

2022 WELCOME CENTER DISPLAYS

More than 15 million travelers visit Tennessee's Welcome Centers each year. Make sure they know what you have to offer!

Position your brand prominently through the Welcome Center advertising program, which includes your ads placed on lighted signs in a specific Welcome Center building.

REACH TENNESSEE TRAVELERS WHEN THEY ENTER THE STATE!



ANNUAL RATE

12 MONTH RATE
\$6,630

* Plus production and installation

PRODUCTION & INSTALLATION COSTS

QUANTITY	STANDARD VERTICAL	SMALL HORIZONTAL	STANDARD HORIZONTAL
1	\$195.79	\$144.29	\$282.91
2-4	\$167.70/ea	\$121.16/ea	\$262.91/ea
5+	\$144.21/ea	\$111.11/ea	\$216.41/ea

AVAILABLE WELCOME CENTER LOCATIONS

WEST

I-40 Memphis/Shelby County
Size: Standard Vertical (1)

MIDDLE

I-65 Ardmore/Giles County
Size: Standard Vertical (1)

EAST

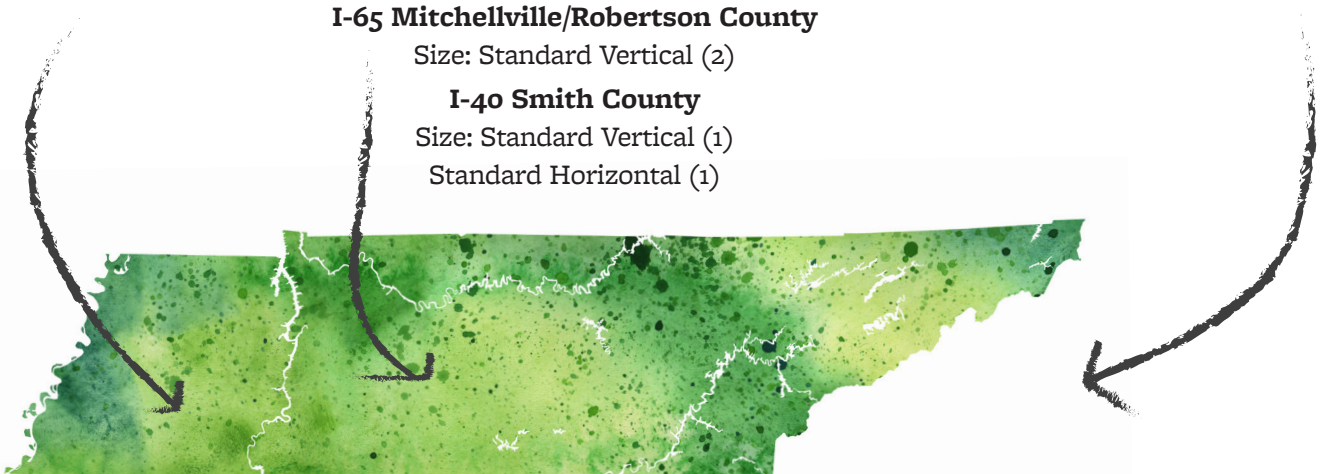
I-26 Erwin/Unicoi County
Size: Standard Vertical (1)

I-24 Clarksville/Montgomery County
Size: Standard Vertical (2)

I-26 Kingsport/Sullivan County
Size: Standard Vertical (1)

I-65 Mitchellville/Robertson County
Size: Standard Vertical (2)

I-40 Smith County
Size: Standard Vertical (1)
Standard Horizontal (1)



Please contact your sales rep for available sizes at each location.

DIGITAL SUBMISSION GUIDELINES

FILE REQUIREMENTS

- Please submit your print-ready files as a CMYK, high resolution PDF-X1A @ 300 dpi.
- Set up files at 100% scale.
- Keep all copy within the viewable area.
- Use PANTONE color when choosing spot colors.
- All images and logos must be saved at 300 dpi to ensure quality and minimal pixelation.

