

Southern EXPOSURE MAGAZINE

With each issue, we bring you the best of Williamson county.



SOUTHERN EXPOSURE MAGAZINE is Williamson County's premier business, personalities, arts and events magazine. If you want a genuine glimpse into Middle Tennessee life, look no further than SEM. Advertising in Southern Exposure will greatly increase your exposure and business. For more information, please contact our publisher Brandy Blanton at brandy@southernexposuremagazine.com or visit us online at www.southernexposuremagazine.com!

Some facts about

SOUTHERN EXPOSURE MAGAZINE...

- ☞ **6 Issues Per Year** mailed bi-monthly with a 60-day shelf life per issue
- ☞ **4-color glossy publication** (Color improves brand recognition & increases reader attention span by as much as 80%!)
- ☞ **DIRECT MAILED** to these areas:
Brentwood (37027); Franklin (37064, 37067, 37069);
Spring Hill (37174); Thompson Station (37179)
- ☞ **Copies available for sale** in Barnes & Noble, three local Borders Bookstore locations, Landmark Booksellers

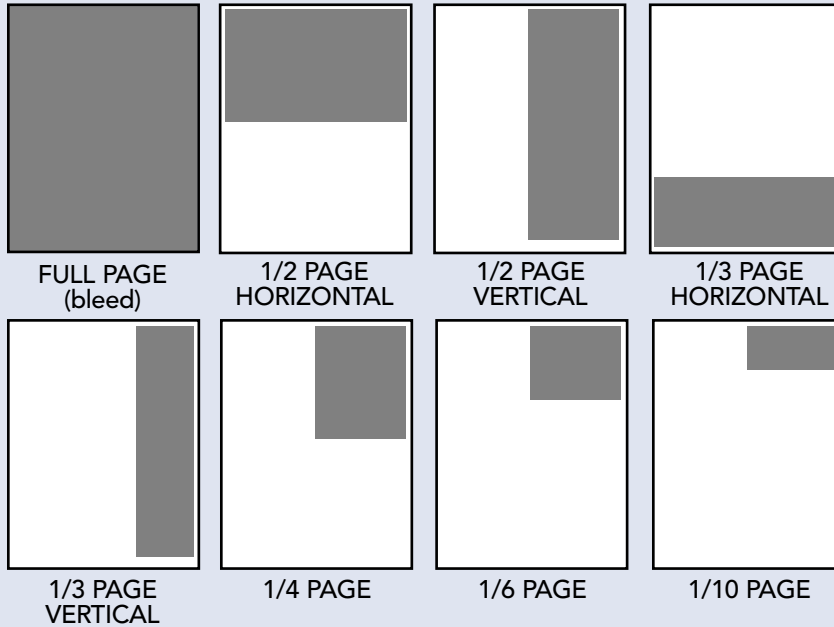
What's coming up in SOUTHERN EXPOSURE MAGAZINE... **HOLIDAY 2007 ISSUE**

- ☞ **The Profile:** 2007 Profiles Revisited
- ☞ **The Event:** Brentwood Gala
- ☞ **The Arts:** Shawn Nelson, author of *Hope*
- ☞ **The Business:** Philanthropy
- ☞ **Restaurant Spotlight:** Jason McConnell's Red Pony & Sol
- ☞ **A Day in the Life of:** Flowers for Marcy
- ☞ **The People in Your Neighborhood:** Studio Now
- ☞ **In the Kitchen With:** Providence Farms
- ☞ **Our continuing columns...**
 - In Harry's Words,** Harry Chapman
 - Beyond Our Domain,** Vicki Stout
 - Confessions of a Fashionista,** Dena Nance
 - Salon Speak,** Gaven Smith
 - Moments that Matter,** Boothe Blanton Farley
 - On the Home Front,** Wayne Evans
 - The Buzz: Local Events & Happenings**

COMMITMENT DEADLINE: FRIDAY, NOVEMBER 2, 2007
ARTWORK DEADLINE: FRIDAY, NOVEMBER 7, 2007
RELEASE DATE: LAST WEEK OF NOVEMBER 2007

FOR MORE INFORMATION ON ADVERTISING, CONTACT:

KELLYE KING – Cell: (615) 887.5100 Email: kellye@southernexposuremagazine.com
or **BRANDY BLANTON** – Office: (615) 794.8786 Email: brandy@southernexposuremagazine.com
www.southernexposuremagazine.com



About advertisements in SOUTHERN EXPOSURE MAGAZINE...

- ☞ Price includes graphic design fees.
- ☞ Signing an annual contract secures space & pricing.
- ☞ Have the link to your website featured on SEM's Client Web page for \$150 per year
- ☞ No black & white ads; All ads are full color.
- ☞ Ad proofs will be emailed or faxed for your approval.

MECHANICAL SPECIFICATIONS & REQUIREMENTS

Advertiser may supply original photographs and artwork for SEM to build the ad. High resolution images in .tif, .eps, .psd, .pdf and .jpg formats are acceptable —300 DPI minimum. Advertising prices include graphic design fees. This allows for the advertiser to receive a first proof with one round of changes and then a final proof. Any alterations and changes to the ad will incur additional costs and be billed to the advertiser at \$50/hour.

