

KEY DISTRIBUTION

KEY
The Magazine of Memphis

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
Memphis

COVERAGE

Courtyard by Marriott Collierville*
 Doubletree Memphis (Sanderlin)
 Doubletree Downtown
 Hampton Inn Beale Street
 Hampton Inn Southwind*
 Hilton Inn East Memphis*
 Holiday Inn Select Downtown
 Homewood Suites Southwind*
 Hyatt Place Primacy Pkwy
 Hyatt Place Wolfchase
 Marriott Downtown
 (* Installation in Progress)

CONTACT INFORMATION

For information about advertising in Key Magazine or on Key TV, or about brochure distribution, contact: **John Rucker • 901-458-3912 • 901-833-7068 cell • 901-458-5723 fax • keymemphis@aol.com**

Everything you need to know to get around Memphis!

KEY

The Magazine of Memphis

For 52 Years the Magazine of Memphis

www.keymemphis.com



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The Magazine of Memphis

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, Colleges & Universities: Christian Brothers University, University of Memphis, Rhodes College, University of Tennessee (Memphis), Graceland Plaza.

*RATES PER ISSUE - BLACK & WHITE

	1-5 Issues	6-11 Issues	12-23 Issues	24 Issues
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

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, 1 column.....	2-1/8 x 1-3/4"
1/16 Page, 1 column.....	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) and direct to our printer: art@paulsenprinting.com

SPECIAL POSITIONS (ADD 15%):

Inside Front Cover, Inside & Outside Back Cover (full pages only)

ADD 10 % for bleed.

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

* One Time Production Charges when necessary

Effective: January 1, 2008



GENERAL RATE SHEET

Spot	6 Months	12 Months	Open
15 Seconds	\$499	\$424	\$399
30 Seconds	\$599	\$509	\$433
60 Seconds	\$699	\$614	\$522

Media Plan Package Discount:

Buy a 1/4 page ad in *Key Magazine* for six months or more and receive a 15% discount on your *Key TV* ad. Buy a 1/2 page ad or a full page ad for six months or more and receive a 25% discount on your *Key TV* ad.

Additional production costs may apply to *Key TV* ads. Rates are based upon computerized still and streamed images and digital photography.

Internet Rates

Advertisers in *Key Magazine* and on *Key TV* automatically receive a listing on *keymemphis.com*. If you're interested in internet advertising alone, listings on *keymemphis* are available at the prices listed below:

50-word-listing	\$79 per month
50-word-listing & link to your website	\$99 per month
50-word-listing, weblink & banner ad	\$129 per month

KEY ADVERTISING DEADLINES

ISSUE	SPACE RESERVATION	FINAL ART/COPY
Dec. 1-15 '08	Nov. 18	Dec. 20
Dec. 16-31 '08	Dec. 4	Dec. 8
Jan. 1-15 '09	Dec. 19	Dec. 23
Jan. 16-31	Jan. 21	Jan. 23
Feb. 1-15	Jan. 21	Jan. 23
Feb. 16-28	Feb. 4	Feb. 6
Mar. 1-15	Feb. 18	Feb. 20
Mar. 16-31	Mar. 4	Mar. 6
Apr. 1-15	Mar. 20	Mar. 24
Apr. 16-30	Apr. 6	Apr. 8
May 1-15	Apr. 21	Apr. 23
May 16-31	May 6	May 8
June 1-15	May 20	May 22
June 16-30	June 4	June 8
Jly. 1-15	June 19	June 23
July 16-31	July 6	July 8
Aug. 1-15	July 22	July 24

KEY TV DEADLINES

ISSUE	SPACE RESERVATION	FINAL ART/COPY
Dec.	Nov. 12	Nov. 14
Jan. '09	Dec. 12	Dec. 14
Feb.	Jan. 9	Jan. 14
Mar.	Feb. 11	Feb. 13
Apr.	Mar. 11	Mar. 13
May	Apr. 10	Apr. 14
June	May 12	May 14
July	June 10	June 12
Aug.	July 10	July 14
Sept.	Aug. 12	Aug. 14
Oct.	Sept. 9	Sept. 11
Nov.	Oct. 9	Oct. 13
Dec.	Nov. 10	Nov. 12
Jan. '10	Dec. 9	Dec. 11