

THE TENNESSEE MAGAZINE

The most widely circulated periodical in Tennessee, reaching more than 550,000 households each month.

For more than 50 years, *The Tennessee Magazine* has been a source of vital, useful and fun information for our readers throughout Tennessee. Our message is being delivered to more than 1.5 million readers each month.

Our readers are engaged and loyal. They are owners of their local electric cooperatives. The magazine provides them with articles including local electric news, entertaining features and energy-efficiency tips. Additionally, *The Tennessee Magazine* features stories about life in Tennessee, recipes and food articles, a statewide calendar of events, an antiques column and a look at Tennessee history. Each year the magazine produces special editions on gardening, travel, education, home improvement and more. The magazine works to build community and interaction with our readers. Thousands of our readers participate in our photo and art competitions and our unique "Find the Flag" contest.



By the numbers

The Tennessee Magazine reaches an ideal target market. Our readers are grounded, loyal and astute consumers.

\$54,000

HOUSEHOLD INCOME

85%

TOOK ACTION FROM MAGAZINE CONTENT

81%

USE THE INTERNET

70%

OWN A PET

74%

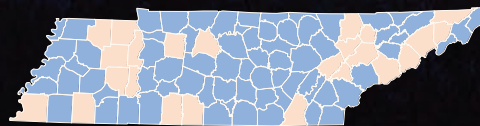
PLAN TO TRAVEL

99%

OWN OR LEASE A CAR

Say hello to 1.5 million interested Tennesseans

Eighty-seven percent of our subscribers read more than three of the last four issues and spent an average of 43 minutes reading each one. With more than two readers per issue, *The Tennessee Magazine* can deliver your message to more than 1.5 million readers who CARE about the magazine and the information it contains.



Reaching rural Tennessee

Readers in more than 70 of Tennessee's 95 counties.

LAUREN FOSTER

Advertising Sales Manager
The Tennessee Magazine
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The Tennessee Magazine is the official publication of the Tennessee Electric Cooperative Association and the electric cooperatives of Tennessee. TECA's 23 individual power distributors provide electric service to some 1.1 million homes, farms, industries and institutions that represent more than 2 million Tennesseans. You can learn more about TECA at tnelectric.org.

Four Color Rates

	1 Time	3 Times	6 Times	12 Times
Full Page	\$ 7,140	\$ 6,426	\$ 5,783	\$ 5,212
2/3 Page	\$ 5,998	\$ 5,498	\$ 5,069	\$ 4,570
1/2 Page	\$ 4,712	\$ 4,213	\$ 3,784	\$ 3,427
1/3 Page	\$ 3,213	\$ 2,927	\$ 2,570	\$ 2,356
1/6 Page	\$ 2,142	\$ 1,928	\$ 1,714	\$ 1,571

MARKETPLACE

1" ad	\$ 381	\$ 343	\$ 308	\$ 278
2" ad	\$ 666	\$ 600	\$ 540	\$ 486
3" ad	\$ 1,028	\$ 925	\$ 833	\$ 751

Inside front cover or page 2: additional 20% plus page rate
 Back cover or inside back cover: additional 15% plus page rate
 Page 5 or other fixed position: additional 10% plus page rate

Size Specifications

Full Page	7.5" x 10.125"
2/3 Page	4.75" x 9.25"
1/2 Page Vertical	4.75" x 7.25"
1/2 Page Horizontal	7.25" x 4.75"
1/3 Page Vertical	2.25" x 9.25"
1/3 Page Horizontal	4.75" x 4.75"
1/6 Page Vertical	2.25" x 4.75"
1/6 Page Horizontal	4.75" x 2.25"

Less than 1/6 page must fit in one column. Minimum size: 2.25" x 1"



The Tennessee Magazine reserves the right to influence creative and/or refuse advertising for inside cover and page 2. Minimum size for fixed position is 1/3 page. Add 10% to earned rate.

Materials and Production Requirements

Space must be reserved by the 10th of the month, two months prior to publication.
 Creative is due by the 15th of the month, two months prior to publication.

The Tennessee Magazine accepts only digital files that meet the following specifications:

- Acceptable file formats: Quark, Photoshop, InDesign, or Press PDFs (PDF/X-1A)
- All fonts (PostScript only) and artwork must be embedded in PDF files.
- Missing fonts will be replaced at the discretion of The Tennessee Magazine
- All images must be at least 300dpi, CMYK and color-corrected.

The publisher accepts no responsibility for RGB files that require CMYK conversion.

Mechanical Requirements

Publication trim size	8.25" x 10.875"
Bleed	8.75" x 11.375"
Three columns, full page	7.25" x 9.75"
Two full columns	4.875" x 9.75"
Column width	2.25"

Advertiser

Contact

Address

City

State

Zip

Phone

Email

Agency

Contact

Address

City

State

Zip

Phone

Email

Position and Rate

Preferred Position

Agency Commission

Total Amount

Full Page
2/3 Page
1/2 Page Vertical
1/2 Page Horizontal
1/3 Page Vertical
1/3 Page Horizontal
1/6 Page Vertical
1/6 Page Horizontal
Marketplace 1"
Marketplace 2"
Marketplace 3"

Publication Months

This Year

Next Year

January

February

March

April

May

June

July

August

September

October

November

December

January

February

March

April

May

June

July

August

September

October

November

December

Materials

 Pick-Up

Pick up from (date and location)

 New Ad

Instructions

Advertising Manager will repeat last ad on file when new ad copy is not received by deadline
Deadline for insertion order is the 10th of the second month preceding publication and advertising copy due in office by the 15th of the second month preceding publication

Client Signature & Date

Signature

Date

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