

EDGE

CHATTANOOGA'S BUSINESS MAGAZINE



Media Kit

EDGE Magazine is the monthly business publication covering Chattanooga and the surrounding area, produced by award-winning journalists and featuring the viewpoint of area experts from a variety of critical industries.

A partnership with the Chattanooga Area Chamber of Commerce allows the inclusion of the Chamber's "Business Trend" within the pages of EDGE each month.

Find us online at meetsforbusiness.com and get the latest in Chattanooga business news via our daily newsletter



2018 **EDGE** EDITORIAL CALENDAR

> **January:**
Outlook for 2018
> **February:**
Diversity
> **March:**
Small Business
& Startups

> **April:**
Sales & Marketing
> **May:**
Food & Hospitality
> **June:**
Banking & Finance

> **July:**
Higher Education
& Corporate Training
> **August:**
Real Estate
> **September:**
Champions
of Health Care

> **October:**
Legacy Businesses
> **November:**
Technology
& Innovation
> **December:**
Most Influential
Business Leaders
of 2018



- TOURISM & HOSPITALITY
- GROWTH & ECONOMIC DEVELOPMENT
- ON THE BLOCK
- BANKING & FINANCE
- SMALL BUSINESS & ENTREPRENEURS
- INDUSTRY & MANUFACTURING
- TECHNOLOGY & RESEARCH
- LEADERBOARD



- PROFILE
- MANAGEMENT TIPS
- BUSINESS ACUMEN
- YOUNG GUNS
- MANAGEMENT TEAM



Start Up

Our Start Up section delves into everything from hospitality to healthcare, manufacturing to marketing to provide industry insight presented in meaningful, relevant ways.

Skill Sets

In the Skill Sets section, expect advice on a range of topics, straight from the experts. We'll talk with top business leaders and specialists in a variety of fields to find out best practices and new ways of thinking.

Exclusive Features

Our team of professional journalists finds unique ways to present features that connect the region, tie industries together and tell you what the next big development may mean for you and your business.

EVERY MONTH:
Edge offers the best business insight available in the market

Shared Resources

Shared Resources combines tips, trends, events and good ideas to keep you sharp at your next meeting or your next big event, plus we compile the latest updates on who's who in our region.



Advertising Rates

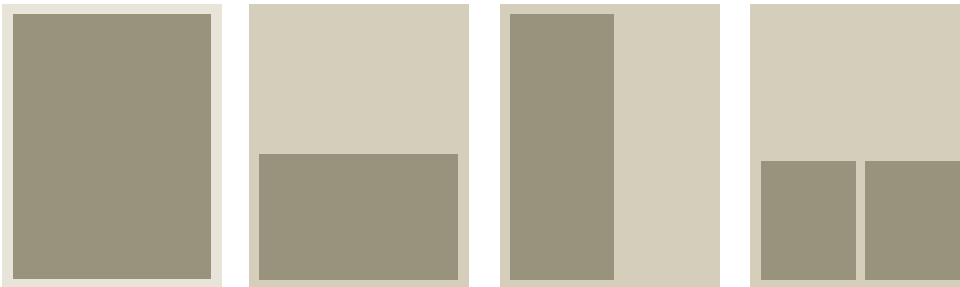
DISTRIBUTION

Edge is delivered by mail each month to a targeted audience of more than 8,200 regional executives, professionals and other decision-makers. In addition to Chamber of Commerce members in Hamilton, Catoosa, Bradley, Whitfield, Marion, Sequatchie, Rhea and Walker counties, it reaches the members of area professional organizations like the Chattanooga Bar Association and Greater Chattanooga Association of Realtors. Along with the direct mail delivery, up to 3,000 copies are distributed at specific locations around the region.

DISTRIBUTION:
Tennessee = 5000+
Georgia = 2500+

Chamber members = 4400+
Attorneys = 700+
Accountants = 450+
Realtors = 1500+
Physicians = 600+

AD SIZES



Full Page

1/2 Horizontal

1/2 Vertical

1/4 Page

FULL PAGE:

Image Area	7.125 x 10
Final Trim Size	8.375 x 10.75
With Full 0.125 Bleed	8.625 x 11

1/2 Page Horizontal	7.125 x 4.875
1/2 Page Vertical	3.4662 x 10
1/4 Page	3.4662 x 4.875

ADVERTISING RATES

Ad Size	Open Rate	6 Times	12 Times
Full Page	\$2,295	\$1,800	\$1,500
1/2 Page	\$1,185	\$995	\$795
1/4 Page	\$660	\$595	\$395
Back Cover	\$2,825	\$2,595	\$2,090
Inside Front / Back Cover	\$2,585	\$2,360	\$1,930

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SPACE RESERVATIONS

Deadline is 10th day of the month prior to issue date. When the 10th falls on Saturday or Sunday, space reservations must be finalized on the Friday prior to the 10th. Closing deadline for reserving space or changes to standing advertising is the 10th day of each month.

ART DEADLINES

All camera-ready advertising and/or production materials are due on the 15th day of each month. When the 15th falls on a Saturday or Sunday, materials are due the Friday prior.

PRODUCTION

Web Offset, Perfect Bound

Edge accepts press-quality PDF files in CMYK format, with minimum resolution of 300 pixels per inch. A printed proof of the art must be furnished. There is no additional charge for bleeds but text must not appear outside of image area. *Edge* will produce advertising prototypes upon request.

CHANGES & CANCELLATIONS: *Edge* will not be responsible for changes made to advertising after deadline. Cancellations are not accepted without charges after closing dates. Prior to deadline, cancellations must be in writing.

PUBLISHER'S POLICIES: The Publisher reserves the right to reject advertising.

RATE PROTECTION: Rates are guaranteed for the duration of a contract period. Advertising must be short-rated (based on volume or frequency x applicable rates) when rate agreements are not honored.

TERMS: Rates are not subject to commissions or cash discounts. Payments are due by the 10th day of each month. Accounts more than 30 days past due agree to pay interest on balances of 1-1/2 percent per month, or 18 percent per annum. Rates are net cash with order unless credit is pre-approved by Publisher.

CONDITIONS: Published by the Target Publishing Group of the Chattanooga Publishing Company, *Edge* will not accept responsibility for unsolicited materials, nor submitted materials that are lost or stolen. *Edge* will not be bound by clauses or statements appearing on client or agency insertion orders that conflict with terms or conditions of *Edge* contracts or rate cards. Advertisers and agents assume liability for submitted materials and indemnify *Edge* from losses or expenses and claims arising from such ads, including legal action for libel, plagiarism, copyright infringement or invasion of privacy. *Edge* must be notified of billing and advertising errors within 15 days of invoice date.