

# tnconnections

An official publication of your locally owned Municipal Electric System



## 2007-08 Advertising Rates and Specifications

Premium Ad Rates (Color)	1x Print Only	1x Print and Online Leaderboard
Inside Front Cover	\$5,105	\$5,905
Inside Back Cover	\$5,105	\$5,905

All rates are net. Color rate includes one color photo. Add 15% for content-specific placement.

Display Ad Rates	1x Print Only	1x Print and Online Leaderboard	2x Print Only	2x Print and Online Leaderboard	4x Print Only	4x Print and Online Leaderboard
<b>Full Page</b> Bleed: 8"w x 10.75"h; Live area: 7.125"w x 10"h	\$4,315	\$5,115	\$4,100	\$4,860	\$3,885	\$4,605
<b>Two-Thirds-Page (Vertical)</b> 4.4375"w x 9.25"h	\$3,240	\$4,040	\$3,075	\$3,835	\$2,915	\$3,635
<b>Half-Page (Horizontal)</b> 6.75"w x 4.5"h	\$2,585	\$3,385	\$2,455	\$3,215	\$2,325	\$3,045
<b>Third-Page (Vertical)</b> 2.125"w x 9.5"h	\$1,940	\$2,740	\$1,775	\$2,535	\$1,745	\$2,465
<b>Third-Page (Horizontal)</b> 4.4375"w x 4.5"h	\$1,940	\$2,740	\$1,775	\$2,535	\$1,745	\$2,465
<b>Sixth-Page (Vertical)</b> 2.125"w x 4.5"h	\$1,080	\$1,880	\$1,025	\$1,785	\$970	\$1,690
<b>Twelfth-Page (Horizontal)</b> 2.125"w x 2.1875"h	\$690	\$1,490	\$650	\$1,410	\$620	\$1,340
<b>Online Rates</b>	1x		2x		4x	
<b>Exclusive Tennessee Video Sponsorship</b> Includes video content on your Web site	\$3,500		\$3,325		\$3,150	
<b>Online Leaderboard</b> 468 pixels w x 60 pixels h	\$800		\$760		\$720	

All rates are net. Color rate includes one color photo. Add 15% for content-specific placement.



**tnconnections.com**  
Average Online Visitors Per Year: 10,600

Tennessee Connections – and your ad – not only reach utility customers through more than 100,000 print magazines, but through expanded distribution with an online magazine as well. The navigable site entertains and informs visitors and serves to create a heightened perception and longer shelf life for advertisers.

Tennessee Connections online is comparable to other top Web sites in the marketplace and meets the high expectations of today's sophisticated readers.

Benefits of Tennessee Connections online:

- Increased distribution and exposure for your brand
- Free online links for print advertisers
- Interactive virtual magazine
- Engaging Tennessee video
- Registration with major search engines
- Tracks quality visitors actively seeking information
- Highly navigable, informative site

### Production Information

- A black-and-white proof will be faxed for approval prior to publication (ads set by JCI).
- Basic typesetting and layout included in rate.
- Custom production will be subject to additional charges.
- \$100 per additional photo
- Full Page Trim: 7.75"w x 10.5"h

Circulation: 100,000+ ■ Frequency: Quarterly

Publish Dates: Summer 2007 (6/1/07), Fall 2007 (9/3/07), Winter 2008 (12/3/07), Spring 2008 (3/3/08)

## Production Information:

- A black-and-white proof will be faxed for approval prior to publication (ads set by JCI only).
- Basic typesetting and layout included in rate.
- Custom production will be subject to additional charges.
- Please note: The quality of materials is the responsibility of the supplier.

## Submitted Ads:

- Sent as a high-resolution (300 d.p.i.) PDF (PDF/X-1a).

## Ads Produced by JCI:

### Photo/logo scans, images and artwork must be:

- Scanned/created at 300 d.p.i. or higher to size. (Photos or logos from Web sites cannot be accepted due to low print quality.)
- Set up grayscale or CMYK.
- Saved as TIFF, JPEG, EPS or high-resolution PDF files.

## E-mail (ads@jnlcom.com):

- Include business name, magazine name and ad size in your e-mail message.
- Compress your files into a single compressed, self-extracting file. We can only accept file sizes less than 10 MB.
- E-mail your files to ads@jnlcom.com.
- A color proof must be submitted with the ad to ensure accuracy of printing. Publisher cannot guarantee content unless a proof is received.

## Disk:

- We accept Mac-formatted CD/DVDs. Please e-mail all PC-formatted files.
- A color proof must be submitted with the ad to ensure accuracy of printing. Publisher cannot guarantee content unless a proof is received.
- We hold supplied disks until publication. If you would like your disk returned, submit a self-addressed stamped envelope. Allow 6-8 weeks after publication for a returned disk.

# Digital Submission

E-mail all digital files to  
ads@jnlcom.com

Visit the Ad Resource Center at  
jnlcom.com/ads

## Supplied Files Policy

Journal Communications is not responsible for enhancing advertisers' digital files or resizing to match the ad space purchased.

If any additional work is necessary or if files deviate from the size or specifications on this form, the files will be rejected and must be resubmitted. Please proof your ad carefully before submission. Resubmitted files will be subject to a \$50 processing fee.

Any extra charges incurred by Journal Communications due to problems with supplied files will be billed to the advertiser with a detailed explanation of the problem.

We do not provide a proof for ads we did not produce. It is understood that the files are set up as the advertiser intended and were approved prior to submission to Journal Communications.

## Contact Information

Publication \_\_\_\_\_

Advertiser \_\_\_\_\_

Agency \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

Journal Communications: 725 Cool Springs Blvd., Suite 400, Franklin, TN 37067

E-mail: ads@jnlcom.com ■ jnlcom.com/ads ■ (800) 333-8842 ■ Fax: (615) 771-7636