

# METRO PULSE

## CLASSIFIED RATE CARD #10

effective February 1, 2001  
 505 Market St., Suite 300, Knoxville, TN 37902  
 phone: 865-522-5399 fax: 865-522-2955  
 ext. 19 & 28

### Classified Display Rates

times appearing per year	size	Open	4x	12x	24x	52x
	8 Columns x 12"	8x12	1440	1426	1330	1051
4 Columns x 12"	4x12	720	713	665	526	468
4 Columns x 6"	4x6	384	371	356	276	240
4 Columns x 5"	4x5	355	337	299	239	205
4 Columns x 2"	4x2	142	135	120	96	82
2 Columns x 12"	2x12	384	371	356	276	240
3 Columns x 5"	3x5	266	253	224	179	154
3 Columns x 3"	3x3	160	152	135	108	92
2 Columns x 6"	2x6	213	202	179	143	123
2 Columns x 3"	2x3	107	101	90	72	62
2 Columns x 2"	2x2	72	68	60	48	42
12" x 3" SPONSORSHIP	8x3	576	556	535	414	360

### Classified Line Ad Rates

frequency	cost
1 to 3x	\$2.25/line
4x	\$2.15/line
8x	\$1.95/line
24x	\$1.70/line
52x	\$1.50/line

#### Line Ad

1971 FORD RANCHERO. Classic car w/  
 good engine. Needs new rear end. To the  
 highest bidder. 522-5399 ask for Daphne.

### additional options

picture with ad	\$10/week
.....	\$25/month
all of text bolded	\$5/week
.....	\$15/month
reverse ad	\$10/week
(white on black)	\$25/month
logo with ad	\$10/week
.....	\$25/month
box around ad	\$5/week
.....	\$15/month