

# Basically Blount

The Official Information Guide  
& Lifestyle Magazine for Blount County, TN

2018/2019 Media Kit



Embracing Progress and Continuing Growth



Blount  
Partnership

[blountpartnership.com](http://blountpartnership.com)

# Basically Blount

## LIFESTYLE MAGAZINE AND MEMBERSHIP DIRECTORY

- 10,000 Lifestyle Magazines
- Color-Coded Membership Index
- Bonus Bold Listings
- Full Color Throughout
- Online Version on Chamber Web Site
- Complimentary Issues
- Buyers Guide

### Deadlines

Space Deadline is **December 8**

Camera Ready Art submission Deadline is **Dec. 15**

Non-Camera Ready: **Dec. 8**

### Sponsorship Rates

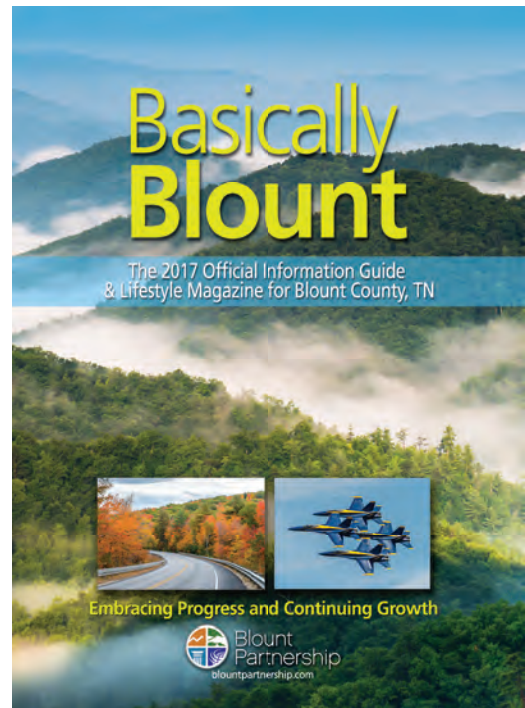
#### Lifestyle Section (front of magazine)

The following rates are for ad sponsorships in the 2018/2019 "Basically Blount" lifestyle book editorial section. Your company will also receive a color bold listing in the directory section. These sponsorships are only available on a two year placement with full payment to be made in the first year. Ads may be changed in year two.

Position	2 Year Rate
Back cover	\$5,250.00
Inside front cover	\$4,750.00
Inside front cover pg.3	\$4,500.00
Inside back cover	\$4,500.00
Full page - key position	\$4,100.00
Half page	\$3,000.00
One-third page	\$2,750.00
Quarter page	\$2,250.00

**"Basically Blount is the number one marketing tool used to showcase our area."**

— Bryan Daniels, President/CEO,  
Blount Partnership



#### Membership Directory (back of magazine)

These rates are for the alphabetical listing section of the Membership directory. A two year sponsorship is available at a discounted rate with full payment to be made in the first year.

Position	Annual Rate	2 Year Rate
Half page	\$895.00	\$1,550.00
One-third page	\$675.00	\$1,195.00
Quarter page	\$495.00	\$850.00
1/6 Page	\$295.00	\$525.00
Color bold listing	\$175.00	\$275.00

#### Payment terms:

One-half deposit with signed contract and balance invoiced (net 30) upon approval of completed ad.

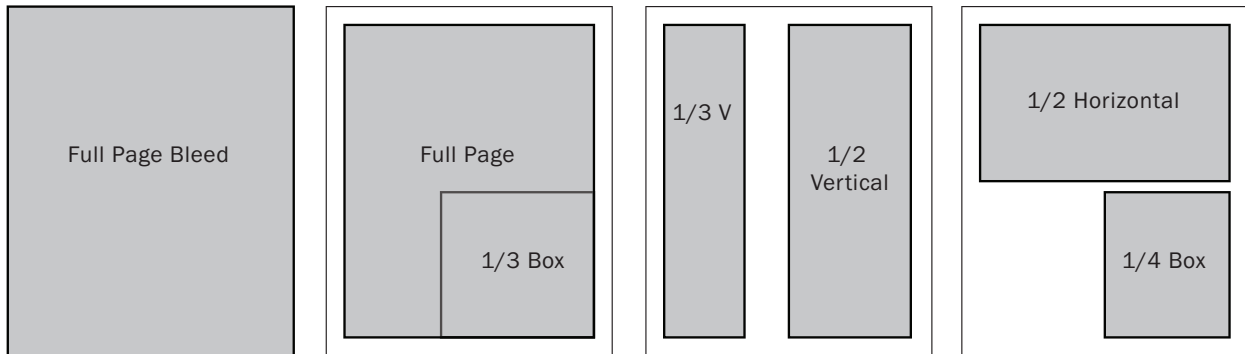
### For more information or to reserve your space please contact:

Rick Ford - 865-705-8580 • rford@marconmarketing.com Vicki Hawkins - 865-310-2963 • vicki\_hawkins@bellsouth.net  
or Jeff Muir at the Blount County Chamber - 865-273-1212 • jmuir@blountpartnership.com

