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Hispanic Nashville (4 week package)

Thursday, April 27

Day in the Life of our Hispanic & Latino Communities

Nashville's Hispanic communities are vibrant, growing, and expected to increase nearly 30% by 2010. ¹ On Thursday, April 27, The Tennessean will publish a special A Day in the Life of Our Hispanic and Latino Communities. The section will include stories about local Hispanic and Latino families, Hispanic and Latino owned businesses, great entertainment, local celebrations, sports activities and even a calendar of events.

Let our reach = your results

The Tennessean reflects our community and can reach your target audience effectively. The Tennessean is the state's largest newspaper, reaching more than 700,000 adults each week. ²

- Your message in this advertising package will reach more than 81,000 adults. ³

As a part of The Tennessean's special section, your message will be targeted to the following areas: 37013, 37210, 37211 and 37217 (Southeast Davidson zone); 37115 (Madison), 37076 (Hermitage), 37064 (Franklin), 37086 (Lavergne), 37129, 37130 (Murfreesboro). Additional distribution includes 1,000 copies to churches serving the Hispanic & Latino communities and at local Cinco de Mayo celebrations in our area.

Sources:

- Claritas 2005 (Hispanic 18+ population in the 8-county area)
- Burrells-Luce, 2005 (top 100 daily newspapers); Media Audit 2005, ABC 2004 (past 7 days)
- Media Audit 2005 (3 weekdays in the distribution area)

Frequency pays off

Your 4-week Results Package delivers reach and frequency with your message in each of the following:

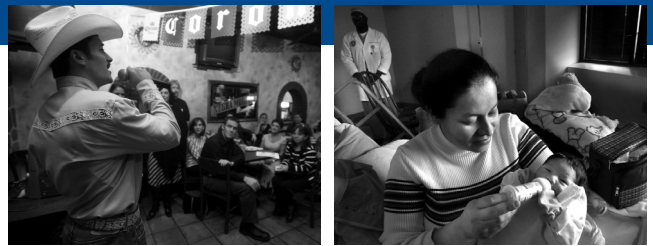
1 ad in any Davidson A.M. or Williamson County zone of choice	Wednesday, April 26
1 ad in A Day in the Life feature section	Thursday, April 27
1 ad in Davidson A.M. Southeast edition	Friday, April 28

Plus 3 ads in sections of your choice*

*Select one ad per week for 3 weeks from any of the following targeted area sections: Davidson A.M. zone of choice, Rutherford A.M., Franklin Review Appeal, Brentwood Journal or Williamson A.M.

Plus, your Results Package includes an Island Ad with link on the Davidson County pages of Tennessean.com. You'll receive 20,000 impressions on the area's number one local news website, to reach more than 254,000 adults.

Contact your account executive, Jennie Slowey at 726-8924 or Renee Kinslow-Wagner at 259-8227 to reserve your space today.



PACKAGE 1

Day in the Life	4 col. (10.25") x 11.3125"	1 ad
Week 1	6 col (12") x 10.5"	2 ads
Weeks 2 - 4	3 col (5.931") x 10"	3 ads
plus Tennessean.com		\$2,435

PACKAGE 2

Day in the Life	4 col. (10.25") x 5.625"	1 ad
or	2 col. (5.056") x 11.3125"	
Week 1	3 col (5.931") x 10.5"	2 ads
Weeks 2 - 4	3 col (5.931") x 5"	3 ads
plus Tennessean.com		\$1,335

PACKAGE 3

Day in the Life	2 col. (5.056") x 5.625"	1 ad
Week 1	3 col (5.931") x 5.25"	2 ads
Weeks 2 - 4	2 col (3.917") x 4"	3 ads
plus Tennessean.com		\$775

PACKAGE 4

Day in the Life	2 col (5.056") x 2.75"	1 ad
Week 1	2 col (3.917") x 5"	2 ads
Weeks 2 - 4	2 col (3.917") x 3"	3 ads
plus Tennessean.com		\$597

COLOR RATES

	4 Week Package	or	Per Ad
1 color	\$350		\$100
2 color	650		200
3 color	1,000		300

DEADLINES

Publication date: Thursday, April 27

Space and materials deadline: Thursday, April 13

For more information about The Tennessean's products, visit our online advertising media kit now available at <http://tennessean.com/special/mediakit>.