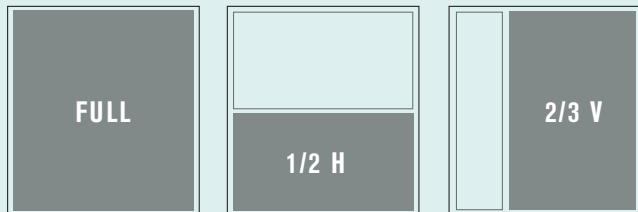
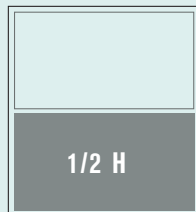


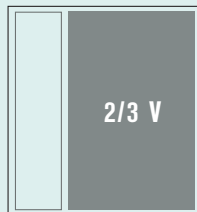
RATES & SPECS: PRINT



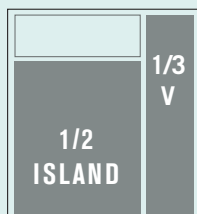
FULL PAGE
BLEED 9.25" x 11.125"
NON-BLEED 8.25" x 10.25"



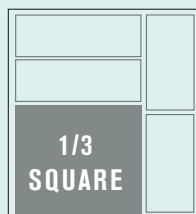
1/2 HORIZONTAL
8.25" x 5"



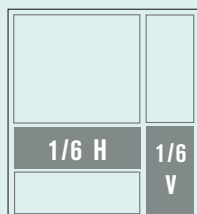
2/3 VERTICAL
5.375" x 10.25"



1/2 ISLAND
5.375" x 7.75"
1/3 VERTICAL
2.625" x 10.25"



1/3 SQUARE
5.375" x 5"



1/6 HORIZONTAL
5.375" x 2.375"
1/6 VERTICAL
2.625" x 5"



SPECIFICATIONS

MEDIA & FILE FORMATS

PDF-X 1/a on a CD-Rom, DVD-R, or FTP Upload. Along with CD or FTP upload, please provide an acceptable proof, issue date, advertiser, agency name, phone, contact person, and ad name/#. Pagemaker or Publisher files are not accepted.

MEDIA IS NON-RETURNABLE

Ads submitted by e-mail cannot exceed 20 MB. To send large files, contact the Production Specialist at (615) 259-3636 for FTP instructions.

BOOK TRIM SIZE

9" Wide by 10.875" Tall

LIVE AREA & BLEED

All copy or graphics not intended to trim should be positioned .375" or more from trim. Artwork intended to bleed must be created with a minimum of .125" image area beyond trim area to guarantee consistent bleed.

IMAGE REQUIREMENTS

All images provided for ads should be final, color corrected, high resolution (300 dpi) CMYK files. No spot colors are accepted. TIF or EPS file type is recommended.

High resolution images should not be scaled up more than 115% to maintain image quality.

If files are prepared improperly and mechanical requirements are not met, Nashville Lifestyles will NOT guarantee the reproduction of the ad.

PREMIUM RATES

RATES	1x	4x	6x	12x
INSIDE BACK	\$ 5240	\$ 4710	\$ 4060	\$ 3490
INSIDE FRONT	\$ 5610	\$ 5040	\$ 4350	\$ 3740
BACK COVER	\$ 6920	\$ 6220	\$ 5370	\$ 4610
CENTER SPREAD	\$ 6360	\$ 5720	\$ 4930	\$ 4240

RATES

RATES	1x	4x	6x	12x
FULL PAGE	\$ 3740	\$ 3360	\$ 2900	\$ 2490
2/3 VERT	\$ 3040	\$ 2740	\$ 2360	\$ 1950
1/2 PAGE ISLAND	\$ 2480	\$ 2230	\$ 1920	\$ 1590
1/2 HORIZONTAL	\$ 2280	\$ 2050	\$ 1770	\$ 1460
1/3 VERTICAL	\$ 1720	\$ 1540	\$ 1330	\$ 990
1/3 SQUARE	\$ 1710	\$ 1540	\$ 1330	\$ 990
1/6 HORIZONTAL	\$ 1090	\$ 980	\$ 840	\$ 690
1/6 VERTICAL	\$ 1120	\$ 1000	\$ 860	\$ 710

**Guaranteed placement additional 10%*

CONTACT INFORMATION

Questions?
Call (615) 259-3636 or email
production@nashvilleglifestyles.com

SHIPPING INFORMATION

Nashville Lifestyles magazine,
Art Department
1100 Broadway | Nashville, TN 37203

RATES & SPECS: DIGITAL

Nashville Lifestyles offers a variety of components to reach the savvy online reader.

Offering ways to target your ads to specific audiences, we can help you select the placement, duration, and ad size(s) that will best serve your needs. **NASHVILLELIFESTYLES.COM** has been **redesigned** to be more searchable, with rich layers of content about our growing city.

- Entertainment, Dining, Party Pics, and Calendar pages get the **HIGHEST TRAFFIC** on NashvilleLifestyles.com.
- All our content is easily **SHAREABLE** and **SEARCHABLE**.
- Over **65%** of our viewership is unique.
- The site receives **200,000+ PAGEVIEWS** each month.

AD PLACEMENT

PAGE	RATES	AD SIZE	DESCRIPTION	WIDTH x HEIGHT
HOMEPAGE	\$ 750	LEADERBOARD		970 X 90 PIXELS
ENTERTAINMENT	\$ 500			728 X 90 PIXELS
DINING	\$ 500			300 X 100 PIXELS
PARTY PICS	\$ 500	ISLAND		300 X 250 PIXELS
LIVING	\$ 500			300 X 600 PIXELS
CONTESTS	\$ 500	SKYSCRAPER		
PEOPLE	\$ 500			
CALENDAR	\$ 500			
AT HOME	\$ 500			
WEDDINGS	\$ 500			

SPECIAL DIGITAL ADVERTISING OPPORTUNITIES



NATIVE/ADVERTORIAL CUSTOM CONTENT \$1,500-\$3,000
 Share your story on NashvilleLifestyles.com the way you want it told.
[Click to View Example 1](#)
[Click to View Example 2](#)

E-NEWSLETTER \$1,250
 (2 sent per month)
 Dedicated (only your content) \$2,500

SPECIFICATIONS

ACCEPTED FILE FORMATS GIF, jpeg, html, JavaScript, Flash

RESOLUTION 72 dpi for web-ready; minimum 300 dpi for all other artwork

LINK Include the exact URL for link

REPORTING Clients will be provided with a monthly status report during your campaign period, as well as a final report at the end of your campaign period if requested

FLASH ADS Use the Click TAG method

IN-HOUSE PRODUCTION
 Please contact your sales representative to schedule a custom designed ad or for more information

