



# The Knoxville FOCUS



[www.knoxfocus.com](http://www.knoxfocus.com)



## YOUR COMMUNITY, YOUR FOCUS.

The Knoxville Focus, *your independent community newspaper*, entered its 10th year in 2012.

The Focus *is published and delivered every Monday to businesses throughout Knox and surrounding counties, reaching thousands of readers a week.*

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The Knoxville Focus is a full service newspaper of general circulation. The Focus is a free distribution publication in its twelfth year. The Focus has the general contract to publish legal notices in Knox County. Our readership easily reaches hundreds of thousands of people weekly. All of us here at the Knoxville Focus look forward to helping to serve your needs.

### ZIP CODES Served

37716	37913	37922
37721	37914	37923
37771	37915	37924
37849	37916	37929
37865	37917	37931
37871	37918	37932
37902	37919	37933
37909	37920	37934
37912	37921	37938

## SURVEY: READERS PREFER COMMUNITY PAPER

COLUMBIA, MO—Readers in areas served by community newspapers continue to prefer the community newspaper as their source of local news and advertising, according to the 2011 results of an annual survey conducted by the National Newspaper Association and the research arm of the Reynolds Journalism Institute at the Missouri School of Journalism. The survey is in its sixth year.

Following consistent trends, the study shows that 74 percent of people in communities served by a newspaper with circulations under 15,000 read a local newspaper each week. They prefer the printed copy to the online version, with 48 percent saying they never read the local news online. They prefer to receive advertising through the newspaper (51 percent) instead of on the Internet (11 percent). And only about a quarter of respondents said they had found local news through a mobile device in the past 30 days. Slightly more (38 percent) said they had received local shopping information by mobile device.

They also have a strong preference for government accountability through newspaper public notice, with 80 percent saying the government should be required to publish notices in the newspaper.

The early data indicates that the positive findings in the earlier surveys are consistent for community newspapers:

- 74% of those surveyed read a local newspaper each week.
- Those readers, on average, share their paper with 2.33 persons.
- They spend about 38.95 minutes reading their local newspaper.
- 73% read most or all of their community newspaper.
- 43.8% keep their community newspaper six or more days (shelf life).
- 61% of readers read local news very often in their community newspaper, while 48 percent say they never read local news online (only 11 percent say they read local news very often online).
- Of those going online for local news (167 respondents), 52 percent found it on the local newspaper's website, compared to 20 percent for sites such as Yahoo, MSN or Google, and 25 percent for the website of a local TV station.
- 27 percent read local sports news very often in their newspaper, while 70 percent never read local sports

online.

- 40 percent read editorials or letters to the editor very often in their newspaper, while 64 percent never read editorials or letters to the editor online.
- 80 percent think governments should be required to publish public notices in newspapers, with 23 percent reading public notices very often in their newspaper.
- 70 percent have Internet access in the home, but 80 percent never visit the Web site of their local chamber of commerce.

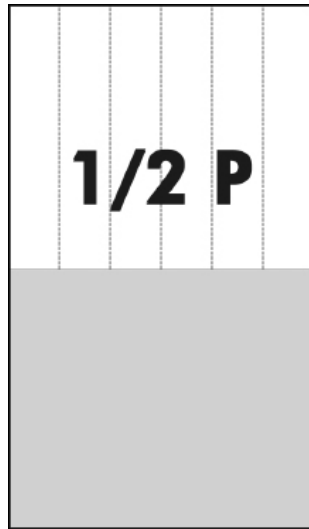
The local community newspaper is the primary source of information about the local community for 51.8 percent of respondents compared to seeking information from friends and relatives (16 percent) and TV (13.2 percent). Readers are seven times more likely to get their news from their community newspaper than from the Internet (7.4 percent). Less than 6 percent say their primary local news source is radio.

# STANDARD ADVERTISING RATES

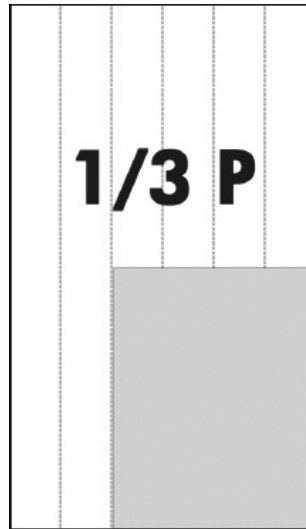
Call your Account Representative for Flier Insertion Rates and Deadlines.



