

# Chattanooga's CityScope<sup>®</sup> Magazine

## Mission Statement

To be a city magazine presenting a positive agenda for the Chattanooga Region. Presenting Chattanooga with timely and informative editorial as one of the leading cities in the southeast.... A city worth watching.

Promoting Chattanooga's growth, history, business, people, schools, entertainment, dining....etc.

To ensure innovative and unsurpassed standards in the publishing field.

# CityScope<sup>®</sup> Magazine

## CityScope Magazine 2009 Schedule

| <u>Issue Month/Date</u> | <u>Special Section</u>                      | <u>Space<br/>Reserv. Date</u> | <u>Artwork<br/>Date</u> |
|-------------------------|---|-------------------------------|-------------------------|
| February 18, 2009       | Weddings, Schools and Camps                 | 1/16/09                       | 1/23/09                 |
| April 22, 2009          | Special Home and Hearth Issue               | 3/27/09                       | 4/3/09                  |
| June 17, 2009           | Special Business Edition, Dress for Success | 5/15/09                       | 5/22/09                 |
| August 19, 2009         | Special Dining and Entertainment Guide      | 7/17/09                       | 7/24/09                 |
| October 23, 2009        | Special Holiday Section, Holiday Fashion    | 9/25/09                       | 10/02/09                |

# CityScope<sup>®</sup> and HealthScope<sup>®</sup> Magazines

## Mechanical and Digital Ad Requirements

Printing Process.....Sheet Fed Offset

Binding Method.....*CityScope* – Perfect.....*HealthScope* – Saddlestitch.....*Business Trend* - Saddlestitch

Live Matter for Bleed Sizes should be .375” inside trim on ALL sides. Document must be created at the Trim Size.

### All Sizes Are Shown as W x H

#### BLEED ADS

|                 | <u>Document or Trim Size</u> | <u>Live (Data) Area</u> | <u>Bleed Size</u> |
|-----------------|------------------------------|-------------------------|-------------------|
| Two Page Spread | 17" x 11"                    | 16.25" x 10.25"         | 17.25" x 11.25"   |
| Full Page       | 8.5" x 11"                   | 7.75" x 10.25"          | 8.75" x 11.25"    |

#### NON-BLEED ADS

|                            | <u>Document or Trim Size</u> |   |
|----------------------------|------------------------------|---|
| Spread (Gutter Bleed Only) | 16"x9.75"                    | (will have 3/8" white margin around ad) |
| Full Page Non-Bleed        | 7.5" x 9.75"                 | (will have 3/8" white margin around ad) |
| 2/3 Page Vertical          | 4.75" x 9.75"                |   |
| 1/2 Page Horizontal        | 7.5" x 4.8125"               |   |
| 1/3 Page Horizontal        | 4.75" x 4.8125"              |   |
| 1/3 Page Vertical          | 2.3125" x 9.75"              |   |
| 1/4 Page Vertical          | 3.625" x 4.8125"             | (Special Sections Only)                 |

#### DIGITAL FILE SUBMISSION

The ONLY digital formats accepted are: **PDF** (preferred), **JPEG**, **EPS** or **TIF**

All digital artwork must:

- \*Include 1/8" bleed for bleed ads
- \*Fonts outlined and text converted to paths.
- \*Be CMYK (No RGB or spot colors)
- \*Have 300 dpi Resolution (Press Quality)
- \*Not include trim or bleed marks (or any other registration marks)

#### BLEED SPECIFICATIONS

Image area not intended to be trimmed must be 5/16” from the trim size 8 ½” x 11”. Material intended to bleed must be furnished with a **minimum** of 1/8” image area beyond the trim (8.75” x 11.25”). On anything less than 1/8” bleed, publisher cannot guarantee consistent bleed.

**QUESTIONS:** Call Cindi Mullinix at 423-266-3440

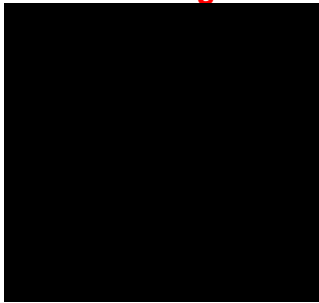
**SEND AD MATERIAL via Email to:** [cmullinix@sceniccitymags.com](mailto:cmullinix@sceniccitymags.com)

**Disclaimer:** CMC Publications accepts no responsibility for reproduction of content or ad material, or printing errors that may occur due to files that are not provided in the form requested.

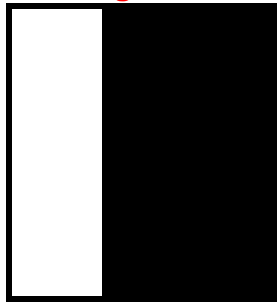
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## Ad Sizes

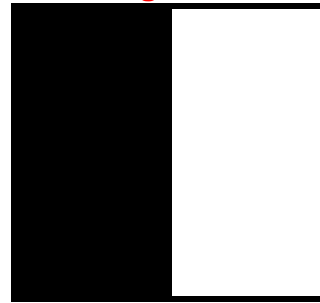
Full Page



2/3 Page Vertical



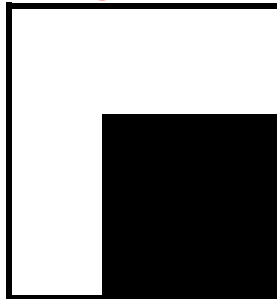
1/3 Page Vertical



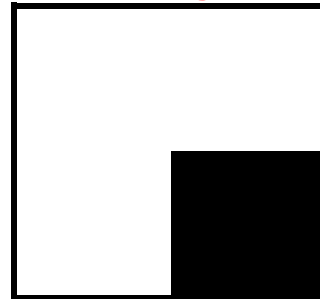
1/2 Page Horizontal



1/3 Page Horizontal



1/4 Page\*



\*Special Editions Only