

Henry County and the Lake Area

PARIS!

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.

Enter PARIS!, a magazine designed for a wide range of community interests, including health care, the arts, home and garden, plus area events, recreation and education.

For a business in search of upscale readers, 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

703 Walnut St. Paris, TN 38242

731-693-2696

Email njpr@bellsouth.net

Distribution: (3,000)

- 1,000 mailed to many of the top income producing households in Henry County.
- 75 provided to each advertiser with ½ page or greater ad size. Includes radio and newspaper support.
- Distributed with relocation packets via Paris-Henry County Chamber of Commerce.
- 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.

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%.

Advertising closing dates are nine weeks prior to publication.

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.

Contract and Copy:

Advertiser assumes liability for all ad content. Ad position is at the discretion of the publisher unless specified in insertion order. All contracts are for one (1) year, five consecutive placements.

PARIS! will typeset and assist with the design of ads at no extra charge with one change allowed. Additional changes available at \$35/hour, minimum \$35.

Advertising Rates:

- ***Full Page** - \$880 (*With discount - \$792*)
- ***2/3 Page** - \$627 (*With discount - \$564.30*)
- ***1/2 Page** - \$495 (*With discount - \$445.50*)
- **1/3 Page** - \$352 (*With discount - \$316.80*)
- **1/6 Page** - \$187 (*With discount - \$168.30*)
- ***Waiting Room/Hospital Room Courtesy Copies** - \$495 (*With discount - \$445.50*)
- ***Half Page Insert** (b/w, perforated, one sided) - \$550 (*With discount - \$495*) plus printing/binding fee \$200 (*p/b fee not available for discount*)
- **Business Showcase** - \$137.50 (*With discount - \$123.75*)
- ***Back Cover** - \$1650 (price includes color) (*With discount - \$1485*)
- ***Inside Back** - \$1320 (price includes color) (*With discount - \$1188*)
- ***Inside Front** - \$1100 (price includes color) (*With discount - \$990*)
- ***Center Spread** - \$2024 (*With discount - \$1821.60*)
- ***Page One** (opposite inside cover) - \$1056 (*With discount - \$950.40*)

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

Color available for \$330 additional charge.

Publishing Schedule:

January 2 (Winter Edition), March 15 (Spring Edition), June 1 (Summer Edition), August 15 (Autumn Edition) and November 1 (Holiday Edition).

Mechanical Specifications:

Trim size: 8 1/2" x 11"

Keep live matter 1/2" or more from all sides.

Advertiser is to furnish disk, slick proofs, negatives, or suitable camera-ready artwork. Preferred materials: camera ready slicks, digital files using one or more of the following formats: InDesign, Illustrator, Photoshop and PageMaker, or high-resolution pdf files. Please refer to 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 Cover, Inside Back and Inside Front: 8 1/2" x 11" with a bleed on all four sides and in full color. Please keep all live matter at least 3/8" from the trim of the magazine.

Center Spread:

11" x 17" with a bleed allowed on all four sides, black and white only. Please keep live matter at least 1/2" from the trim of the magazine.

Full Page:

8 1/2" x 11" with a bleed allowed on all four sides. Please keep live matter at least 1/2" from the trim of the magazine.

2/3 Page: 2 1/4" x 10"

1/2 Page: 7 1/2" x 4 7/8"

1/3 Page Vertical: 2 1/4" x 10"

1/3 Page Horizontal: 3 1/8" x 7 1/2"

1/6 Page: 2 1/4" x 4 7/8"

Business Showcase: 3 3/8" x 2 3/16"

Half Page Insert (b/w, perforated, one-sided): 5 1/2" x 8 1/2", no bleed allowed. Please keep live matter at least 1/2" from the trim.