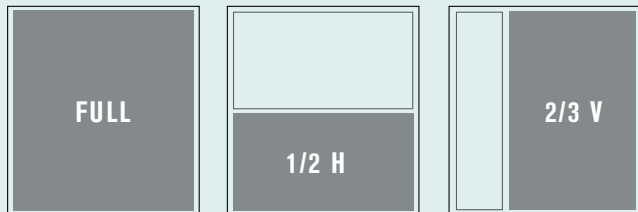


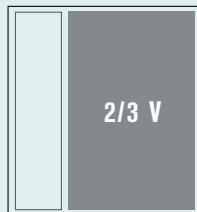
# RATES & SPECS: PRINT



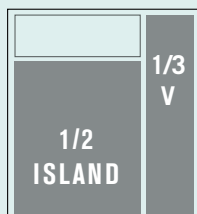
**FULL PAGE**  
 BLEED 9.25" x 11.125"  
 NON-BLEED 8.25" x 10.25"



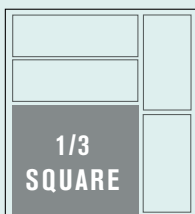
**1/2 HORIZONTAL**  
 8.25" x 5"



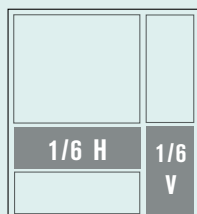
**2/3 VERTICAL**  
 5.375" x 10.25"



**1/2 ISLAND**  
 5.375" x 7.75"  
**1/3 VERTICAL**  
 2.625" x 10.25"



**1/3 SQUARE**  
 5.375" x 5"



**1/6 HORIZONTAL**  
 5.375" x 2.375"  
**1/6 VERTICAL**  
 2.625" x 5"



## SPECIFICATIONS

### MEDIA & FILE FORMATS

PDF-X 1/a on a CD-Rom, DVD-R, or FTP Upload. Along with CD or FTP upload, please provide an acceptable proof, issue date, advertiser, agency name, phone, contact person, and ad name/#. Pagemaker or Publisher files are not accepted.

### MEDIA IS NON-RETURNABLE

Ads submitted by e-mail cannot exceed 20 MB. To send large files, contact the Production Specialist at (615) 259-3636 for FTP instructions.

### BOOK TRIM SIZE

9" Wide by 10.875" Tall

### LIVE AREA & BLEED

All copy or graphics not intended to trim should be positioned .375" or more from trim. Artwork intended to bleed must be created with a minimum of .125" image area beyond trim area to guarantee consistent bleed.

### IMAGE REQUIREMENTS

All images provided for ads should be final, color corrected, high resolution (300 dpi) CMYK files. No spot colors are accepted. TIF or EPS file type is recommended.

High resolution images should not be scaled up more than 115% to maintain image quality.

*\*If files are prepared improperly and mechanical requirements are not met, Nashville Lifestyles will NOT guarantee the reproduction of the ad.\**



## PREMIUM RATES

RATES	1x	4x	6x	12x
INSIDE BACK	\$ 5240	\$ 4710	\$ 4060	\$ 3490
INSIDE FRONT	\$ 5610	\$ 5040	\$ 4350	\$ 3740
BACK COVER	\$ 6920	\$ 6220	\$ 5370	\$ 4610
CENTER SPREAD	\$ 6360	\$ 5720	\$ 4930	\$ 4240

## RATES

RATES	1x	4x	6x	12x
FULL PAGE	\$ 3740	\$ 3360	\$ 2900	\$ 2490
2/3 VERT	\$ 3040	\$ 2740	\$ 2360	\$ 1950
1/2 PAGE ISLAND	\$ 2480	\$ 2230	\$ 1920	\$ 1590
1/2 HORIZONTAL	\$ 2280	\$ 2050	\$ 1770	\$ 1460
1/3 VERTICAL	\$ 1720	\$ 1540	\$ 1330	\$ 990
1/3 SQUARE	\$ 1710	\$ 1540	\$ 1330	\$ 990
1/6 HORIZONTAL	\$ 1090	\$ 980	\$ 840	\$ 690
1/6 VERTICAL	\$ 1120	\$ 1000	\$ 860	\$ 710

*\*Guaranteed placement additional 10%*

### CONTACT INFORMATION

Questions?  
 Call (615) 259-3636 or email  
 production@nashvillelifestyles.com

### SHIPPING INFORMATION

Nashville Lifestyles magazine,  
 Art Department  
 1100 Broadway | Nashville, TN 37203

# RATES & SPECS: DIGITAL

In addition to the print page, *Nashville Lifestyles* offers a variety of components to reach the savvy online reader. By sponsoring interactive elements, you gain exposure to loyal site visitors in a fresh and original format at a cost-effective rate.

