

# TENNESSEE HOSPITALITY and TOURISM NOTES



*The Official Publication of the Tennessee Hospitality & Tourism Association*

## TARGETED AUDIENCE OF CUSTOMERS — CONSISTENT MESSAGE — AFFORDABLE RATES

**The shotgun approach** — broadcasting your marketing message hoping it lands near some of your target audience **no longer works.**

*Tennessee Notes* allows you to **narrow the focus** and get your message directly in the hands of your customers across the state of Tennessee.

Tennessee Hospitality & Tourism Association members are:

- Lodging Properties
- Restaurants
- Tourism Attractions
- Vendors and Suppliers serving the Hospitality Industry
- Other tourism related entities



The magazine is one of the main benefits of membership — providing valuable research, education, and industry information to each member 4 times a year.

Members can access the online version through the TnHTA website.

**Total Circulation: 2,199**

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## Tennessee Notes

<b>2-Page Spread</b>	1X	4X
	\$2,152	\$1,827
<b>Full Page</b>	1X	4X
	\$1,197	\$1,018
<b>2/3 Page</b>	1X	4X
	\$850	\$724
<b>1/2 Page</b>	1X	4X
<i>Island or Horizontal</i>	\$693	\$619
<b>1/3 Page</b>	1X	4X
<i>Vertical or Square</i>	\$483	\$409
<b>Business Card</b>	1X	4X
<i>Vertical or Horizontal</i>	\$329	\$315
<b>Inside Front Cover</b>	1X	4X
	\$1,396	\$1,197
<b>Inside Back Cover</b>	1X	4X
	\$1,323	\$1,123
<b>Back Cover</b>	1X	4X
	\$1,491	\$1,270
<b>QR Code</b>	1X	4X
<i>Added to your ad</i>	\$27	Free
<b>Eblast ads</b>	1X	4X
<b>Leader Board</b>	\$262	\$231
<b>Side Bar</b>	\$210	\$178

## Ad Design

Leading Edge can design your ad at an affordable rate. Give us a call for details. Inserts, poly-bagging, special ad units upon request

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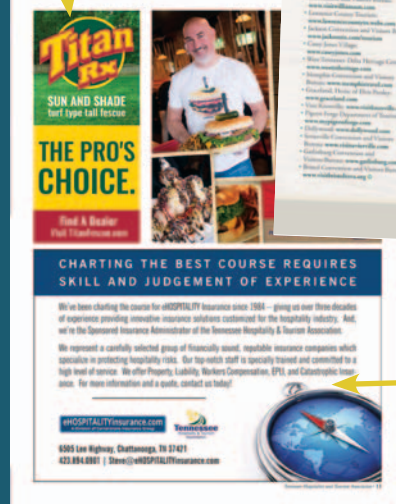
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1/3  
Page Square

Business Card Vert.



Business Card Horiz.

1/2 Page Horiz.

Full Page



1/3 Page  
Vertical

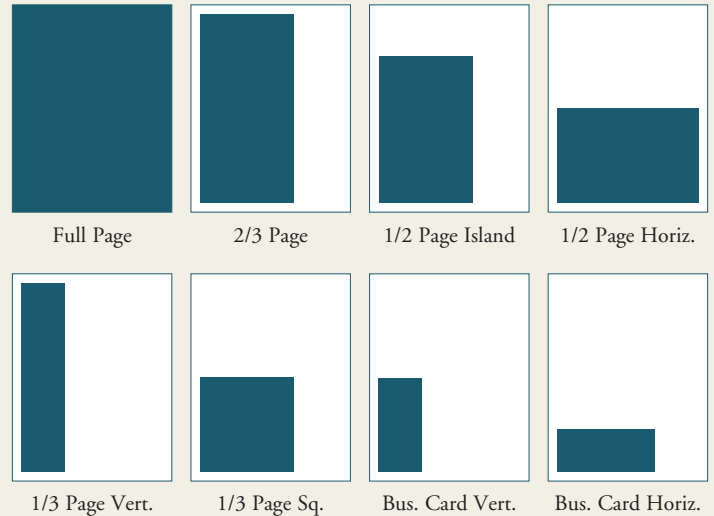
1/2 Page  
Island



## PRINT AD SPECIFICATIONS

SPACE SIZE	WIDTH (in inches)	DEPTH (in inches)
Full Page*	8.375"	10.875"
Power Page, Left*	7.625"	10.875"
Power Page, Right*	8.25"	10.875"
2/3 Page	4.875"	9.875"
1/2 Page Island	4.875"	7.66"
1/2 Page Horiz.	7.375"	4.937"
1/3 Page Vert.	2.25"	9.875"
1/3 Page Sq.	4.875"	4.937"
Bus. Card Vert.	2.25"	4.937"
Bus. Card Horiz.	4.875"	2.25"

\*ONLY FULL PAGE ADS BLEED.



### FOR FULL PAGE PRINT ADS:

- Bleed size: 8.625" x 11.125"  
(for full page ads; .125" on all sides)
- Trim size: 8.375" x 10.875"
- Live area: 7.875" x 10.375"  
(vital copy must remain .25" from trim size)

## EMAIL BLAST AD SPECIFICATIONS

SPACE SIZE	WIDTH (in pixels)	DEPTH (in pixels)
Email Blast Leader Board	468	60
Email Blast Sidebar	120	240

### EMAIL BLAST AD FILE FORMAT:

- Submit Email Ads as .jpg or .gif format
- Format images in RGB color values
- Any URL's referenced must be active
- Resolution of 72dpi & set to maximum quality;  
makes for quick & easy downloading
- 1 MB maximum file size

### PRINT AD FILE FORMAT:

- PDF (Portable Document Format) is the required file format for print ads
- Images must be high resolution (300 dpi preferred), saved as CMYK or Grayscale.
- All fonts must be embedded or converted to outlines.

## HOW TO SUBMIT YOUR AD

### SUBMIT ADS VIA EMAIL TO:

info@LeadingEdgeCommunications.com

### UPLOAD YOUR AD:

Go to:

<http://leadingedgecommunications.com/files/upload.php>

- Username: leupload
- Password: upload2le
- Follow instructions on screen to upload your ad



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