



[www.keymemphis.com](http://www.keymemphis.com)

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**GENERAL RATE SHEET**

*Published Twice a Month - on the 1st & 16th*

**MEMPHIS METROPOLITAN AREA DISTRIBUTION**

11,500 on the 1st & 16th each month - total of 23,000 monthly, deliveries to:  
Hotels & Motels, Visitor Information Centers, Memphis International Airport,  
Military, Colleges & Universities: Christian Brothers University, University of Memphis,  
Rhodes College, University of Tennessee (Memphis) and Graceland Plaza.

**\*RATES PER ISSUE - BLACK & WHITE**

	1 - 5 Issues	6-11 issues consecutively	12-23 issues consecutively	24 issues consecutively
FULL PAGE	\$970	\$825	\$700	\$600
1/2 PAGE	\$585	\$500	\$425	\$375
1/4 PAGE	\$415	\$350	\$300	\$250
1/8 PAGE	\$260	\$220	\$185	\$175
1/16 PAGE	\$140	\$120	\$100	\$ 85

Small-space map page ads and Speaking of Food ads are \$50 per issue.  
Listings without display advertising are available for \$25 per issue.

**RED & BLACK: Add 10 %**  
**FOUR COLORS: Add 30 %**

**MECHANICAL REQUIREMENTS**

Printed on enamel stock by offset press - 150 Screen

Full Page	4-1/2 x 7-1/2"
1/2 Page, 1 column	2-1/8 x 7-1/2"
1/2 Page, 2 columns	4-1/2 x 3-5/8"
1/4 Page, 1 column	2-1/8 x 3-5/8"
1/4 Page, 2 columns	4-1/2 x 1-3/4"
1/8 Page, 1 column	2-1/8 x 1-3/4"
1/16 Page, 1 column	7/8 x 2- 1/8"

**SPECIAL POSITIONS:** *When available -Inside Front Cover, Inside & Outside Back Cover (full pages only)*  
**ADD 15%. ADD 10 % for bleed.**

**Closing Dated: Ten working days prior to date of publication.**

**\* One Time Production Charges when necessary**

Effective: January 1, 2007

# KEY MAGAZINE

## Memphis Hotel and Lodging Guide

MEMPHIS METROPOLITAN AREA DISTRIBUTION – 11,500 on the 1st & 16th of each month - total of 23,000 monthly

*Distributed to:* 87% Hotels & Motels, 6% Visitor Information Centers, 1% Memphis International Airport, 3.5% Military/Defense Depot-Memphis, Navy-Millington, USO, USCG, 1% Mailing List, 1.5% Colleges (Christian Bros., University of Memphis, University of Tennessee).

### HOTELS AND MOTELS

#### **Airport/Graceland**

Airport Inn Brooks  
American Inn  
Baymont  
Best Value Inn  
Best Western Travelers  
Budget Inn  
Clarion Inn - SW Airport  
Comfort Inn  
Comfort Suites AmWay  
Coors Brewery  
Crown Inn  
Days Inn - Brooks Road  
Days Inn - Graceland  
Hwy. 78 Inn Lamar  
Deluxe Inn - Lamar  
Hampton Inn - Millbranch  
Heartbreak Hotel  
Holiday Inn Express  
Holiday Inn Select Airport  
Holiday Inn Select AmWay  
Homestead Village  
Knights Inn  
KOA RV Park  
La Quinta Inn  
Marriott Courtyard  
Marriott Memphis  
Memphis Inn  
Motel 6 - Brooks Road  
Motel 6 - Springbrook  
Radisson Inn Airport  
Red Roof Inn  
Studio 6  
Super 8 - Lamar  
Super 8 - Shelby Drive

#### **East Memphis**

AmeriSuites Primacy  
AmeriSuites Wolfchase  
Baymont  
Best Inn  
Best Western Suites  
Budget Inn  
Comfort Suites 1000 Oaks  
Country Inn & Suites  
Days Inn Macon  
Days Inn – Poplar  
Doubletree Inn  
Drury Inn  
Embassy Suites  
Fairfield Inn  
Fogelman ExecCtr (UofM)

