

2018 Media Kit



If you commit to all four issues in Monroe Life, you will get a free ad of the same size in McMinn Life or Farragut Life.

MEDIA KIT

Monroe

A magazine for the people of Monroe County and those who come to visit.

Yearly Circulation: 80,000 Readership: 240,000



Monroe Life is Directly Delivered to Over 4,500 Rarity Bay, Kahite & Tellico Village Residents (Household Incomes of \$150-250 K, Ages 55 Plus) and all Advertising Businesses in Monroe County.

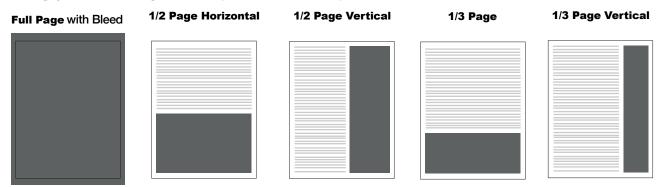


Quarterly Publication

Advertising Rates

Ad Size	Measurements	1x	2x	3x	4x
Front inside spread	Full page x 2	3,000	2,700 ea.	2,700 ea.	2,700 ea.
2-page spread	Full page x 2	1,500	1,350 ea.	1,350 ea.	1,350 ea.
2-page advertorial*	Full page x 2 with copy	1,500	1,350 ea.	1,350 ea.	*1,350 ea.
Back Cover	9" wide x 10.875 " tall	1,500	1,350 ea.	1,350 ea.	1,350 ea.
Back inside cover	9" wide x 10.875" tall	1,000	900 ea.	900 ea.	900 ea.
Full page	9" wide x 10.875" tall	850	765 ea.	765 ea.	765 ea.
1/2 page horizontal	8 " wide x 4.872 " tall	500	450 ea.	450 ea.	450 ea.
1/2 page vertical	4 " wide x 9.875 " tall	500	450 ea	450 ea	450 ea
1/3 page horizontal	8 " wide x 3.209 " tall	425	385 ea	385 ea	385 ea
1/3 page vertical	3.06 " wide x 10.875 " tall	425	385 ea	385 ea	385 ea
Directory	2.25 " wide x 4 " tall	200	180 ea	180 ea	180 ea

Magazine Trim: 8.5" x 10.875" | Live Area: .5" from trim and gutter | All Full page ads must include 1/8" bleed on all 4 sides. *2 page advertorial with purchase of 1 year ad commitment any size



Mignonne Alman, Sales

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Publisher:

THE BINGHAM GROUP, INC.

11921 Kingston Pike, Suite 201 | Knoxville, Tennessee 37934 | Phone: 865.523.5999

ADS WILL BE BILLED WITH EACH PLACEMENT.

Copyright: We reserve the right to edit or reject any material which may be deemed unsuitable for our publication.



INSERTION ORDER

PLEASE PRINT

Company Name:			
Contact Name:			
Address:			
City:	_ State:	Zip:	
Phone:	_ Cell:		
E-mail:			
Issues to run in: SPRING S	UMMER FALL	☐ HOLIDAY/WINTER	
Size (please consult sales sheet for size categ	gories):		
☐ Front Inside Spread	☐ Full Page		
☐ Back Cover	☐ Half Page		
☐ Back Inside Cover	☐ One-Third Page		
☐ 2-Page Spread	☐ Directory		
Cost:			
Space Rate: \$			
Frequency:			
TOTAL \$			
Signature:		Date:	

Send insertion order form and payment to:

The Bingham Group, Inc. 11921 Kingston Pike, Suite 201 Knoxville, Tennessee 37934 Phone: 865.523.5999

Information Requirements

The following information must be provided to Monroe Life Magazine in order to create ad layouts. I WILL E-MAIL MY FINISHED AD TO MONROE LIFE. I WANT MONROE LIFE TO CREATE MY AD. Business Name: **Company logo:** ☐ E-mail digital file. ☐ Provide printed copy for duplication. Contact Information to Include in Ad: (address, phone numbers, website address, etc.) Message: (What you want to say about your business) **Photography:** E-mail digital file. Provide photos for duplication. This Space for Layout Send Finished Proof To: Contact Name: Email Address: _____ Phone: _____