

2012 CONSUMER how-to GUIDE

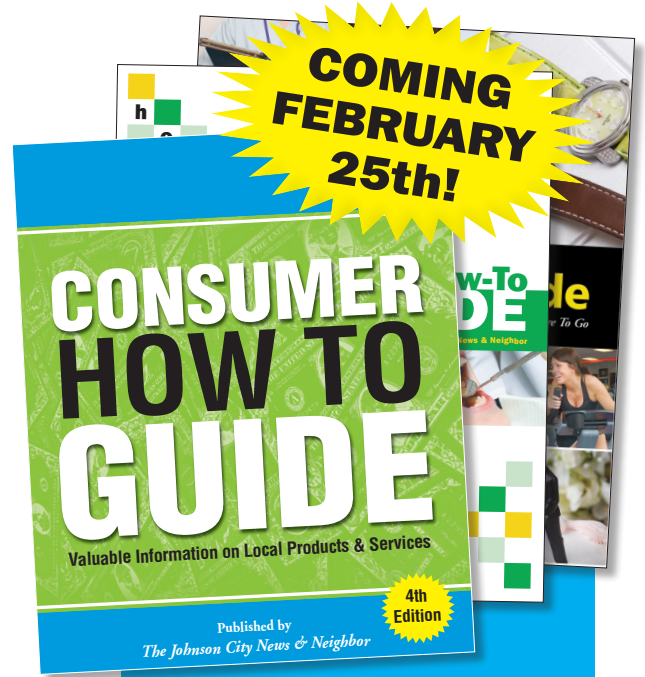
All categories are **EXCLUSIVE**
to your product or service!

- 32,000 copies with 31,000 inserted inside The News & Neighbor and 1,000 copies distributed to customers.
- Exclusive customer “How-To” free editorial on left-hand page and customer’s marketing message on the right-hand page.
- Give your company a competitive advantage.
- Attractive, magazine format with glossy cover.
- All inside pages are process color.
- Very long shelf life.
- Consumer prime buying time.
- Valuable and informative consumer information on how to buy, or use your service.
- Delivered into prime customer homes.
- Perfect to generate new business, store traffic and leads.
- Magazine will be available for download at the News & Neighbor website, newsandneighboronline.com, for the entire year.

Advertising Rates:

Inside	\$995
<small>(includes two facing process color pages)</small>	
Inside front page	\$1,275
Inside back page	\$1,195
Back page	\$1,395
<small>(editorial opposite contents page)</small>	

THE JOHNSON CITY
NEWS & NEIGHBOR



Format:

8 1/2" x 11" magazine,
Cover is slick gloss, process
color; Process color on all
inside pages with full bleed
available (printed to edge of
paper, no white border)

Ad Specs:

Ad Size, 8.5" x 11", with bleed
Live Image Area 7.5" x 10".

**Contact Graphics Dept. for color
modes and printer preferences**

Advertising Deadline:

Friday, February 3rd
for all advertising materials.

Publish Date:

Saturday, February 25th
Inserted inside The Johnson
City News & Neighbor

(423) 979-1300

newsandneighbor@charter.net