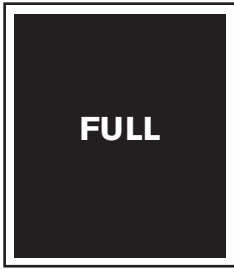
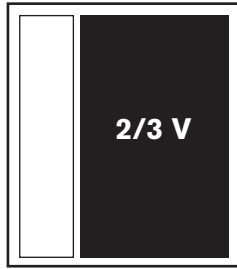


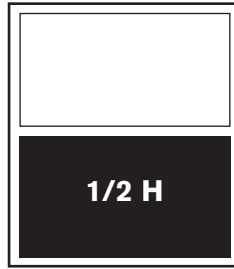
AD RATES AND MECHANICS



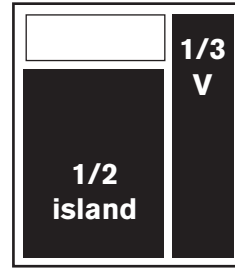
Full Bleed 9.25" x 11.125"
No Bleed 8.25" x 10.25"



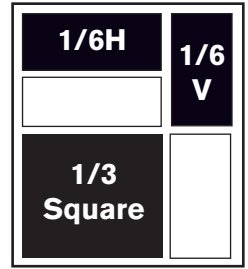
2/3 V 5.375" x 10.25"



1/2 H 8.25" x 5"



1/2 island 5.375" x 7.75"
1/3 V 2.625" x 10.25"



1/6 V 2.625" x 5"
1/6 H 5.375" x 2.375"
1/3 S 5.375" x 5"

NASHVILLE
LIFESTYLES

BOOK TRIM SIZE: 9" BY 10.875"

LIVE AREA All type or graphics not intended to trim should be positioned .375" or more from trim.

GUTTER SAFETY All copy should be placed .375" from the gutter on full page ads.

| FOUR COLOR | 1x | 4x | 6x | 8x | 11x |
|-------------------|-----------|-----------|-----------|-----------|------------|
| Full page | \$3340 | \$3075 | \$2725 | \$2555 | \$2395 |
| 2/3 page | 2860 | 2495 | 2225 | 2065 | 1895 |
| 1/2 page island | 2325 | 2175 | 1945 | 1635 | 1545 |
| 1/2 horizontal | 2165 | 1955 | 1775 | 1495 | 1365 |
| 1/3 vertical | 1655 | 1495 | 1335 | 1095 | 955 |
| 1/3 square | 1645 | 1490 | 1325 | 1090 | 955 |
| 1/6 horizontal | 1080 | 885 | 760 | 660 | 625 |
| 1/6 vertical | 1090 | 915 | 770 | 685 | 640 |

PREMIUM PRICING

| 2 PG SPREADS | 1x | 4x | 6x | 8x | 11x |
|----------------------|-----------|-----------|-----------|-----------|------------|
| Front cover & page 1 | \$5390 | 5510 | 4900 | 4650 | 4410 |
| Inside page 2 & 3 | 5190 | 4910 | 4700 | 4450 | 4210 |
| Center spread | 5290 | 5010 | 4800 | 4550 | 4310 |

SINGLE PREMIUMS

| | | | | | |
|------------------|------|------|------|------|------|
| Inside back | 4340 | 4170 | 3970 | 3770 | 3570 |
| Inside front | 4540 | 4370 | 4170 | 3970 | 3770 |
| Back cover | 5500 | 5380 | 5200 | 5060 | 4800 |
| Page 4, 5, 6, 7 | 3880 | 3485 | 3155 | 2865 | 2740 |
| Features 1 | 3680 | 3285 | 2955 | 2665 | 2540 |
| Features 2 | 3680 | 3285 | 2955 | 2665 | 2540 |
| Publisher's page | 3680 | 3285 | 2955 | 2665 | 2540 |

LEFT READ (MAILBOX, LOOK, TASTE, SITE, ESCAPE, PARTIES)

FEATURE PAGES 3480 3085 2755 2465 2340

ATTENTION GRAPHIC DESIGNERS

If changes are to be made by *Nashville Lifestyles* to an ad supplied by disk or via email, your ad must come in a format with which *Nashville Lifestyles* can work (i.e. unflattened). Even if you are working through an ad agency or a graphic designer and do not understand the process, it is still your responsibility to make sure that we receive formats we can work with: all disks must be MAC-compatible; ads must be designed in QuarkXPress 6.5, InDesign, Photoshop (files flattened and converted to CMYK), or Illustrator (files and fonts outlined to curves, and converted to CMYK); ALL FONTS, LOGOS, HI-RES IMAGES (300 dpi) AND PAGE FILES must be included on the disk. NO Pagemaker or Publisher files can be accepted.

PDFs

PDFs are accepted and preferred, provided they are in the correct format. Prior to the creation on the PDF, all colors should be converted to CMYK process (NO spot colors or RGB) and images must be CMYK. Finished PDF should be a hi-resolution (300 dpi) CMYK pdf with all fonts and images embedded.

DPI Specifications

Nashville Lifestyles is printed with a 133 line screen. Provide all photos at 300 dpi. Line art should be provided at 600-1200 dpi.

BLEED SPECIFICATIONS

Image area not intended to be trimmed must be .3125 from the trim size of 9" by 10.875". material intended to bleed must be furnished with a minimum of .125" image area beyond the trim (9.25" by 11.125"). On anything less than .125 bleed, publisher cannot guarantee consistent bleed.

SHIPPING INSTRUCTIONS

Send all materials to: Rick Johnson, 1207 McGavock Street, Nashville, TN 37203. You may send PDF files via email to production@nashvillelifestyles.com. Files may be too large to send over email, if so please send PDF on CD. If sending a Quark Xpress file please include screen and postscript printer fonts. COLOR match print (not a laserproof) hard copy for color matching of ads. All materials should be clearly labeled with magazine title and issue.