

MEDIA KIT 2013

MID STATE
PIGSKIN
PREVIEW

Support your local
football team.

CALL **615.513.7578** TO RESERVE YOUR AD TODAY!

MID STATE

PIGSKIN

PREVIEW



OUR CONTENT

Mid State Pigskin Preview is all about Middle Tennessee Football. We feature the teams you and your customers care about in a high-end publication that would rival any National magazine. Find out what to expect from the upcoming season for 50 of the area's best High School programs. Learn about the coaches, key players and their teammates as they prepare for big rivalry games and the 2013 season.

Don't think we have forgotten College Football. Not in the land of the SEC. We have included special feature articles with exclusive interviews from the coaches and players for the University of Tennessee, Vanderbilt University and MTSU.

OUR AUDIENCE

Football and Middle Tennessee go together like biscuits and gravy. You can't have one without the other. Everyone in Middle Tennessee is either a fan, alumni, son, father, daughter, mother, uncle, aunt or cousin of one of the teams featured in the *Mid State Pigskin Preview*. Our Audience is simply, Middle Tennessee.

WHY ADVERTISE WITH US

Sponsor your favorite team. With 50 of the top high school programs in Middle Tennessee and some of the finest Universities anywhere, you are sure to find a program near and dear to your heart. Wear your colors proud and let your customers know you support the schools important to them. Oh, and they will know. See, we don't charge for the *Mid State Pigskin Preview*. They will find them and pick them up at their favorite grocery store, quick stop, restaurant, and when you advertise, your business too.



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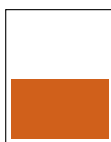
RATES



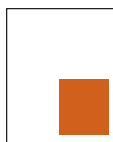
Full page: \$1,500
Half page: \$800
Quarter page: \$450
One Sixth page: \$250
Back cover: \$3,000
Inside front and inside back covers: \$2,500 each
Title sponsorship of the magazine: \$5,000
Corporate sponsorship opportunities for each of the universities: \$3,000
The SEC Preview and Juniors to Watch issue: \$2,500



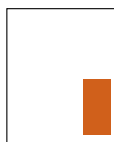
FULL PAGE



HALF PAGE



QUARTER PAGE



1/6 PAGE

TERMS

Payment is preferred at ad submission but will be due upon confirmation of ad proof.

CLOSING DATES

Issue	Space Reservation	Materials Due
First Issue	July 15th	TBD

MECHANICAL SPECIFICATIONS

Publication Trim Size: 8.375" x 10.875"

Ad Dimensions

Full Page: 8.875" x 11.375" (plus bleed)

1/2 Page: 7.375" x 4.875"

1/4 Page: 3.5625" x 4.875"

1/6 Page: 2.3" x 4.875"



Bleed space: 1/8 inch all around

Live matter: at least 3/8" from trim edge.

Reproduction Requirements

All ads must be submitted as high-resolution (press quality) PDF format only.

The resolution of all images should be a minimum of 300dpi at final reproduction size and should be in CMYK format, not RGB.

All fonts must be embedded in the PDF.

Ad Delivery

Please email pigskinpreviewmagazine@gmail.com for upload information.

Please email pigskinpreviewmagazine@gmail.com or call 615.513.7578 with questions.

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