



The Knoxville FOCUS



YOUR COMMUNITY, YOUR FOCUS.

The Knoxville Focus is published and delivered every Monday to businesses throughout Knox County and Seymour, Tennessee, reaching thousands of readers a week in print and online. The Focus is proud to be locally-owned and independently-operated under the guiding mission of representing Knoxville in a positive and informative manner, highlighting its people, businesses, schools and organizations.

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The Knoxville Focus is a full-service newspaper of general circulation. Thanks to our advertisers and loyal readers, The Focus has been able to continue to be a free distribution publication since its first edition on June 19, 2002, when we were known as The Fountain City Focus. The full paper is posted online every week, giving readers the opportunity to see all content and ads as printed.

Current physical distribution is 20,500 with print readership of 51,250. Online reach for 2022 (as of January 1, 2023) consisted of 510,885 page views and 352,389 new users.

ZIP CODES SERVED

37849	37902	37914	37917	37920	37923	37938
37865	37909	37915	37918	37921	37924	
37871	37912	37916	37919	37922	37931	

FREQUENCY DISCOUNTS

We offer frequency discounts to advertisers committing to 6-, 12-, 26- and 52-week runs.

PRE-PRINTED INSERT POLICY

- Rates: \$1,435/weekly run of 20,500 papers or 7¢ per insert with a minimum of one zone. Please contact your representative for details.
- The maximum size for pre-printed inserts is 10" x 11"; minimum is 8.5" x 5.5"
- Inserts must be ready for insertion (pre-folded)
- Reservation Deadline: 2 weeks prior to distribution date
- Delivery Deadline: Inserts are due 7 working days prior to distribution. Deliver to: KNS Printing, 2332 News Sentinel Dr, Knoxville, TN 37921.



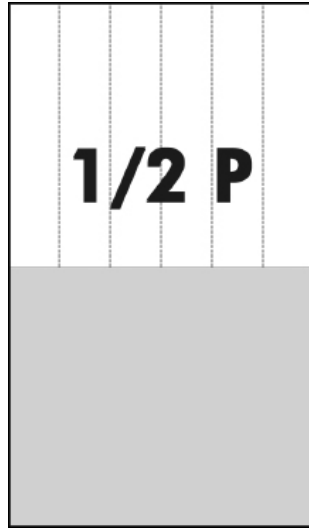
BUSINESS PROFILE GUIDELINES

Advertisers that commit to run at least four ads (1/8 page in size or larger) will receive a business profile story. A writer will be assigned to showcase what makes your company so unique. A color photo will be included with your profile and your link will be placed on The Focus website.

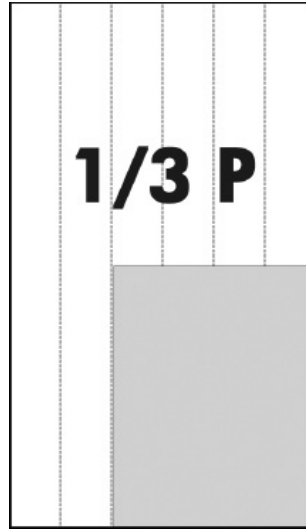
STANDARD DISPLAY ADVERTISING RATES



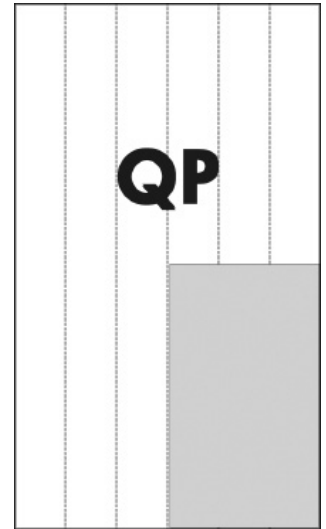
Full Page
10" x 20"
6 columns x 20"
\$1492.80



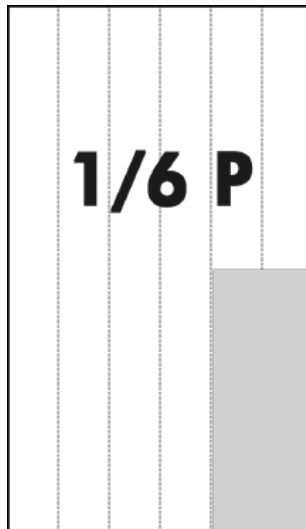
Half Page
10" x 10"
6 columns x 10"
\$746.40



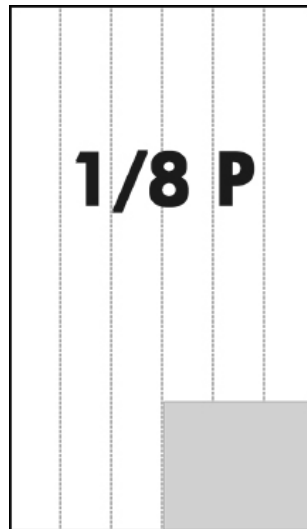
1/3 Page
6.625" x 10"
4 columns x 10"
\$497.60



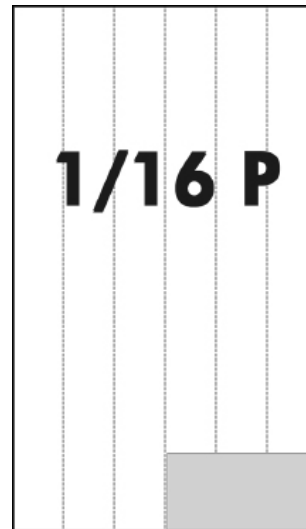
Quarter Page
4.9375" x 10"
3 columns x 10"
\$373.20



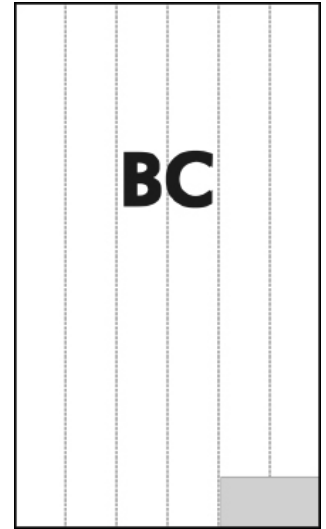
1/6 Page
3.25" x 10"
2 columns x 10"
\$248.80



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

You may request any ad size that is a full number of columns wide (no fractional columns) by any number of inches high (2col x 2", 5col x 6", etc.)

One column inch is \$12.44.

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

DISPLAY 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. 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 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.

Agency Commission, 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.

Policy/Copy Regulations

- Deadline for reserving ad space is 5 p.m. Mondays.
- 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.
- *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.