

Let your business shine in



**Advertising Contract**

Date \_\_\_\_\_

Client Name \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_

Authorized Signature \_\_\_\_\_

As a general rule, *Tennessee Town and City* publishes on the second and fourth Monday of each month.

**Ad Rate per Issue**

Full Page (11 1/2" w x 21" h) \$1,200.00 \_\_\_\_\_  
1/2 Page (11 1/2" w x 10 1/2" h) \$ 600.00 \_\_\_\_\_  
1/4 Page (11 1/2" w x 5" h) \$ 300.00 \_\_\_\_\_

**Discounts for Display & Miscellaneous Ads**  
• 10 % for Ad Agencies  
**Quantity Discount**  
• 10% for 12-17 issues  
• 15% for 18 or more

Please run ad in the next issue \_\_\_\_\_

Please run ad in (list dates) \_\_\_\_\_

• All ads should be sent in PDF format – see ad specs listed below

Email or FAX contract to Debbie Kluth, TML Marketing Director at [dkluth@tml1.org](mailto:dkluth@tml1.org) or by FAX at 615-255-4752. For questions, contact Debbie at 615-425-3908.

# Ad Specifications for Submission

- All Ads should be submitted as digital computer files
- Supported Software include: Adobe Indesign 2.0 – 5.02, QuarkXPress 4.11 – 7.03, Adobe Photoshop 3.0 or later, Adobe Illustrator 5.5 or later, or PDF files created using any of these softwares. Microsoft Word 95 – 2003 PC or 2004 Mac is supported for text submission only. Microsoft Publisher is not supported.
- Ads that are already designed can be submitted as a PDF file. The PDF file must be version 1.3 (Acrobat 4.0 compatible) and PDFx1a compliant. All PDF files must be CMYK and must not contain any RGB elements. PDF files using Microsoft Word cannot be accepted.
- Ads also can be submitted in either Adobe Indesign versions 2.0 or greater as an “adobe Indesign package” or QuarkXPress version 4.0 or greater as a “QuarkXPress collect for output”

*Microsoft Word and Microsoft Publisher are not supported for ad design and layout, therefore the outcome of any ads submitted in these softwares or PDF files of ads submitted that have been created using these softwares cannot be predicted.*

**Technical Info for ads:** 110 line screen, Photoshop resolution should be 220 ppi when used at 100 percent of the final printing size. Digital settings files for creating PDF files are available by request for QuarkXPress, Adobe Indesign and Adobe Acrobat Distiller.

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or by FAX at 615-255-4752. For questions, contact Debbie at 615-425-3908.