

THE TENNESSEAN

MARKET DEVELOPMENT
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DEADLINE – Media Sponsorship

Local Premiere and Media Partnership

We're excited to host the Nashville premiere of *Deadline* on Wednesday, February 15th at the Regal Green Hills 16. As your media partner, The Tennessean will

- Identify and invite citizens likely to be interested in this story of journalism and justice.
- Promote the premiere and the subsequent opening of *Deadline* in middle Tennessee.
- Partner with News Channel 5 to promote the premiere and opening.

We believe *Deadline* provides the opportunity to emphasize our mission and leadership in delivering investigative journalism. While the movie provides an entertaining platform, the story and attention underscores our brand and position as the news leader.

Promotional Campaign

In-paper advertising

- Three-week schedule, with three to four ads per week, including Sundays. You'll provide quarter and half-page (horizontal) ads for our use.
- Placement in local and entertainment sections and adjacent to editorial pages.

Online

- 100,000 impressions in the 10 days leading up to the premiere. Impressions will be targeted to entertainment, local news and opinion pages. We'll embed the *Deadline* trailer when possible.
- You'll provide Leaderboard (728 x 90), Skyscraper (160 x 600) and Island (300 x 250) ad sizes.

Email

- We'll do email sends to subscribers, advertisers and any non-subscriber lists, particularly any lists generated through entertainment-oriented contesting.
- Open banner positions in entertainment email newsletters.

Social Med

- Posts on The Tennessean's Facebook page as well as appropriate Twitter accounts.

News

- Feature on movie with sidebar on event. You'll make available both author Mark Ethridge and director Curt Hahn for interviews prior to the premiere.
- We plan to have a local columnist pre-screen and put *Deadline* in context of our community, newspaper and important local stories.