

PARIS!

Henry County and the Lake Area

PUBLISHING SCHEDULE:

JANUARY 2 (Winter Edition)

MARCH 15 (Spring Edition)

JUNE 1 (Summer Edition)

AUGUST 15 (Autumn Edition)

NOVEMBER 1 (Holiday Edition)

Advertising closing dates are ten weeks prior to publication.

Advertising Guide

The steady growth of Paris and Henry County has fostered a stronger, more affluent community, calling for a publication that defines its diverse lifestyles and interests.

Founded in 2004, **PARIS!** is designed for a wide range of community interests, the arts, home and garden, healthcare, plus area events, recreation and education.

For a business in search of readers with money to spend, **PARIS!** is the medium. Five times a year, four seasonal and one holiday issue, readers will enjoy a showcase of their community.

A Nellen/Jones publication

230B Tyson Avenue, Suite 134, Paris, TN 38242

Phone 731-363-7709

Email lrhodes@myparismagazine.com

or visit us at www.MyParisMagazine.com

DISTRIBUTION: (3,250)

- 1,000 mailed to top income producing households in Henry County.
- 75 provided to each advertiser with 1/2 page or greater ad size. Includes radio and newspaper support.
- Distributed by the Chamber of Commerce to newcomers and those considering moving to Henry County
- 450+ provided to more than 150 waiting areas of medical care facilities, financial institutions, salons, motels, automotive repair facilities, etc.
- 50 distributed in HCMC recruiting packets.
- 100 donated to HCMC for patients' rooms.
- More than 100 out-of-town subscribers.
- Archived online at www.MyParisMagazine.com.
- Advertisers may publicize for free on **PARIS!**'s Facebook page.

CONTRACT AND COPY:

Advertiser assumes liability for all ad content. Ad position is at the discretion of the publisher unless specified in insertion order. For maximum exposure and continuity, advertisements are placed for (1) year (five consecutive placements) and may start with any issue. **PARIS!** will typeset and assist with the design of ads at no extra charge with one set of changes allowed. Additional changes available at \$35/hour, minimum \$35.

ADVERTISING RATES:

- *FULL PAGE: \$924 (With discount - \$832)
Add \$185 for color
- *2/3 PAGE - \$658 (With discount - \$592)
Add \$132 for color
- *1/2 PAGE - \$520 (With discount - \$468)
Add \$104 for color
- 1/3 PAGE - \$370 (With discount - \$333)
Add \$74 for color
- 1/6 PAGE - \$196 (With discount - \$176)
Add \$39 for color
- *WAITING ROOM/HOSPITAL ROOM COURTESY COPIES - \$520 (With discount - \$468) *Add \$104 for color*
- *HALF PAGE INSERT (b/w, one sided) - \$520 (With discount - \$468) *Add \$104 for color*
- *BACK COVER - \$1,733 (*price includes color*) (With discount - \$1,560)
- *INSIDE BACK - \$1,386 (*price includes color*) (With discount - \$1,247)
- *INSIDE FRONT - \$1,155 (*price includes color*) (With discount - \$1,040)
- *CENTER SPREAD - \$2,125 (With discount - \$1,912) *Add \$425 for color*
- *PAGE ONE (opposite inside cover) - \$1,109 (With discount - \$998) *Add \$222 for color*

***This ad size designates advertiser as a distribution location which includes media support.**

TERMS OF PAYMENT:

Invoices are due and payable when rendered. Publisher reserves the right to hold advertiser and/or its agency liable for moneys due and payable to publisher. A service charge of 2% will be added to unpaid balances more than 30 days old.

DISCOUNT:

10% discount is provided when the ad is camera ready, sized to specifications and requires no production.

OTHER CONSIDERATIONS:

The publisher reserves the right to reject or cancel advertising when deemed objectionable or inferior quality or inconsistent with the publisher's editorial or advertising policies.

Advertisers will be billed on the distribution date. Failure to pay in 30 days will negate all discounts.

PLACEMENT:

Advertising is placed throughout the publication at the publisher's discretion. Special positions, subject to availability, are available at an additional 15%.

READERSHIP:

Due to waiting room saturation, conservative readership estimates are more than 27,000 per issue.

ADVERTISERS' INDEX:

Advertisers' Index helps readers locate your information quickly.

MECHANICAL SPECIFICATIONS:

Magazine trim size: 8½" x 11".

Advertiser is to furnish disk, drive or suitable camera-ready artwork.

Preferred materials: digital files using one or more of the following formats: InDesign, Illustrator, Photoshop and PageMaker, or high-resolution pdf files.

Please refer to advertising specs below. All digital files should have graphics set to at least 300 dpi with all color files set to CMYK mode. Please convert fonts to outlines whenever possible. Send all fonts that cannot be converted to outlines with the files.

AD SIZES

Back, Inside Back and Inside Front Cover: 8½" x 11" with a bleed on all sides, full color. Keep all live matter at least .375" from the magazine trim.

CENTER SPREAD: 10" x 16"

FULL PAGE: 7½" x 10"

2/3 PAGE: Vertical - 4.9167" x 10"

1/2 PAGE: Horizontal - 7½" x 4.875"

1/3 PAGE: Vertical - 2.333" x 10"

1/3 PAGE: Horizontal - 7.5" x 3.17"

1/6 PAGE: Vertical - 2.333" x 4.875"

1/6 PAGE: Horizontal - 4.9167" x 2.3125"

HALF PAGE INSERT (b/w, perforated, one-sided):

5½" x 8½", no bleed allowed. Please keep live matter at least ½" from the trim.

Updated June 2012