Advertisers supplying artwork may mail in a cd with artwork, email final ads or upload to the SEM FTP site. Contact SEM for more information on FTP rules.

SEM can accept ads in .tif, .eps, .psd, .pdf, .jpg or Quark Xpress format.

NO ADS WILL BE ACCEPTED IN MICROSOFT APPLICATIONS: Word, Publisher, etc.



AD SIZE	WIDTH (in inches)	DEPTH (in inches)
Full Page**	8.375"	10.875"
1/2 Page Horiz.	7.875"	4.875"
1/2 Page Vertical	3.9375"	10"
1/3 Page Horiz.	7.875"	3"
1/3 Page Vertical	2.5"	10"
1/4 Page	3.9375"	4.875"
1/6 Page	3.9375"	3.2"
1/10 Page	3.9375"	1.875"

This is the trim size for a full page ad. Please include a 0.125" bleed ALL THE WAY AROUND your submitted ad. Bleed size for a full page ad is 8.625" x 11.125". Trim size is 8.375" x 10.875". Please keep all vital copy 0.375" from the trim area. Live area for the ad is 7.625" x 10.125". **Back cover trim size is 8.375" x 8.375" plus a 0.125" bleed.

AD RATES*	1X (single run)	6X (per issue)
Full Page	\$2450	\$2300
1/2 Page Horiz.	\$1850	\$1700
1/2 Page Vertical	\$1850	\$1700
1/3 Page Horiz.	\$1650	\$1500
1/3 Page Vertical	\$1650	\$1500
1/4 Page	\$1025	\$950
1/6 Page	\$525	\$495
1/10 Page	\$295	\$250

*SEM rates are net.

SPECIAL PLACEMENT

	1X
Inside Front	\$2750
Inside Back	\$2650
Back Cover	\$3000

ADVERTORIALS

Let Southern Exposure Magazine writers feature your business! SEM staff members will write an article highlighting the benefits and products of your business or service. Articles run approximately 1000 words and allow for 2-3 photographs. Your business name will be featured prominently in the SEM Table of Contents on page 3 of that issue. Advertorials are subject to the Publisher's discretion....\$2850

If any photography services are needed, there will be a \$50 per hour (minimum charge of one hour). Pictures may be purchased for an additional fee determined by the photographer. All submitted photographs must meet mechanical standards.

Prices are subject to change without signed contract on file. Updated 6/16/06.

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KELLYE KING – Cell: (615) 887.5100 Email: kellye@southernexposuremagazine.com

or **BRANDY BLANTON** – Office: (615) 794.8786 Email: brandy@southernexposuremagazine.com

www.southernexposuremagazine.com

2007/08 Advertising Insertion Contract



SEND CONTRACTS AND MATERIALS TO: Southern Exposure Magazine, ATTN: Brandy Blanton, Publisher, 145 2nd Avenue North, Franklin TN 37067; Phone: (615) 794-8786; Fax: (615) 794-1706; Email: brandy@southernexposuremagazine.com

Please print or type:

Advertiser: _____ Date: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email address: _____

Web site: _____

Agent: (if different from above) _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email address: _____

Insert my ad (as specified below) in the following:

1 issue 6 issues

Starting with Issue: _____

Ad Size: Full Page 1/2 Page Horiz.

1/2 Page Vertical 1/3 Page Horiz.

1/3 Page Vertical 1/4 Page

1/6 Page 1/10 Page

Special Position:

Inside Front Cover Inside Back Cover

Back Cover

Special Notes:

TERMS & CONDITIONS: The above advertiser agrees to make an initial fifty percent (50%) down payment with signing of contract, with balance in full to be paid with final approval of color proof of ad/artwork. If payment in full is not received BEFORE a scheduled press time, it is up to the discretion of the publisher of SEM to not run the contracted ad. Deadline and release dates are subject to change. Advertisers are responsible for getting artwork or camera ready ads to the SEM art department on the specified date, which is mailed to advertiser with a tentative editorial calendar & artwork deadline calendar. If there is a signed contract on hand and the advertiser fails to submit artwork before press-time, the advertiser is still liable for the contracted ad space charges as per signed contract and will be billed accordingly. All ads are the property of the SEM Graphics Department and may not be duplicated, unless a written release is obtained from SEM. SEM Graphics Dept. is in no way liable for any mistake made in publication after final approval has been made and proof has been signed by advertiser. SEM reserves the right to have full graphic control on ads submitted or created. There will be a \$50 production charge for duplication of released ads. If a CD is to be burned of the artwork, there will be a total cost of \$100. All SEM advertorials are the property of SEM and may not be reproduced without express, written permission from the SEM Publisher. The cost for release of an advertorial is \$200 per reproduction. Should a court deem any part of this agreement invalid it shall be stricken and the remainder shall stand. ENTIRE AGREEMENT: Nothing in this agreement may be altered verbally or by any other type of representation.

RATE # OF ISSUES TOTAL DUE

_____ X _____ = _____

Payment info: Cash Check Credit card

Credit card #: _____

Name on card: _____ Exp. Date: _____



Authorized Signature: _____ Date: _____

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