



ABOUT CHATTER

Chatter, an upscale city magazine published on the first day of each month, is about living in Chattanooga. Produced by award-winning writers and editors, *Chatter* combines smart journalism with colorful and elegant graphics to generate engaging features about fascinating residents—while showcasing lifestyle trends in *fashion & beauty, health & fitness, recreation & leisure, home & office, food & wine*, and other consumer-related products.

Aimed at an affluent, educated general audience, approximately 25,600 copies of *Chatter* are mailed each month to subscribers or distributed through book vendors, kiosks and newsstands. Your selling messages in *Chatter* will reach a growing subscriber base as well as the offices of elected officials, chief executives, physicians, attorneys and selected professional organizations.

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

Chatter 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. *Chatter* will produce advertising prototypes upon request.

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

AD SIZES

| | |
|------------------------|------------------|
| Full Page (Image Area) | 7.125" x 10" |
| 2/3 Page | 4.687" x 10" |
| 1/2 Page Horizontal | 7.125" x 4.875" |
| 1/2 Page Vertical | 3.4662" x 10" |
| 1/3 Page Vertical | 2.25" x 10" |
| 1/4 Page Square | 3.4662" x 4.875" |
| 1/6 Page Vertical | 2.25" x 4.875" |

Trim Size: 8.375" x 10.75"
 Bleed (Full Page ads only): 9" x 11.5"

Special sizes will be accepted.
 See account executive for rates.

CONTACT US

For more information about advertising in *Chatter*, please contact:

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