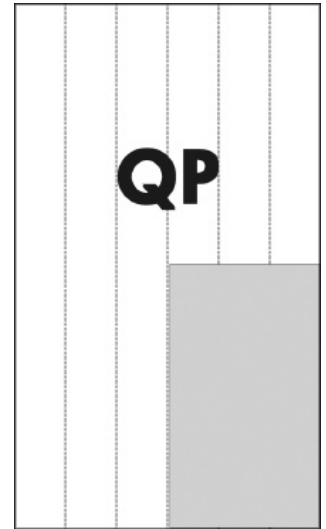
**Full Page**  
**10" x 20"**  
**6 columns x 20"**  
**\$1492.80**



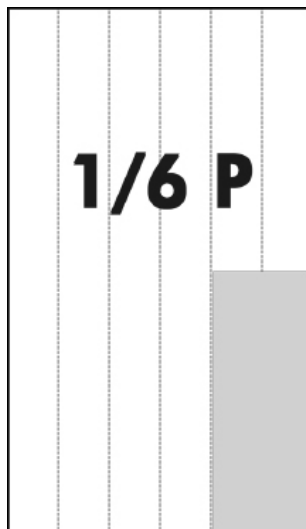
**Half Page**  
**10" x 10"**  
**6 columns x 10"**  
**\$746.40**



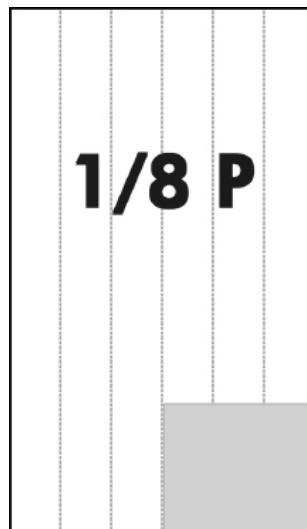
**1/3 Page**  
**6.625" x 10"**  
**4 columns x 10"**  
**\$497.60**



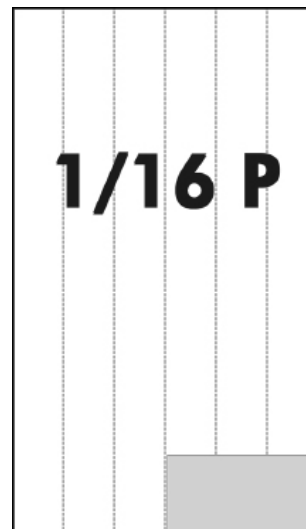
**Quarter Page**  
**4.9375" x 10"**  
**3 columns x 10"**  
**\$373.20**



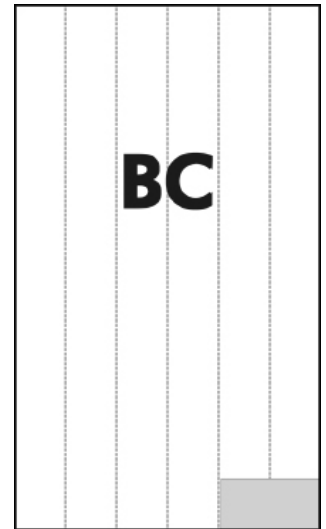
**1/6 Page**  
**3.25" x 10"**  
**2 columns x 10"**  
**\$248.80**



**1/8 Page**  
**4.9375" x 5"**  
**3 columns x 5"**  
**\$186.60**



**1/16 Page**  
**4.9375" x 3"**  
**3 columns x 3"**  
**\$111.96**



**Business Card**  
**3.25" x 2"**  
**2 columns x 2"**  
**\$49.76**

All rates are valid for color and black and white advertisements. Listed rates are net.

You may request any ad size that is a full number of columns wide (no fractional columns) by any number of inches high (i.e. 2x2, 5x6, etc.) All display ads must be a minimum of 3 inches.

Ad placement/positioning is at the discretion of *The Focus* and

is not a condition of sale. In no event will adjustments, reinstatements or refunds be made because of position and/or section in which an advertisement has been published, unless a premium position has been paid for. *The Focus* will make every effort to follow position requests and other stipulations that appear on insertion orders, but makes no guarantees.



