advertising guide 2026

The Knoxville FOCUS

Fountain City FOCUS

Phone: 686-9970
Fax: 686-9966

February 4, 2004

Mail • P.O. Box 18377 • Knoxville, Tennessee • 37928
E-mail • editor@fountaincityfocus • Website • www.fountaincityfocus.com

Serving the Fountain City, North Knoxville, Gibbs, Halls, Corryton, Ritta, Powell, Sterchi, Norwood, Inskip and Whittle Springs Communities

A VOICE OF EXPERIENCE FOR DISTRICT 2

By Carolyn Clark

In the school board race in District 2, there is a candidate who offers 35 years of teaching experience and a deep knowledge of the needs of both teachers and students. Don Akers, now retired from Knox County Schools, offers to voters many positives that he has learned from his educational system. His experience enables him to recognize problems, and he has the ability to develop solutions. Akers also has a proven track record of bringing people together to build a better education for the county's children, and he has the integrity to be an honest and effective representative for District 2.

Akers pledges to work to empower teachers. He believes that teachers should be allowed to investigate programs in other systems that are proving successful rather than have only School Board administrators visit other systems and report on those programs. He also believes that teachers should be allowed to remove students from the classroom in deference to those students who want to be cooperative in the learning process. Equally as important to Akers is that a member of the school board, he would give a voice to student/parent needs within his district. He would be a presence in

Don Akers

THIEVERY OCCURRING AT LOCAL CHURCHES

By Donna Rosenland

Fleurine White, Brickyard Baptist

Thefts have been occurring in local churches that have resulted in billfolds, wallets, and purses being stolen within the safe church walls.

Brickyard Road Baptist Church, Grace Baptist Church, and Walker

Inside This Week

Business Focus 5
Carolyn's Corner 3
Classifieds 27
"Dazed" with Donna 24
Financial Focus 6/7
Focus Links 27
Focus on Beauty 26
Focus on Faith 15
Focus Points 22/23
Fountain City Gardener's Corner 13
From the Desk of Cory Stake Rep. 12
Legal Focus 10
Letter To the Editor 8
Obituaries 17
On The Shelves 4
Photo Corner 11

The Knoxville - Knox County FOCUS

Monday October 4, 2021

FREE Take One

Your Community. Your Newspaper.

Phone: 865-686-9970 Fax: 865-686-9966 E-Mail: editor@knoxfocus.com Web Site: www.knoxfocus.com Mail: PO Box 18377, Knoxville, TN 37928
Located at 2620 Cedar Lane across from Historic Fountain City Lake

Haslam wins!

Nearly 90% of the vote grants Haslam a second term

By Charmin Fath

Sunny Frost got to step up past his bad time to congratulate his buddy Mayor Bill Haslam on winning the election.

The Knoxville FOCUS

www.knoxfocus.com

ONLINE AUCTION
November 12, 2021
See photos at
fountaincityauction.com
Fountain City Auction
(865)474-9921

FREE Take One!
November 8, 2021

Phone: 865-686-9970 | PO Box 18377, Knoxville, TN 37928 | Located at 4109 Central Avenue Pike, Knoxville, Tennessee 37912

WORKHORSE VS. MUSTANGS!

Multi-use stadium before commission

By Mike Lively
Staff Writer
mlively@knoxfocus.com

Another step in the approval of a multi-use stadium in Knoxville's Old City is before the Knoxville Commission today. The commissioners are being asked by Mayor Glenn Jacobs and the finance department to approve an "Interlocal Project Agreement" that would also be approved by the City of Knoxville and the Sports Authority. The stadium, proposed by developer Randy Boyd, would be built by bonds issued by the Sports Authority and, when completed, it would be leased to Boyd's company for his baseball team and for other events.

the Collier Preserve. The donation by Legacy Parks Foundation has been on and off the agenda since May.

The commission may also be asked to approve repealing and replacing the three portions of the county charter, creating a liner control officer, and placing specific lines on various items in the right-of-way, including signs on utility poles and right-of-ways and dumping.

Knoxville-Knox County Planning may be asked to update the Zoning Ordinance to make a change from "Metropolitan Planning Commission." The Rules Committee is recommending that a

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.

