

DELTA

M A G A Z I N E

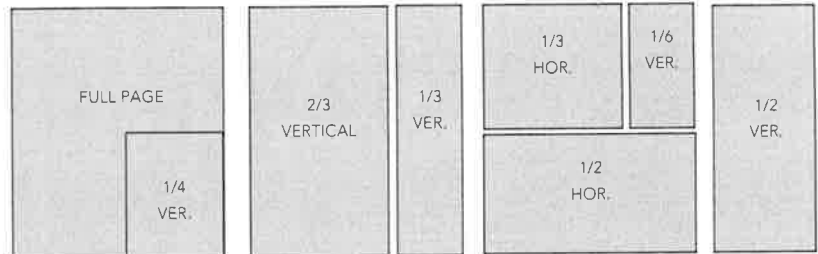
GF _____
MM _____
AM _____

JUL 19 2017

2017 Rate Card

4 Color

	1 Issue	3 Issues	6 Issues
Full Page	\$2,199	\$1,989	\$1,749
2/3	\$1,759	\$1,509	\$1,200
1/2	\$1,376	\$1,215	\$995
1/3	\$759	\$690	\$615
1/4	\$485	\$450	\$400
1/6	\$425	\$375	\$335



Covers/Premium Placement

	1 Issue	3 Issues	6 Issues
Back Cover	\$2,999	\$2,849	
Inside Front	\$2,649	\$2,549	\$2,439
Inside Back	\$2,549	\$2,339	\$2,029

Page 1	\$2,599	\$2,370	\$2,070
Page 2	\$2,575	\$2,345	\$2,045
Page 3	\$2,550	\$2,325	\$2,025
Far Forward*	\$2,407	\$2,178	\$1,905

*pages 4, 5, 7 or 9

Sizes & Dimensions

	WIDTH	DEPTH
Full Page*	7 1/8" (7.125)	9 7/8" (9.875)
2/3 Page (Vertical)	4 5/8" (4.625)	9 7/8" (9.875)
1/2 Page (Vertical)	3 3/8" (3.375)	9 7/8" (9.875)
1/2 Page (Horizontal)	7 1/8" (7.125)	4 3/4" (4.75)
1/3 Page (Vertical)	2 1/4" (2.25)	9 7/8" (9.875)
1/3 Page (Block)	4 5/8" (4.625)	4 3/4" (4.75)
1/4 Page	3 3/8" (3.375)	4 3/4" (4.75)
1/6 Page (Vertical)	2 1/4" (2.25)	4 3/4" (4.75)

NOTE:

- Rates are gross and per issue; 1/4 page rates are net
- First-time advertisers must submit pre-payment for the first insertion prior to the space deadline.
- We must receive a signed contract or insertion order to reserve space.
- If full page ads are intended to bleed, it must have at least 1/8" (0.125) trim extended on all four sides.

Trim Size: 8 1/8" (8.125) x 10 7/8" (10.875)

Printing Method: Web Offset

Binding: Perfect Bound

Bleeds: On full-page bleed ads, extend any printed material at least 1/8" past trim size on all sides.

Space Reservations and Cancellation Policy:

To confirm a space reservation, we must receive a signed copy of the Advertising Space Reservation form or an insertion order prior to the space deadline with complete billing information. Materials are due no later than the materials deadline for each issue, as provided by your account executive. If we do not receive materials in a timely manner, Delta Magazine reserves the right to pick up a previous ad. Cancellations must be submitted in writing no later than the advertising space close date published on the editorial calendar.

Camera-Ready Ad Requirements:

Accepted file formats: PDF, TIFF or JPEGs.

Resolution: 300 or higher.

Color: Files must be saved as CMYK (not RGB).

Email digital files to your account executive and Sandra Goff at skgoff@comcast.net.

Delta Magazine reserves the right to edit or reject any copy or photos we deem inappropriate for publishing.

Production Fees & Materials:

Upon request, our freelance graphic design team will create an ad at a nominal fee of \$25. Local photography may also be available for an additional \$25 fee. All photos submitted to production MUST be at a resolution of at least 300 dpi.

Please note the materials deadline for each issue. It is imperative that we receive photos, logos and information to create your ad by this date in order to meet publishing deadlines.

Delta Magazine is not responsible for poor printing quality due to low resolution photography.

General advertising inquiries: advertising@deltamagazine.com

THE

*Nobody does
fall better.*



FALL

ISSUE



SEPTEMBER/OCTOBER 2017

What's Inside

The Annual Restaurant Guide
biggest ever with editorial!

GAME DAY & FALL FASHION
statements, staples & the hottest trends

Fall Festival Planner
custom-designed calendar inside

*Sneak Peak at Delta
Native and Today Show
Regular Elizabeth
Heiskell's new cookbook!*



RESERVE SPACE BY JULY 28

DELTA

M A G A Z I N E

Distribution

DELTA

M A G A Z I N E

Delta Magazine is a paid, subscription-based publication with additional copies sold in bookstores and retailers

Major Booksellers:

THE SOUTHEAST 3 STATES

Delta Magazines are distributed and sold in these major bookstores throughout Mississippi, Tennessee, Louisiana and Alabama:

BARNES & NOBLE
BOOKS-A-MILLION

METRO MEMPHIS AREA

Barnes & Noble, *Germantown Parkway*
Barnes & Noble, *Collierville*
Books-A-Million, *Southaven*

OXFORD, MISSISSIPPI

Chaney's Pharmacy
Square Books/Off Square Books

Newsstands/Retailers:

MISSISSIPPI AND ARKANSAS DELTA

Supervalu, *Belzoni*
Forty Nine Commissary, *Belzoni*
Cat Head Folk Art & Music, *Clarksdale*
Delta Creations, *Clarksdale*
Rosson & Co., *Cleveland*
Cleveland Commons, *Cleveland*
Cotton Row Bookstore, *Cleveland*
Brown's Pharmacy, *Greenville*
Fred's Express, *Greenville*
Montage Marketplace, *Greenville*
Crosstown Gifts, *Greenwood*
Mississippi Gift Company, *Greenwood*
Turnrow Book Co., *Greenwood*
The Flower Company, *Grenada*
Crown in Town Restaurant, *Indianola*
Indianola Pecan House, *Indianola*
Russell's Drugs, *Lexington*
Green Apple, *Rolling Fork*
The Onward Store, *Rolling Fork*
Tunica Pharmacy, *Tunica*
The Crow's Nest, *Winona*
Downtown Marketplace, *Yazoo City*
Yazoo Drugs, *Yazoo City*
Hunter's Pharmacy, *Lake Village, AR*

METRO JACKSON AREA

Everyday Gourmet, *County Line Road*
Lemuria Bookstore, *Banner Hall, Jackson*
UMC Bookstore, *Jackson*
Books-A-Million, *I-55*
Barnes & Noble, *Ridgeland*

STATEWIDE

Books-A-Million, *Biloxi*
Books-A-Million, *Columbus*
Books-A-Million, *Hattiesburg*
Sullivan's, *Kosciusko*
Books-A-Million, *Meridian*
Turning Pages, *Natchez*
Book Mart, *Starkville*
Nancy's Interiors at Joyful Creations, *Tupelo*
Bookland, *Corinth*
Barnes & Noble, *Gulf Port*
Bookland, *Natchez*
Barnes & Noble, *Tupelo*

**See Delta Magazine website (Where to Buy page) for locations in Louisiana and Alabama.*