

# DELTA

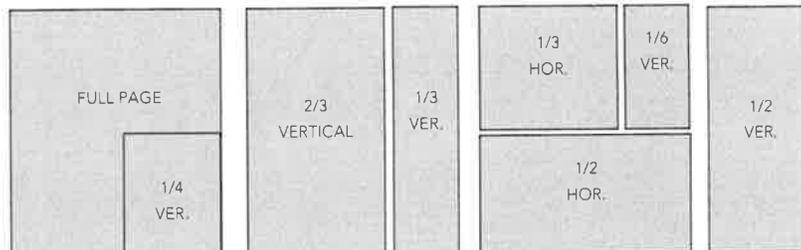
M A G A Z I N E

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](mailto: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](mailto: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

*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.*