(865) 686-9970

www.knoxfocus.com

Mail
PO BOX 18377
Knoxville ,TN 37928

Street address
4109 Central Ave Pike
Knoxville, TN 37912

Contacts

Editor, Design
Marianne Dedmon
editor@knoxfocus.com

Office / Billing
Legal / Public Notices
staff@knoxfocus.com
legals@knoxfocus.com

Sales
Pam Poe
phpoe2000@yahoo.com

Sales & Classifieds
Ruthie Akers
ruthie@knoxfocus.com

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 26,200 with print readership of 64,750. Online reach for 2025 consisted of 343,542 page views and 252,000 new users.

ZIP CODES SERVED

34849	37871	37914	37918	37921	37924	37934
37721	37876	37915	37919	37922	37931	37938
37772	37902	37916	37920	37923	37932	37939
37849	37909	37917				
37865	37912					

The Knoxville Focus
www.knoxfocus.com
SUBSCRIPTIONS AVAILABLE - $40.00/YEAR
Phone: 865-686-9970 | PO Box 18377, Knoxville, TN 37928 | Located at 4109 Central Avenue Pike, Knoxville, Tennessee 37912
ONLINE AUCTION
Friday, November 29
See photos at fountaincityauction.com
Fountain City Auction
(865)474-9931
FREE
Take One!
November 25, 2024

Corryton Church readies for another special Christmas Party

By Ken Leinart

Christmas is the centerpiece of Pastor Rocky Ramsey and Corryton Church members' efforts as they strive to help others celebrate each holiday season.

But it's so much more than one day on the calendar.

It's compassion, loving your neighbor, looking out for one another, fellowship, all of that and more. It's helping those in need, those devastated by a natural disaster. It just so happens to take place near Christmastime.

"It's our way," Dr. Ramsey said, "to let those suffering know they are cared for."

Thirty families will gather at South Central Elementary School in Chuckey, Tennessee, on Dec. 7 for what they think will be a meal and a few gifts.

The Christmas Party is always held on the first Saturday of December and it brings a good feeling leading up to Dec. 25.

The morning of the party begins with singing Christmas carols.

Dr. Ramsey will then explain the church is there to share the love of Jesus with them. Even though they've been through tragic loss, God knows who they are, where they are, and has not forgotten them.

After that, Pastor of Etc. Grant Rodgers will describe to them that they are about to go on a two-hour, free shopping spree.

The children will play games in the gym and shop for gifts for their parents. The parents will move from "store" to "store" to shop for gifts for their children.

The party is like a game show.

Continue on page 4

Dr. Rocky Ramsey, senior pastor at Corryton Church, welcomes families to last year's Christmas Party. The special annual event has been ongoing since 2002 when the church helped Mosey Grove families with Christmas after tornadoes devastated the Wartburg area.

Hotel tax, parking, and zoning changes on city agenda

By Mike Steely
Senior Writer
steely@knoxfocus.com

When the Knoxville City Council meets Tuesday it will consider a Finance Department request to raise the hotel-motel occupancy tax and amend the uses of the proceeds.

It will consider changing the city charter involving parking violations, penalties and metered parking. Municipal enforcement officers of the Public Building Authority could be empowered to tow and impound any vehicle on public property. Both items are the first of two required readings.

Also on first reading is a Habitat for Humanity housing project for 4325 Pinehurst Drive with some residents objecting to the project. The change would take the former church property from an office zoning to an RN-2, general neighborhood residential zoning.

The council will also vote to give a tax break to Origin Development Partners LLC for a development going in at Zero Hill Avenue and Zero Locust Street. The PILOT tax break involves four pieces of property there.

The contract with Barge Design Solutions Inc. may get an additional $80,100 for the Chapman Highway Multimodal Project.

Floyd's Antique and Estate Sales to host Christmas Open House Saturday

FREQUENCY DISCOUNTS

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

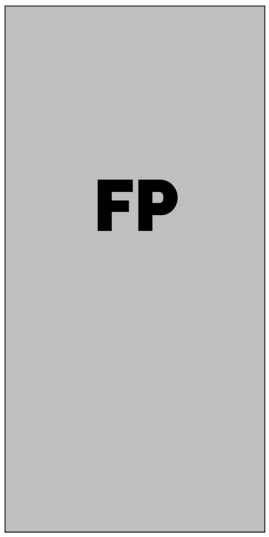
PRE-PRINTED INSERT POLICY

- 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.