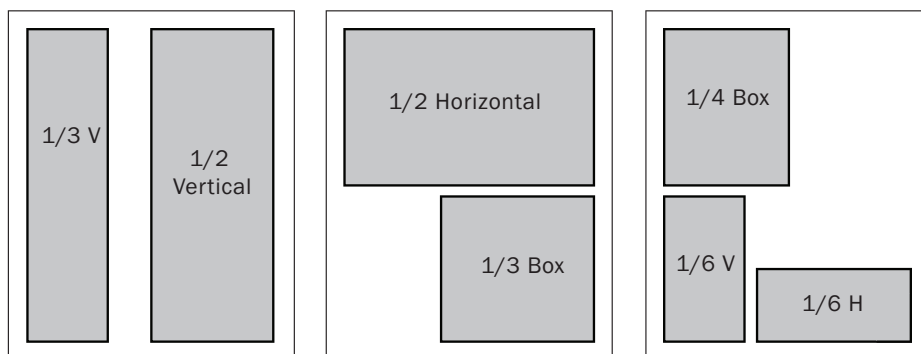
# Basically Blount Lifestyle Magazine & Membership Directory

## MECHANICAL SPECS

### Lifestyle Section Ad Sizes

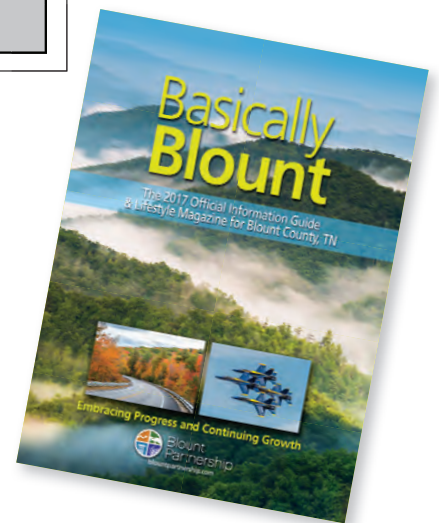


### Membership Directory Ad Sizes



### Ad Sizes & Specs

Ad Size	Width	Height
Full Page Bleed	8.125"	11.125" (includes .125" for bleed)
Full Page	6.5"	9.5"
1/2 Page H	6.5"	4.625"
1/2 Page V	3.16"	9.5"
1/3 Page V	2.05"	9.5"
1/3 Page Box	4.27"	4.625"
1/4 Page	3.16"	4.625"
1/6 H	4.27"	2.05"
1/6 V	2.05"	4.625"



(MAGAZINE TRIM SIZE IS 7.875 X 10.875)

All ads are full color. Ads may be submitted as PDF's as long as images are saved with CMYK color at 300 dpi, fonts must also be embedded. Otherwise, you may submit Mac files in Adobe InDesign CC 2015 or lower, Adobe Illustrator CC 2015 files or lower, or Adobe Photoshop CC 2015 CMYK files. (All images and fonts must be included. Please send all submissions to [rford@marconmarketing.com](mailto:rford@marconmarketing.com). Call 865-705-8580 for any questions concerning ad submission. Absolute Firm Deadline for submission is December 15, 2017 by 4pm.

# Basically Blount Lifestyle Magazine & Membership Directory

## SPACE CONTRACT

Marcon Publications • P.O. Box 135, Alcoa, Tennessee 37701 • (865) 705-8580 • FAX (865) 984-5370

DATE \_\_\_\_\_

CLIENT \_\_\_\_\_ CONTACT \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

PHONE # \_\_\_\_\_ FAX # \_\_\_\_\_

E-MAIL \_\_\_\_\_

WEB ADDRESS \_\_\_\_\_

POSITION:  LIFESTYLE SECTION  DIRECTORY SECTION ONLY

PLACEMENT:  1 YEAR  2 YEARS

AD SIZE \_\_\_\_\_

RATE \$ \_\_\_\_\_

Color bold listing \_\_\_\_\_ \$

**TOTAL AMOUNT DUE** \$ \_\_\_\_\_

**DEPOSIT AMOUNT\*** \$ \_\_\_\_\_

**BALANCE DUE** \$ \_\_\_\_\_

SPECIAL BILLING INSTRUCTIONS:

\_\_\_\_\_  
\_\_\_\_\_

DESIGN INSTRUCTIONS: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

ART ATTACHED  LOGO ATTACHED  COPY ATTACHED  PHOTO(S) ATTACHED

**\*PAYMENT TERMS:** one half deposit with signed contract and balance invoiced (net 30) upon approval of completed ad or upon submission of print-ready ad. Make checks payable to: Marcon Publications, PO Box 135, Alcoa, TN 37701

### TERMS AND CONDITIONS OF AGREEMENT

It is understood that ads purchased in the 2018 & 2019 "Basically Blount" Lifestyle editorial section will be for TWO YEARS. Ads may be changed in the 2019 version, but remain the same size. A color bold listing in the Membership Directory section will be provided at no additional cost.

It is understood that ads purchased in the Membership Directory section ONLY have a placement option of ONE or TWO YEARS. These ads will be in full color. A bold listing in the Membership Directory will be provided at no additional charge.

Notice of cancellation of contract must be received in writing prior to the closing date. Closing date is one month following the date this contract is signed by Client. Client agrees to pay for PRODUCTION AND/OR SALES COSTS already incurred prior to cancellation. Marcon, Inc. reserves the right to cancel this contract at any time upon default by the Client in the payment of bills or in the event of any other substantial breach of contract by Client.

Proof(s) of Client's ad will be furnished unless provided print ready by Client. Marcon, Inc. assumes no liability for errors in photos, color choice, copy or copy alterations after Client's final approval of advertisement or Client's failure to respond to proofing request(s).

I hereby authorize the above agreement for the terms and conditions indicated.

\_\_\_\_\_  
Representative of Marcon, Inc.

\_\_\_\_\_  
Your Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Title