to have more space horizontally while still not exceeding 6.5 inches in height.



# Web Banner Ad Sizes

Web Banner ads are available in a variety of sizes. Acceptable file formats are .JPG and .PNG.

*See examples below:*



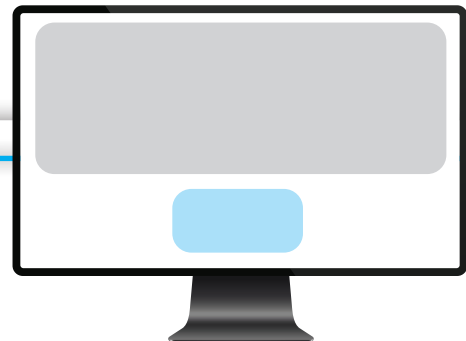
**PREMIUM HOMEPAGE**  
300 x 300 px



**FOOTER BANNER**  
468 x 60 px



**LIST VIEW**  
800 x 136 px (or larger)



**EXCLUSIVE  
EMAIL BANNER**  
300 x 300 px



