

# total market coverage (TMC)

## TOTAL MARKET COVERAGE (TMC)

Reach the total Longview and Marshall market areas, or portions or each, by designated ZIP codes using the Longview News-Journal's *Neighbors* or The Marshall News Messenger's *Marshall This Week*.

These publications are delivered free to non-subscribers on Wednesday, and can carry your ROP, Classified or Preprint advertising messages.

Coupled with your full-run subscriber advertisement, this gives you the ability to reach all households in the entire market area, or pinpoint geographic areas to saturate your message.

Your sales representative can provide you with a demographic profile by ZIP code including such information as number of home owners, income levels, gender, etc. to assist in targeting your customer.

*Neighbors* total market coverage expands your message to the following ZIP codes, reaching approximately 45,000 additional households:

<b>75601</b>	<b>75640</b>	<b>75691</b>
<b>75602</b>	<b>75650</b>	<b>75693</b>
<b>75603</b>	<b>75651</b>	<b>75644</b>
<b>75604</b>	<b>75660</b>	<b>75647</b>
<b>75605</b>	<b>75683</b>	

### RATES PER INCH

NEW AD: Use current ROP and Classified Rates  
Pickup Ad: \$8.00 per column inch

## NEIGHBORS (Longview)



## Marshall This Week (Marshall)

*Marshall This Week* total market coverage expands your message to the following ZIP codes, reaching approximately 14,000 additional households.

<b>75670</b>	<b>75692</b>	<b>75650</b>
<b>75657</b>	<b>75642</b>	<b>75656</b>
<b>75661</b>	<b>75694</b>	<b>75672</b>
<b>75688</b>	<b>75593</b>	

### RATES PER INCH

NEW AD: Use current ROP and Classified Rates  
Pickup Ad: \$5.00 per column inch

