

KEY DISTRIBUTION

Airport/Graceland

Baymont
Best Value Inn
Best Western Travelers
Brooks Inn
Edmondson Hotel
Comfort Inn
Country Suites American Way
Knights Inn
Days Inn Brooks
Days Inn Springbrook
Days Inn Graceland
Econolodge Lamar
Guest House at Graceland
Fairfield Inn Perkins
Hampton Inn Millbranch
Holiday Inn Select
La Quinta Airways
Courtyard by Marriott
Motel 6 Brooks
Park Place Suites
Ramada Ltd.
Ramada Inn SW Airport
Red Roof Inn American Way
Studio 6

Holiday Inn Mt. Moriah
Holiday Inn Poplar
Homestead Poplar
Homewood Suites
Hyatt Place Primacy Pkwy
La Quinta Primacy Pkwy
La Quinta Sycamore
Courtyard by Marriott
Crown Plaza East
Memphis Marriott East
Memphis Inn Sycamore
Red Roof Inn
Residence Inn

Spring Hill Suites
Westin
Crown Plaza Suites

Collierville, TN

Courtyard by Marriott
Collierville
Days Inn Collierville
Hampton Inn

West Memphis, AR.

Classic Inn
Days Inn
Econolodge
Express Inn
Hampton Inn
Holiday Inn
Motel 6
Ramada Inn
Super 8

Olive Branch, MS

Marriot Courtyard
Residence Inn

Southaven, MS

Courtyard by Marriott
Hampton Inn
Holiday Inn Express
Residence Inn
Hilton Garden Inn
Candlewood Suites

Tunica, MS

Hampton Inn
Fitzgerald's Resorts
Hollywood Casino Hotels
Gold Strike

East Memphis

Baymont
Best Western Hwy. 64
4 Points Sheraton Inn Poplar
Comfort Inn Sycamore
Comfort Suites 1000 Oaks
Days Inn Sycamore
Doubletree Memphis
Comfort Inn
Embassy Suites
Fairfield Inn
Fogelman Exec Center (UofM)
Hampton Inn Poplar
Hampton Inn Sycamore
Hampton Inn Walnut Gr
Hampton Inn Shady Grove
Hampton Inn Wolfchase
Hawthorn Macon Cv
Hilton Memphis
Holiday Inn Express American Way
Holiday Inn Macon

Germantown, TN

Courtyard by Marriott
Fairfield Inn
Hampton Inn & Suites
Hampton Inn Southwind
Holiday Inn Exp
Holiday Inn Wolfchase
Homestead Village Poplar
Homewood Suites Southwind
Quality Suites Cordova
Residence Inn
Hilton Garden Inn
Wingate Inn

Medical Center

Holiday Inn Express Med
Center
La Quinta Union
Motel 6 Pauline

Downtown

Big Cypress Lodge at Bass Pro
Comfort Inn Riverplace
Doubletree Hotel
Hampton Inn Peabody Pl
Holiday Inn Select
The Peabody Hotel
Hotel Napoleon
Madison Hotel
Sheraton Downtown
Residence Inn
River Inn, Mud Island
Sleep Inn Court Sq



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**
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Everything you need to know to get around Memphis!

KEY

The Magazine of Memphis
The Mid-South Guide for 62 Years
www.keymemphis.com



Brian Dotson, concierge at the Big Cypress lodge, loves Key Memphis

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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, University of Memphis, University of Tennessee (Memphis), Graceland Plaza.

* RATES PER CONSECUTIVE 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"
2 Page, 1 column.....	2-1/8 x 7-1/2"
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, 2017



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
Jan. 1-15, 2017	Dec. 22	Dec. 26
Jan. 16-31, 2017	Jan. 6	Jan. 8
Feb. 1-15, 2017	Jan. 22	Jan. 25
Feb. 16-29, 2017	Feb. 4	Feb. 8
Mar. 1-15, 2017	Feb. 18	Feb. 22
Mar. 16-31, 2017	Mar. 4	Mar. 8
Apr. 1-15, 2017	Mar. 22	Mar. 24
Apr. 16-30, 2017	Apr. 6	Apr. 8
May 1-15, 2017	Apr. 20	Apr. 22
May 16-31, 2017	May 3	May 5
June 1-15, 2017	May 20	May 24
June 16-30, 2017	June 6	June 8
July 1-15, 2017	June 21	June 23
July 16-31, 2017	July 6	July 8
Aug. 1-15, 2017	July 19	July 21
Aug. 16-31, 2017	Aug. 4	Aug. 8
Sept. 1-15, 2017	Aug. 22	Aug. 24

KEY TV DEADLINES

ISSUE	SPACE RESERVATION	FINAL ART/ COPY
Dec., 2017	Nov. 13	Nov. 16
Jan., 2017	Dec. 12	Dec. 16
Feb., 2017	Jan. 12	Jan. 15
Mar., 2017	Feb. 11	Feb. 15
Apr., 2017	Mar. 11	Mar. 16
May, 2017	Apr. 11	Apr. 15
June, 2017	May 11	May 13
July, 2017	June 10	June 14
Aug., 2017	July 11	July 15
Sept., 2017	Aug. 12	Aug. 17
Oct., 2017	Sept. 12	Sept. 16
Nov., 2017	Oct. 12	Oct. 17
Dec., 2017	Nov. 11	Nov. 16
Jan. 2017	Dec. 9	Dec. 15