



ANDERSON COUNTY
VISIONS
MAGAZINE

Finally, Advertising that Hits Home!

Claxton • Clinton • Norris • Oak Ridge • Oliver Springs

Direct-Mailing to
87% of the Homes
in Anderson County
26,500+



2009 Advertising Rate Card

Anderson County VISIONS Magazine
102 Palmetto Lane, Oak Ridge, TN 37830
phone: (865) 481-3413 • fax: (865) 481-3413
email: advertising@acvisions.com
www.acvisions.com

Effective February 2009

Established 2004

Anderson County Visions Magazine

Anderson County Visions Magazine is a free monthly magazine full of locally written, community interest articles - not daily news. Our editorial content is informative and timely - not time critical - so you can expect our readership to read each issue over and over for restaurant reviews, local events, gardening, health & medicine and other special interest topics. In short, when our readers are ready for an intelligent, entertaining break from their day, *Visions* is a great source - any time, and day of the month.

Combine the low cost of monthly advertising with all the advantages of direct mail- **finally, advertising that hits home!**

Circulation

Anderson County Visions Magazine is delivered via direct-mail (U.S. Mail) to **over 26,500 households** in Oak Ridge, Clinton, Claxton, Heiskell, Norris, and Oliver Springs (87% of Anderson County Households). An additional 2,200 issues are circulated through area visitor centers, select businesses and our county-wide network of display racks for a **Total Circulation of 28,500 copies**. If you want the Anderson County market to see and read about your products and services, *Visions* is the magazine for you!

Take Advantage of Direct Mail

Unlike many daily and monthly publications, *Visions Magazine* believes that **first impressions are critical** to the success of your business... and ours. This is why we have chosen to direct-mail our publication to **more homes than any other publication in Anderson County (26,500+)**. We realize that newspapers thrown in driveways and flower boxes is not the first impression your potential customers should have of your business.

With direct-mail circulation you can be sure that your potential customers receive your monthly advertising message in a acceptable place, **the Mailbox**.

Our direct-mail **circulation is verified monthly by receipt from the United States Post Office**. This means our circulation numbers are current to the month, and we are happy to provide a certified copy of this U.S. Postal receipt at the request of our advertisers for proof of circulation and for co-op advertising programs.

Mechanical Measurements

Printing Method: Offset
Halftones: 200 dpi (digital) or 85-line screen (reflective)
Full page SAU: Five (5) 1.8 inch columns with 1/8-inch between columns (9.5 inches wide).

SAU Inches	
1- Column Width	1.80"
2- Column Width	3.725"
3- Column Width	5.65"
4- Column Width	7.575"
5- Column Width	9.5"

Advertising Rates

Advertising Rate Per Column Inch (pci): \$14.50 pci.
Add \$1.00 per column inch for color.

Non-Profit Rates: Please call for Non-Profit Rates.
We accept Visa and MasterCard for advertising purchases of \$50 or more.

Monthly Features

- Community Calendar
- Book Reviews
- Health & Medicine
- The Mini Pages for Kids
- Readership Contests
- Restaruant Review
- Pet Care
- Pastor's Ponderings
- Education
- Gardening Tips
- Legal Advice
- Mental Well-being
- Education
- Crosswords & Sudoku
- & many other monthly features...



Advertising Policy

Advertisers and advertising agents are liable for all content (including text and illustrations) of advertisements, and are responsible, without limitation, for all claims made thereof against *Anderson County Visions Magazine*, its officers and employees.

The Publisher reserves the right to revise, reject or omit, without notice, any advertising at anytime. The Publisher has final approval of all material in the paper. *Visions* does not knowingly accept ads of fraudulent, misleading or discriminatory nature. *Visions* accepts no liability for its failure, for any cause, to insert an advertisement.

Visions Magazine makes every effort to avoid errors in your advertising. However, if an error occurs that is our fault, we will re-run or give you credit for that portion of the ad containing the error. Please notify your account representative of an error no later than 7 days after the ad's first publication in order to receive the discount.