Offering ways to target your ads to specific audiences, we can help you select the placement, duration, and ad size(s) that will best serve your needs. [NASHVILLELIFESTYLES.COM](http://NASHVILLELIFESTYLES.COM) has been redesigned to be more searchable, with rich layers of content about our growing city.

- Best Of, Restaurants, Entertainment, Party Pics, and Events pages get the **HIGHEST TRAFFIC** on NashvilleLifestyles.com.
- All our content is easily **SHAREABLE** and **SEARCHABLE**.
- Over **65%** of our viewership is unique.
- The site receives **200,000+ PAGEVIEWS** each month.

## AD PLACEMENT

PAGE	RATES
HOMEPAGE	\$ 750
BEST OF MUSIC CITY	\$ 500
RESTAURANTS	\$ 500
PARTY PICS (NO SKY)	\$ 500
EVENTS	\$ 500
CONTESTS	\$ 500
ENTERTAINMENT	\$ 500

## AD SIZE

DESCRIPTION	WIDTH x HEIGHT	MAX KB
LEADERBOARD	728 X 90 PIXELS	70 KB
ISLAND	300 X 250 PIXELS	70 KB
SKYSCRAPER	160 X 600 PIXELS	70 KB
E-NEWSLETTER	728 X 90 PIXELS	70 KB
IN-GALLERY	690 X 518 PIXELS	200 KB

## SPECIFICATIONS

**ACCEPTED FILE FORMATS** GIF, jpeg, html, JavaScript, Flash

**RESOLUTION** 72 dpi for web-ready; minimum 300 dpi for all other artwork

**LINK** Include the exact URL for link

**FLASH ADS** Use the Click TAG method

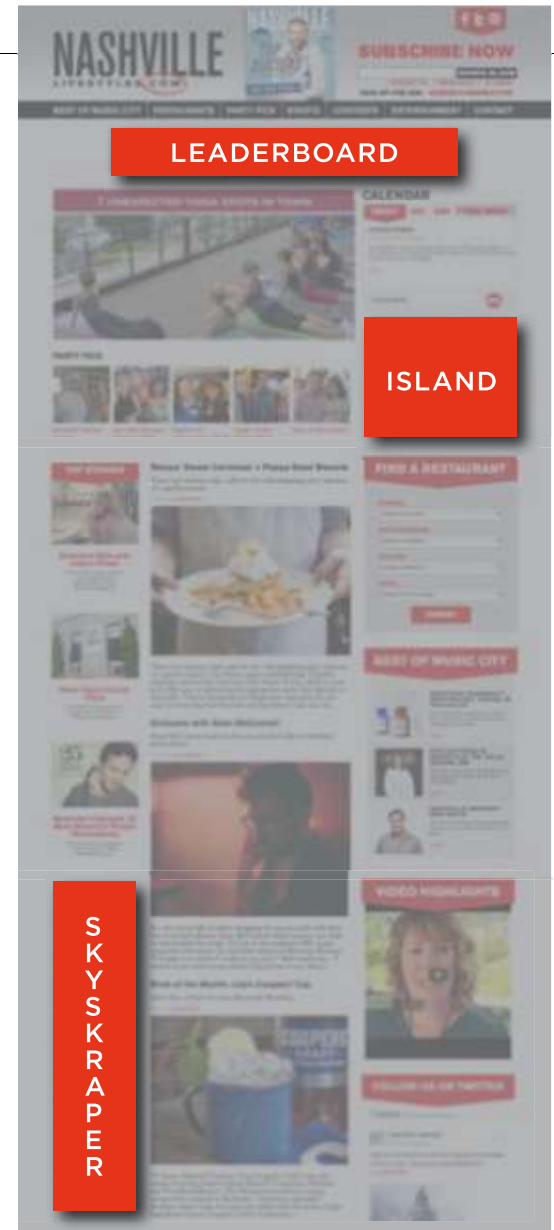
**LEAD TIME** 7 business days (for camera ready ads; longer for ads designed in-house)

**REPORTING** Clients will be provided with a monthly status report during your campaign

period, as well as a final report at the end of your campaign period if requested

### IN-HOUSE PRODUCTION

Please contact your sales representative to schedule a custom designed ad or for more information



E-NEWSLETTER (2 per month)	\$ 1,250
SOCIAL GALLERY SPONSORSHIP (1 per event)	\$ price upon request
SOCIAL GALLERY NATIVE AD (gallery specific)	\$ price upon request