



2018 MEDIA KIT





→ **START THE ADVENTURE**

Get Out Chattanooga guides readers through everything they need to know to enjoy the great outdoors — whether it's where to go for their first hike or the best gear for their next great adventure.

Outdoor sports and activities play a huge role in making Chattanooga unique. With over 315,000 people in the Chattanooga region with household incomes of \$50,000 and above, many of these people make up a large percentage of our outdoor enthusiasts, as shown here:

- Bicycling: 28%**
- Camping: 30%**
- Swimming: 34%**
- Fishing: 33%**
- Hiking & Backpacking: 25%**
- Boating: 24%**
- Running: 28%**
- Gardening: 55%**

Based on 2015 Scarborough research data surveying adults over 18 from the Chattanooga DMA population of 743,000.



2018 THEMES:
 SPRING: PARKS GUIDE
 SUMMER: WATER SPORTS
 FALL: HIKING GUIDE

Get Out Chattanooga provides valuable information to truly experience the outdoors. Our Fresh Air departments cover everything from cutting-edge gadgets to the latest happenings in the Southeast, from expert tips and advice to inspiring stories of outdoor enthusiasts.



IN EVERY ISSUE

- RUNNING
- BIRDING
- HIKING
- PADDLING
- CYCLING
- CAMPING
- CLIMBING
- FISHING
- ACTIVE KIDS

Total distribution is 26,000, and of that, 2,000+ magazines are direct mailed to local outdoor oriented clubs and organizations such as the Chattanooga Track, Chattanooga Ski, and Tennessee Valley Canoe clubs.

Get Out publishes three times a year, with distribution focused within the Chattanooga Valley. Editorial coverage extends throughout the Southeast, offering a footprint for reader travel and getaway opportunities.

Get Out is available online at GetOutChattanooga.com and publishes a monthly newsletter, with additional online followings via Instagram and Facebook.



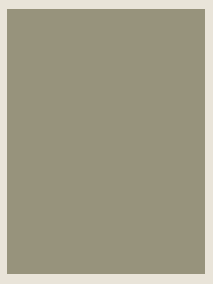
Get Out **Advertising Rates**

ABOUT GET OUT CHATTANOOGA

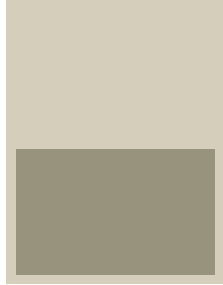
Get Out Chattanooga is a unique regional magazine guiding readers through everything they need to know to enjoy the great outdoors. Whether it's where to go for their first hike or the best gear for their next adventure, Get Out provides valuable information to truly experience the outdoors. Total distribution is 26,000, and of that, 2,000+ magazines are direct mailed to local outdoor oriented clubs and organizations such as the Chattanooga

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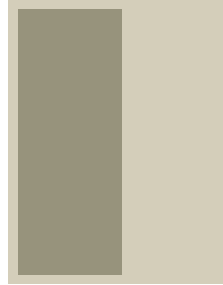
AD SIZES



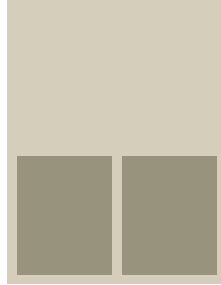
Full Page



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	3 Times
Full Page	\$2,295	\$1,935
1/2 Page	\$1,185	\$1,015
1/4 Page	\$660	\$545
Back Cover	\$2,825	\$2,335
Inside Front / Back Cover	\$2,585	\$2,145
Fixed	\$2,455	\$2,035

DIGITAL SPONSORED CONTENT

Your **NATIVE** article will run for 30 days. Headline and images are managed and optimized for performance. Includes full digital reporting.

Includes:

- 25,000 impressions on timesfreepress.com to drive traffic to your NATIVE content.
- TWO emails per month to Get Out's exclusive target list of 4,000+.

Pricing:

- \$1,500 / month for a 6-month campaign. Can be run consecutively or bi-monthly.
- \$2,000 / month for a 3-month campaign.

(Pricing is exclusive to Get Out magazine print advertising and must be run in conjunction with a minimum of a half page print ad.)

CONTACT INFORMATION

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2018 SCHEDULE:
SPRING (MARCH 1)
SUMMER (JUNE 1)
FALL (SEPTEMBER 1)

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

Get Out 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. Get Out will produce advertising prototypes upon request.

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