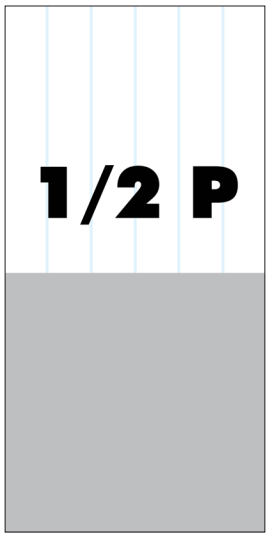
BUSINESS PROFILE GUIDELINES

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.

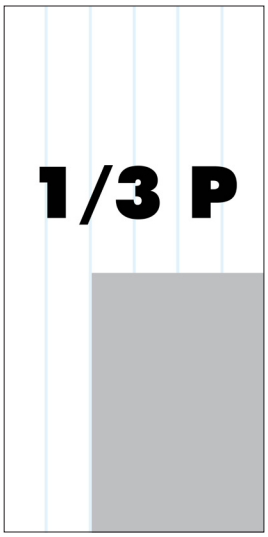
STANDARD DISPLAY ADVERTISING RATES



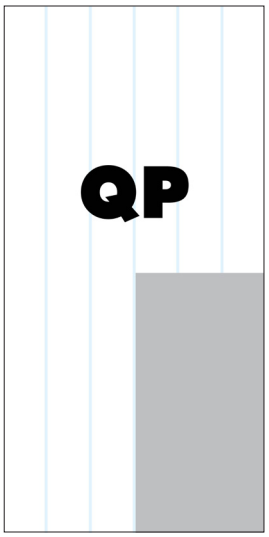
Full Page
10” x 20”
6 columns x 20”
$1492.80



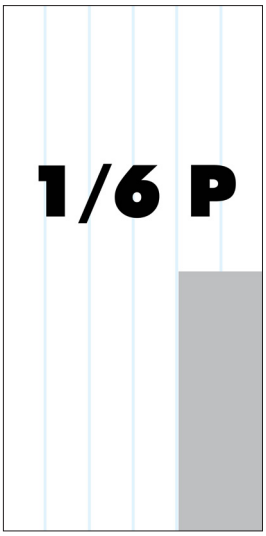
Half Page
10” x 10”
6 columns x 10”
$746.40



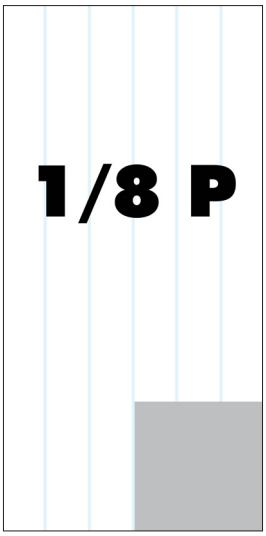
1/3 Page
6.625” x 10”
4 columns x 10”
$497.60



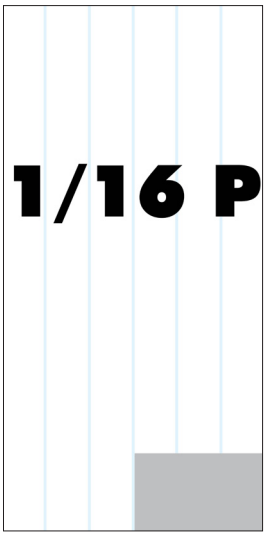
Quarter Page
4.9375” x 10”
3 columns x 10”
$373.20



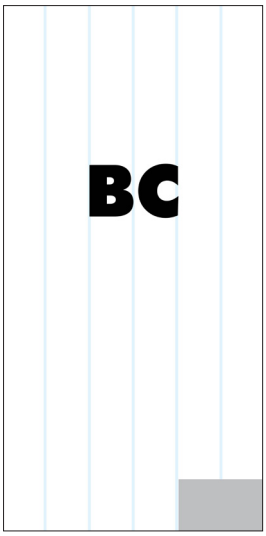
1/6 Page
3.25” x 10”
2 columns x 10”
$248.80



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 severely 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 of 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.