# ADVERTISING GUIDELINES

## Ads that need design work

A staff of layout artists is maintained to assist the advertiser with typesetting, design and production artwork at no charge to the advertiser. Submit your ad design ideas to your Advertising Representative or directly via e-mail to [design@knoxfocus.com](mailto:design@knoxfocus.com). All elements (such as logos, art and specific typefaces) must be submitted before the deadline so the ad design can begin.

## Prebuilt or Camera Ready Ads

Ads should be prepared to exact specifications and ordered by designating width in columns and depth in inches. Ads will be billed at the size ordered. Please submit camera ready art in the following formats: jpeg, tif or pdf (preferred) files. Resolution needs to be at least 200 dpi. Ads may be submitted via e-mail, disk, cd or a clear, crisp hard copy. Any advertisement sent as a hard copy will be scanned to a digital file. This will degrade resolution on final output. *The Focus* will not be liable for loss of quality in these ads.

E-mail digital files and copy to: [design@knoxfocus.com](mailto:design@knoxfocus.com) along with sending a copy to your Focus Advertising Representative.

## Special Services

- **Proofs/Ad Corrections:** Our policy is that proofs are turned around in 24 to 48 hours of receipt with a proof for content, spelling and look. The advertiser has until noon of the Friday preceding publication to return said proof with changes or an approval. *The Focus* maintains a two proof limit and will charge a small fee of \$5 for each additional proof following the initial proofs. It is very important that the advertiser be clear about elements in the initial ad work-up and about any changes or corrections on the proof. As a general rule *The Focus* sends the paper to an off-site printer Friday evening. If the advertiser is unavailable for proofing, *The Focus* can not delay publication.
- **Tearsheets:** Advertisers will be furnished with tearsheets of each ad on request and at no cost. Advertisers whose normal requirements exceed this number should make special arrangements prior to publication. Affidavits of publication will be provided free of charge if copies of the newspaper have been depleted.

## Policy/Copy Regulations

- Deadline for reserving ad space is 5 p.m. Mondays.
- *The Focus'* liability for error shall not exceed the cost of space occupied by the error.
- The Focus reserves the right to revise or reject any advertisement.
- All display ads are measured and charges in column inch increments.
- *The Focus* shall be under no liability for its failure, for any cause, to publish or insert any advertisement.
- Advertising designed to simulate news or editorial must carry the words "Paid Advertisement" (in 10 point caps) at the top of the ad and have a minimum 2 point border.
- Annual agreements establishing rates must be authorized in advance by the advertiser and *The Focus*.
- The advertiser assumes liability for all content of advertisements published and also assumes responsibility for any claims arising therefrom made against *The Focus*, including all costs associated with defending against such a claim.
- *The Focus* will not be responsible for errors appearing in advertisements that are placed too late for proofs to be submitted or for errors due to late delivery of printing material from the advertiser or from a third party designated by the advertiser as a source of printing material.
- Cancellations, changes of insertion dates and/or corrections must conform to published deadlines.
- When any part of an account for advertising becomes delinquent, the entire amount owed shall become due and payable and the advertiser's agreement may be terminated by *The Focus*. In the events of such termination, the advertiser shall pay for the space actually used at the appropriate rates earned according to the then-current rate schedule.
- *The Focus* advertising agreements are not transferable by the advertiser or their agency. Incorrect rates or conditions on insertion orders that do not correspond to advertising contract will be regarded as clerical errors and the advertisements will be published and charged for at the applicable rate.

**I love everything about *The Focus*. What I love most is the fact that I can get information on what is going on in our part of town. I like the fact that ALL your paper is on the web exactly like it is in print.**

**Susan Miller**

**I'm thankful to have you as a media partner. What a blessing – Thank you for supporting your ministry to the young people of Knoxville.**

**Wayne Bromberg,  
Emerald Youth  
Foundation**

## Agency Commission and Terms of Payment

- All standard advertising rates are commissionable at 15% to recognized advertising agencies.
- Agencies and advertisers are held jointly and severally liable until payment is received in full, up to and including all applicable finance charges, collection costs, court costs, and attorney's fees incurred in the course of recovery.