Hampton Inn Perkins  
Hampton Inn - Poplar  
Hampton Inn - Sycamore  
Hampton Inn - Walnut Gr  
Hampton Suites Bartlett  
Hawthorn Ridge Lake  
Hilton Inn  
Holiday Inn Express  
Holiday Inn - Macon Road  
Holiday Inn Mt. Moriah  
Holiday Inn - Poplar  
Homestead Village Poplar  
Homewood Suites  
La Quinta Suites  
Marriott Courtyard - Park  
Memphis Inn  
Motel 6  
Quality Inn  
Quality Suites Cordova  
Ramada Inn  
Ridgeway Inn  
Red Roof Inn  
Residence Inn  
Spring Hill Suites  
Super 8  
Wellesley Inn & Suites

#### **Germantown, TN**

Comfort Inn & Suites  
Fairfield Inn  
Hampton Suites S'thwind  
Holiday Inn-Exp  
Homewood Suites  
Marriott Courtyd  
Residence Inn  
Wingate Inn

#### **Medical Center**

French Quarter  
Hampton Inn  
Ramada Inn Midtown  
La Quinta Motor Lodge

#### **Downtown**

Benchmark  
Best Western Riverbluff  
Hampton Inn Peabody Pl.  
Holiday Select  
Memphis Marriott  
Peabody Hotel  
Radisson Hotel  
Red Roof Pauline  
River Place  
Sleep Inn

Spring Hill Suites  
Wyndham Suites  
**Collierville, TN**  
Hampton Inn  
Comfort Inn  
**West Memphis, AR.**  
Classic Inn  
Comfort Inn  
Days Inn  
Econolodge  
Express Inn  
Hampton Inn  
Holiday Inn  
Motel 6  
Ramada Inn  
Super 8  
**Olive Branch, MS**  
Whispering Woods Hotel &  
Conference Center  
**Southaven, MS**  
Best Western  
Comfort Inn  
Days Inn  
Drury Inn  
Fairfield Inn  
Holiday Inn  
Hampton Inn  
Magnolia Inn  
Motel 6  
Ramada Inn Ltd.  
Red Roof  
Quality Inn  
Sleep Inn  
Super 8  
**Tunica, MS**  
Bally's  
Cottage Inn  
Gold Strike  
Grand Terrace  
Grand Veranda  
Fitzgeralds  
Hampton Inn  
Harrah's  
Holiday Inn Express  
Hollywood  
Sam's Town

# KEY

## MECHANICAL REQUIREMENTS

### *AD SIZES*

Front Cover.....	5 1/2 x 6 1/8"
Full Page.....	4 1/2 x 7 1/2"
1/2 Page, 1 column.....	2 1/8 x 7 1/2"
1/2 Page, 2 columns.....	4 1/2 x 3 5/8"
1/4 Page, 1 column.....	2 1/8 x 3 5/8"
1/4 Page, 2 columns.....	4 1/2 x 1 3/4"
1/8 Page.....	2 1/8 x 1 3/4"
1/16 Page.....	7/8 x 2 1/8"

Trim size, 5 1/2 x 8 1/2"

Full page bleed, 5 3/4 x 8 3/4"

150 line screen

Images 300 dpi or better

Advertiser to provide artwork and copy.

Key can accept materials in MacIntosh or PC format on disc or e-mailed. If you e-mail art, we prefer you send it both to us ([keymemphis@keymemphis.com](mailto:keymemphis@keymemphis.com)) and direct to our printer: [art@paulsenprinting.com](mailto:art@paulsenprinting.com)

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# KEY

## The Magazine of Memphis 2008

### ADVERTISING SPACE RESERVATIONS & FINAL ART DEADLINES

ISSUE	SPACE RESERVATION	FINAL ART/COPY DEADLINE
January 1-15	December 18	December 21
January 16-31	January 4	January 8
February 1-15	January 22	January 24
February 16-28	February 5	February 8
March 1-15	February 20	February 22
March 16-31	March 5	March 7
April 1-15	March 20	March 24
April 16-30	April 4	April 8
May 1-15	April 21	April 23
May 16-31	May 6	May 8
June 1-15	May 21	May 23
June 16-30	June 4	June 6
July 1-15	June 19	June 23
July 16-31	July 3	July 8
August 1-15	July 22	July 24
August 16-31	August 6	August 8
September 1-15	August 20	August 22
September 16-30	September 4	September 8
October 1-15	September 19	September 23
October 16-31	October 6	October 8
November 1-15	October 22	October 24
November 16-30	November 5	November 7
December 1-15	November 18	November 20
December 16-31	December 4	December 8
January 1-15, '09	December 19	December 23