

BLUFFS & BAYOUS MAGAZINE

ADVERTISING MATERIAL SPECIFICATIONS

Digital Data is required for all Ad Submissions.

Trim Size: 8.375 X 10.875

Color Reproduction: CMYK — no spot or Pantone colors (*We strive to match the colors as closely as possible but cannot guarantee a perfect color match.*)

Printing Method: Web Offset

ACCEPTED FILE FORMATS

PDF is the preferred file format for digital ad submission. All high-resolution images and fonts must be embedded in the PDF. Image size must be 300 dpi when placed at 100%. Please check with your Account Executive if you have questions about ad preparation or need to submit your ad in any other format. Publisher and Word formats are not accepted.

Additional Charges

Ads submitted as "camera ready" should be built to the proper size specifications. Should we have to alter or adjust an ad sent "camera ready" or spend more than 15 minutes accessing the file, the ad is no longer considered camera ready, and you will be charged a graphics fee of \$45 per hour for revisions.

Should you wish to have an ad designed by the *Bluffs & Bayous* graphics staff but sent to another publication, you will be charged a graphics fee for the time required to prepare and send the ad.

THE SOCIAL SCENE

***Bluffs and Bayous* chronicles signature social and cultural events along and beyond the Mississippi, providing its readers a rich sampling of savvy, chic, and often sassy Southern life.**

Guidelines for Photo Submission:

- *Bluffs & Bayous* accepts only digital images in jpeg, tiff or pdf format.
- Images must be at least 1024 pixels in any dimension.
- All photos must be of people. All people must be identified.
- Include a short paragraph describing the event, being sure to cite its date and location (town/state).
- Files can be emailed to editor@bluffsbayous.com or saved to a cd or dvd and mailed or delivered in person to *Bluffs & Bayous* Magazine, Attn: THE Social Scene Editor, 423 Main Street, Suite 7, Natchez, MS 39120.
- *Bluffs & Bayous* reserves the right to limit the number of pictures and edit copy based on the quality of the pictures, available space, and clarity of expression.

WEDDINGS

Announce your Engagement or Wedding in the monthly Wedding Section of *Bluffs & Bayous*.
Engagement Listing—\$100 Wedding Announcement—\$200

Wedding Package—\$265

(includes Engagement Listing, Wedding Listing, and Engagement or Shower Party Social Scene)

Guidelines for Wedding/Engagement Submission:

- Wedding - up to four photos and copy; Engagement - one photo and copy
- All photos and copy are due by the 10th of the month prior to the month of publication.
- Announcement must be typed and double spaced in story format.
- Include all contact information: name, telephone number, cell, fax, and email.
- All photos must include printed identification of people (other than bride and groom) in order of their appearance from left to right and places.
- Include a self-addressed and stamped envelope for photo return.

BLUFFS & BAYOUS MAGAZINE

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AD PRICES

effective January 1, 2010

Ad Size	Monthly	3 Months	6 Months	9 Months	12 Months
Full Page	\$1,200	\$1,175	\$1,150	\$1,125	\$1,100
2/3 Page	\$850	\$830	\$810	\$790	\$770
1/2 Page	\$650	\$635	\$620	\$605	\$590
1/3 Page	\$450	\$440	\$430	\$420	\$410
1/6 Page	\$250	\$245	\$240	\$235	\$230

PREMIUM PAGES

COVERS

Inside Front/Back Half Page	\$750	\$730	\$710	\$690	\$670
Inside Front/Back Full Page	\$1,300	\$1,275	\$1,250	\$1,225	\$1,200
Back Full Page	\$1,400	\$1,375	\$1,350	\$1,325	\$1,300
Pages (3, 5, 7, 9)	\$1,250	\$1,225	\$1,200	\$1,175	\$1,150

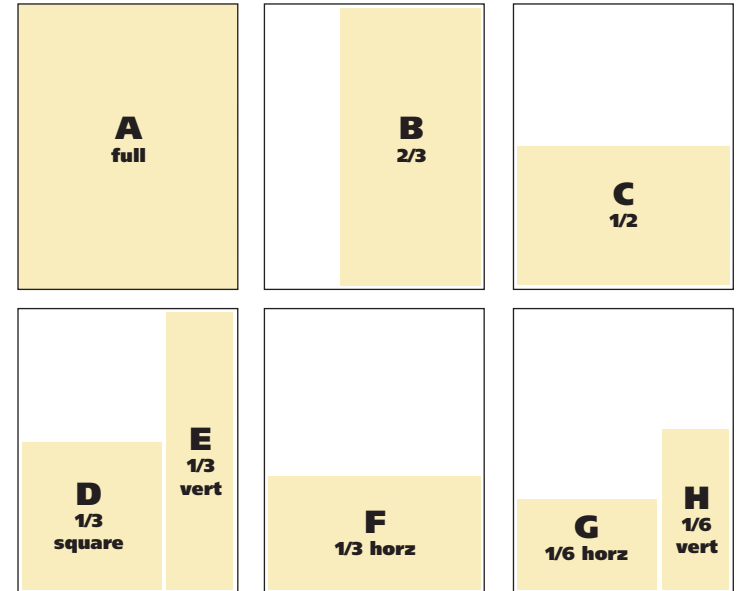
Center Spread

\$3,000 (2 pages; see your advertising representative for details.)

All co-op advertising is based on full page single rate.

WEB ADVERTISING

1. Existing Free-standing Advertisers: 6 month web run \$475.00 — Paid in full at time of contract
2. Non-existing-contract Web Advertiser: 6 month web run \$550.00 — Paid in full at time of contract
3. Co-op Advertisers: 6 month web run \$525.00 — Paid in full at time of contract



AD SIZES

A. Full Page bleed	8.625 X 11.125	E. 1/3 Page vertical.....	2.375 X 10
Full Page no bleed	7.625 X 10	F. 1/3 Page horizontal	7.625 X 3.15
B. 2/3 Page.....	5 x 10	G. 1/6 Page horizontal	5 x 2.315
C. 1/2 Page.....	7.625 X 4.875	H. 1/6 Page vertical.....	2.375 X 4.875
D. 1/3 Page square	5 X 4.875		

2010 Editorial Calendar

APRIL

Home and Garden

MAY

Mother's Day/Graduation

JUNE

Healthy Living/Visit our State Parks

JULY

Red, White and Blue

Red Home Decor, White Summer Fashion, & Blueberry Recipes

AUGUST

Visual Arts Issue & Back to School Fashion Shopping Guide

SEPTEMBER

Performing Arts & MS/LA College Football Schedules

OCTOBER

Haunts and Festivals

NOVEMBER

Holidays Away From Home

DECEMBER

Holiday Treats

JANUARY 2010

Wedding Issue