

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:

75601	75640	75691
75602	75650	75693
75603	75651	75644
75604	75660	75647
75605	75683	

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.

75670	75692	75650
75657	75642	75656
75661	75694	75672
75688	75593	

RATES PER INCH

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

