



THE *ONLY* PUBLICATION DEDICATED TO MUSIC
FOR ALL OF KENTUCKY

ADVERTISING INFORMATION

EFFECTIVE JANUARY 2009



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Define

*announce - herald - proclaim - tout - inform - expose
communicate - notify - reveal - plug - endorse - advise*

DEFINING THE MARKET

LET'S FACE IT. SPREADING THE WORD ABOUT YOUR EVENT, BUSINESS OR SERVICES IN CERTAIN AREA'S OF KENTUCKY CAN PROVE CHALLENGING. NO MEDIA OUTLET COVERS BETTER THAN ME MUSIC ENTERTAINMENT.

Circulate

*broadcast - disperse - exchange - propagate - publicize
report - spread - disseminate - declare - disclose - divulge*

CIRCULATION AND DISTRIBUTION

ME MUSIC ENTERTAINMENT IS A FREE PUBLICATION. MONTHLY ISSUES ARE PLACED IN MORE THAN 175 OUTLETS IN ABOUT 35 COUNTIES IN KENTUCKY AND BORDERING STATE (INDIANA, OHIO, WEST VIRGINIA) CITIES. ALL OF THE ISSUES ARE DISTRIBUTED PROMPTLY, UPON PRINTING, TO AREAS WITH HIGH-TRAFFIC COUNT AND VERY NOTICEABLE PLACEMENTS. OUR STANDS ARE VERY ATTRACTIVE AND EYE-CATCHING. WE STRIVE TO CONSTANTLY MONITOR OUR PLACEMENTS WHICH GUARANTEES HIGH VISIBILITY AND A PROFESSIONAL APPEARANCE. OUR GOAL IS TO HAVE EVERY MONTHLY ISSUE PRINTED IN THE HANDS OF A VALUABLE READER.



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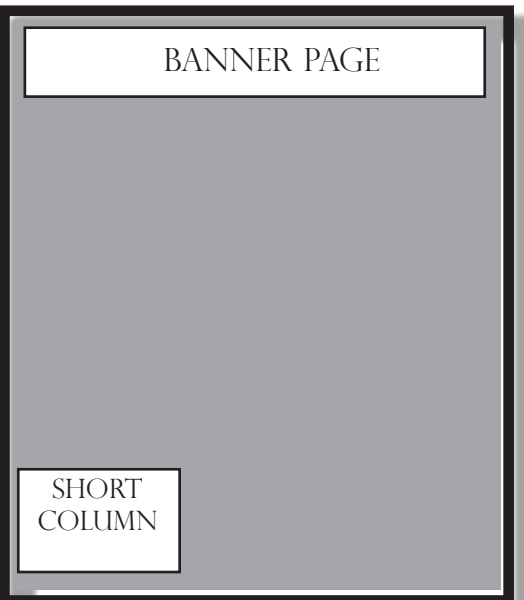
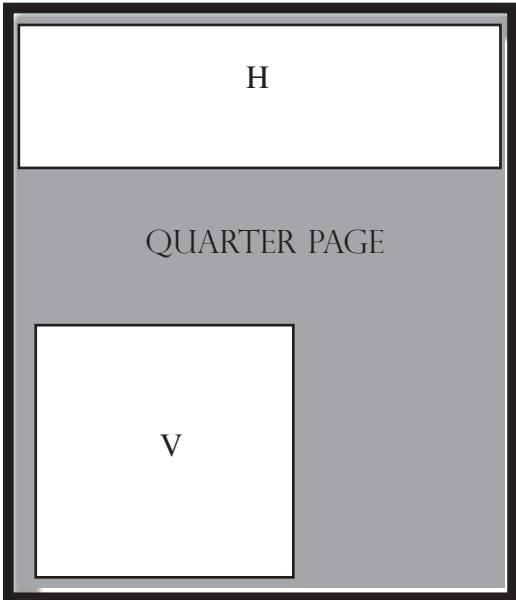
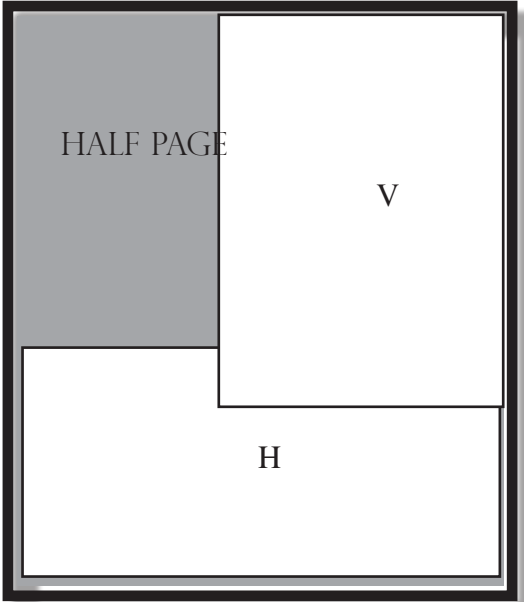
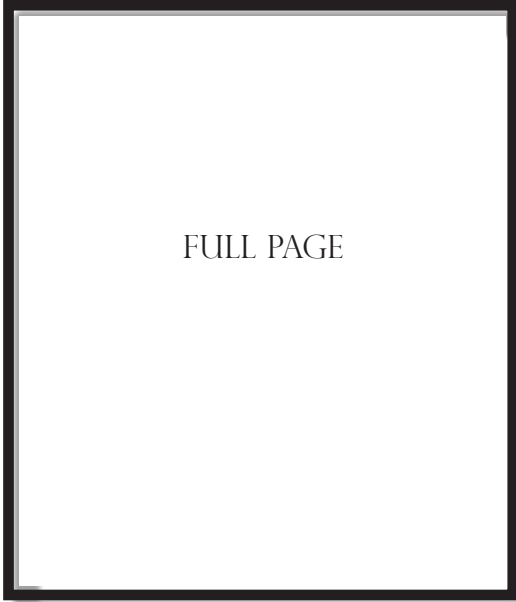
RATE CARD