Credit applications are available for businesses seeking to establish a line of credit. When credit is granted to an advertiser, the account is due and payable on terms of net 15 days. Accounts 30 days old or older will be assessed a \$10.00 service charge per month until paid in full. Advertising scheduled for publication prior to approved credit must be accompanied with cash or check.

Political, in-Memory, Birthday, Anniversary, Wedding and Birth Announcements are cash with ad copy. Advertising set to resemble editorial matter must be labeled "ADVERTISEMENT" at the top.

Advertising Deadlines and Direct Mail Dates

2009

Publication	Ad Space Deadline	Final Ad Copy	Direct Mail Delivery
January	Friday, December 19	Tuesday, December 23	Saturday, January 3
February	Monday, January 19	Wednesday, January 21	Saturday, January 31
March	Monday, February 16	Wednesday, February 18	Saturday, March 7
April	Friday, March 20	Tuesday, March 24	Saturday, April 4
May	Friday, April 17	Tuesday, April 21	Saturday, May 2
June	Friday, May 22	Tuesday, May 26	Saturday, June 6
July	Friday, June 19	Tuesday, June 23	Saturday, July 3
August	Monday, July 20	Wednesday, July 22	Saturday, August 1
September	Friday, August 21	Monday, August 24	Saturday, September 5
October	Friday, September 18	Tuesday, September 22	Saturday, October 3
November	Tuesday, October 20	Friday, October 23	Saturday, November 7
December	Friday, November 20	Tuesday, November 24	Saturday, December 5

2010

Publication	Ad Space Deadline	Final Ad Copy	Direct Mail Delivery
January	Friday, December 18	Tuesday, December 22	Saturday, January 2
February	Monday, January 18	Wednesday, January 20	Saturday, January 30
March	Tuesday, February 16	Thursday, February 18	Saturday, March 6
April	Friday, March 19	Tuesday, March 23	Saturday, April 3
May	Friday, April 16	Tuesday, April 20	Saturday, May 1
June	Friday, May 21	Tuesday, May 25	Saturday, June 5
July	Friday, June 18	Tuesday, June 22	Saturday, July 3

Pre-Print Inserts

Reach Anderson County residents like never before with Pre-Print or "We" Print Inserts. Preprinted inserts must be germane to the newspaper and are subject to publisher's approval. Multi-business signature advertising or brokered inserts are not accepted. Inserts can be the full run of 28,500 (including display racks), full direct-mail run of 26,500, zoned by Zip Code, or even further zoned by Mail Carrier Routes. Minimum number accepted is 4k. Please schedule pre-print inserts with us no later than the 20th of month prior to the following month's publication. We are happy to accept your inserts but on occasion "we" are able to design and print your inserts on your behalf. If "We" Print, please call ahead of our posted advertising deadlines to schedule an appointment to discuss artwork and printing charges. Because of spoilage we request additional inserts above the actual quantity being inserted. Most inserts run \$70 per thousand. Please call for a custom quote.

Ship All Pre-Prints to:

Anderson County Visions Magazine, c/o News Sentinel, 2332 News Sentinel Drive, Knoxville, TN 37921-5761

Special Services

A several graphic design artists are maintained to assist advertisers with the layout and design of their advertisements appearing in *Anderson County Visions Magazine*. Advertising layout and design charges are included in our advertising rates. Custom logo design and other graphic design work is available at an additional charge.

Tear Sheets

One (1) printed tear sheet is available upon request for Co-op Advertising billing at no charge. We are always happy to assist you with the filing of your Co-op Advertising Claims.

Are you designing your own Ad?

If you plan on submitting your own design work, or that of a third party on your behalf, please keep in mind that all ads must be created in CMYK mode, utilizing 100% Black text where black text is utilized. Ads must adhere to the posted column widths shown at the far left and be sized at the inch or half inch increment in height. We prefer to accept your file as an Adobe Acrobat .pdf. We do also accept the following file formats: .eps, .jpg, .psd and .tif.

