

Half Mile

MARCH 2010 MEDIA KIT

HEAT

SCOTT'S TURFBUILDER 300 - March 20
FOOD CITY 500 - March 21



Photo courtesy of CIA/Action Sports

Call (423) 979-1300 or more information

THE JOHNSON CITY
NEWS & NEIGHBOR

Coming March 2010!

A Comprehensive Guide for Race Fans and Visitors to the Surrounding Area



Your Winning Guide to What's Happening in Our Area

Over 200,000 race fans will come to our area to see NASCAR's hottest racing and will spend well over \$155 million dollars in direct impact money while here.* (food, lodging, shopping, tickets, and more) An additional \$630 million in indirect money (revenue generated and put to other uses) from the races will impact our area communities. This happens at both the Food City 500 race and the August Sharpie 500 race.*

About 136,000 or 68% of the fans stay an average 4 days and will spend \$900 per person including: lodging, meals, shopping, souvenirs, beverages, attractions (including tickets) entertainment, gas and other items.* Regional attendees spend an average \$375 per person. Race fans and family look for and want information about the area: where to eat, sleep, shop and enjoy what we have to offer. Race fans can rely on "Half Mile Heat" magazine to give them needed information about the area, businesses and attractions.

"Half Mile Heat" focuses on what's happening race week in the area and beyond. The colorful souvenir magazine is an informative blend of racing news, entertainment news and advertising designed to showcase our area and its many businesses. Filled with crisp graphics, maps, photos and coupons, it is welcomed by fans.

A lucrative market in an exclusive publication offers targeted customers for your business. Our publication, locally owned with offices in Johnson City, TN, is produced by professionals with many years of experience. You can count on "Half Mile Heat" for information to be used race after race.

*Expenditures per fan from Johnson City and Bristol Area Chambers of Commerce.

ADVERTISING RATES

AD SIZES	MARCH RACE	PACKAGE (Spring & Fall*)
BLACK & WHITE	FOOD CITY 500	TWO PUBLICATIONS
Full Page 10.25"w x 10.65"	\$995	\$1,795
Half Page Horizontal 10.25"w x 5.25"	550	995
Half Page Vertical 5.6025"w x 10.65"	550	995
Quarter Page 5.0625"w x 5.25"	325	595
Eighth Page Horizontal 5.0625"w x 2.578"	185	335
Eighth Page Vertical 2.578"w x 5.25"	185	335
Back Page	\$1,585	\$2,895
Inside Front or Back	1,285	2295
Process Color: \$150, Spot Color: \$75		

All special position requests will include a 10% charge. Color page positions are limited to press capabilities.
 * Package rates apply if first ad was purchased and ran in the Spring 2010 edition published March 2010.

Distribution Date: March 12th through Race Day
 Deadline: Monday, March 5th
 Call 423-979-1300 for information
 or visit newsandneighboronline.com

Call 423-979-1300 or
 fax us at 423-979-1307
 email: newsandneighbor@charter.net