SUPPLIED FILES POLICY

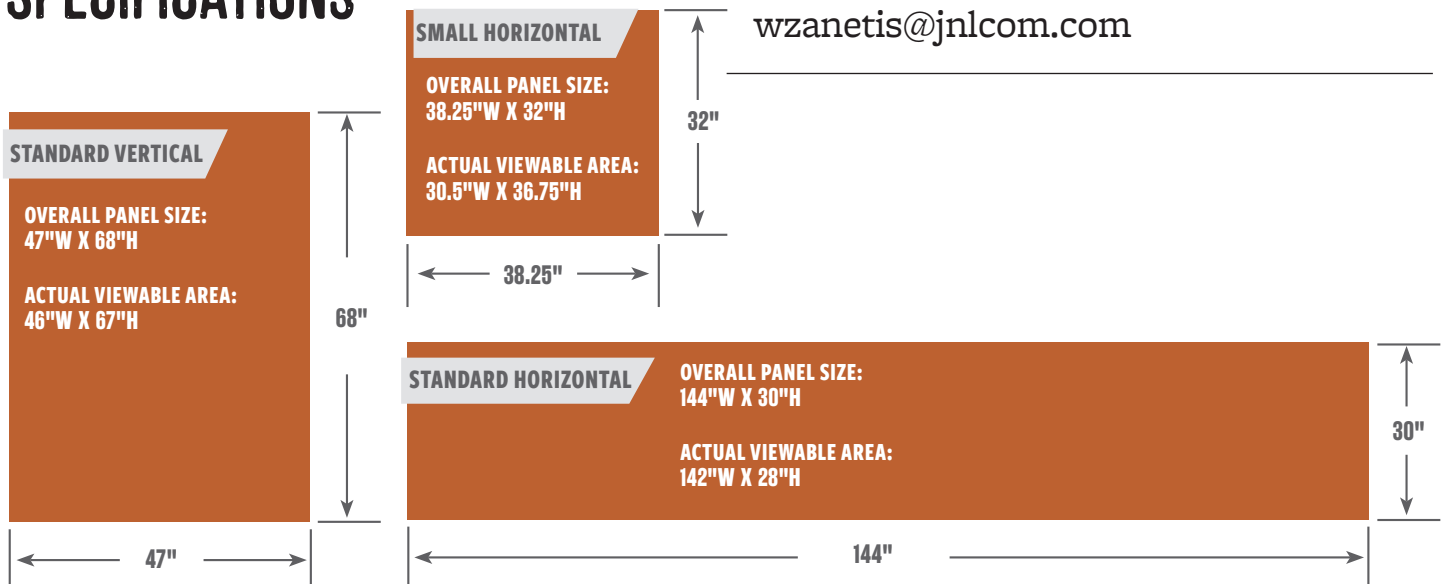
For submitted files, our free services include checking advertiser- and/or agency-submitted files to ensure they meet our specifications for guide printing. Journal Communications is not responsible for enhancing your digital files or proofreading for spelling and grammatical errors.

If files deviate from the size or specifications on the submission guidelines form, the files must be resubmitted. Please proof your ad carefully before submission. Resubmitted files will be subject to a \$50 processing fee.

We do not provide a proof for ads we did not produce. It is understood that the files are set up as the advertiser intended and were approved prior to submission.

Any extra charges incurred by Journal Communications due to problems with supplied files will be billed to the advertiser with a detailed explanation of the problem.

DURATRANS LIGHTBOX SPECIFICATIONS



SEND YOUR FILES TO

JOURNAL COMMUNICATIONS

AD RESOURCE CENTER:

jnlcom.com/tvg

- Upload your print and added value materials.

Questions? Contact your sales representative or email ads@jnlcom.com.

FTP:

<http://jnlcom.com/ftp>

Username: ads

Password: client

Upload files and complete the contact information form. Once files are uploaded, a message indicating a successful transfer will be posted.

Detailed FTP instructions are available from your sales rep.

EMAIL:

Email files to ads@jnlcom.com

- Please include your business name, magazine name (TVG) and ad size in your email message.



EAST TENNESSEE

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