Description	Dimensions Horizontal		Dimensions Vertical		Price per Issue
	Width	Height	Width	Height	
Full Page	10.25	12.410			\$1,200.00
Half Page	10.25	6.205	6.778	9.50	\$ 700.00
Third Page	10.25	4.130	3.31	12.410	\$500.00
Quarter Page	10.25	3.1025	6.778	5.0	\$400.00
Banner Strip	10.25	1.8			\$200.00
Short Column			3.31	3.5	\$150.00

MINIMUM COMMITMENT OF THREE ISSUES REQUIRED
EXCEPT FOR ANNUAL-TYPE EVENTS



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Design

*layout - arrange - construct - motif - illustrate - form
pattern - style - depict - doodle - intent - plan - motive*

ADVERTISING DESIGN

WE DON'T NEED TO TELL YOU HOW IMPORTANT AD DESIGN CAN BE TO YOUR BUSINESS. WE WILL PROVIDE PROFESSIONAL LAYOUT ASSISTANCE, IF NEEDED. ADVERTISEMENTS REQUIRING EXTENSIVE PRODUCTION WORK ARE SUBJECT TO ADDITIONAL CHARGES. NOTE: PUBLISHER RESERVES THE FINAL APPROVAL ON ADVERTISING SUBJECT MATTER, FORM, SIZE, QUALITY, ILLUSTRATIONS, PHOTOGRAPHY AND TYPE-SETTING. PUBLISHER SHALL NOT ASSUME FURTHER FINANCIAL RESPONSIBILITY FOR ERRORS, AND THE ADVERTISER EXPRESSLY AGREES THAT A CONTRACT OR INSERTION ORDER SHALL NOT BE INVALIDATED BY MISTAKES. DRAWINGS, ARTWORK AND ARTICLES FOR REPRODUCTION ARE ACCEPTED ONLY AT THE ADVERTISER'S RISK. THE PUBLISHER RESERVES THE RIGHT TO REVISE ADVERTISING RATES AT ANY TIME. ANNOUNCEMENTS OF AN INCREASE SHALL BE MADE 4 WEEKS IN ADVANCE TO CURRENT ADVERTISERS. ONLY WRITTEN ALTERATIONS OF THE RATES AND/OR THE TERMS OF THE RATE CARD SHALL BE HONORED.

Mechanics

*architecture - assembly - outline - prefabrication
system - cast - build - concept - fabric - configure*

MECHANICAL INFORMATION

ME MUSIC ENTERTAINMENT IS A 6-COLUMN TABLOID FORMAT PUBLICATION PRINTED WITH B/W & COLOR PRINTING ON BRIGHT WHITE PAPER. ADS MAY BE SUBMITTED VIA FTP (USER ID & PASSWORD NEEDED), ON DISK OR E-MAILED TO US. PROOFS WILL BE PROVIDED AND A RELEASE WILL BE REQUIRED BEFORE DEADLINE DATE. THE USE OF OVERPRINTS, REVERSES AND EXTREMELY FINE TYPE IS DISCOURAGED; THE RESULTS OF THEIR USE CANNOT BE GUARANTEED. ADS SMALLER THAN A FULL PAGE MUST BE BORDERED TO THEIR EXACT DIMENSIONS.



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OTHER IMPORTANT DETAILS

LIMITED ADVERTISING SPACE
FIRST RESERVED, FIRST SERVED
ARTWORK DEADLINE - 10TH OF THE MONTH

REQUEST FOR SPECIAL AD POSITION CAN BE MADE
BUT IS NEVER GUARANTEED. SELECT POSITIONS ARE
AVAILABLE AT A PREMIUM CHARGE.

FULL PAYMENT IN ADVANCE OF PUBLICATION DATE.

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