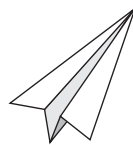
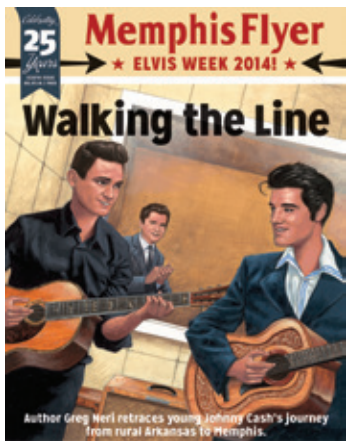


MemphisFlyer



2015 Media Kit

Contemporary Media, Inc. • 460 Tennessee Street, Suite 200, Memphis, TN 38103
901.521.9000 • 901.521.0129 fax • memphisflyer.com



HISTORY

When the *Memphis Flyer* was founded in 1989, few would have predicted that a small weekly upstart would grow into one of the major pillars of news and entertainment in Memphis. Today, more than 20 years later, the *Flyer* is one of the most influential media outlets in the Mid-South.

The *Flyer* has won countless local, regional, and national awards for its forthright journalism and cutting edge politics and entertainment coverage. In its 20-plus years, the *Flyer* has built a stellar reputation for integrity and "telling it like it is." Simply put: The *Memphis Flyer* matters to Memphis — to the man on the street and to the city's movers and shakers.

AUDIENCE

Each week, more than 135,115* readers pick up the *Flyer* from more than 600+ outlets around Memphis and the Mid-South and memphisflyer.com is visited by 70,000** local readers; a weekly audience of over 205,000 readers. The *Flyer* continues to grow, and there's a reason for that: we are locally owned and relentlessly local in our focus and coverage. The *Memphis Flyer* is an essential part of the fabric of Memphis — and always will be. ■

*Source: CVC June 2014 ** Source: Google Analytics January 2015

Every week we distribute **45,000 papers** and have an **audited pick-up rate of 93%***. Week after week. Year after year. Our readers are loyal and they pick up our papers. They reach for the Flyer before a night on the town or with an afternoon coffee. They peruse our pages before heading to the polling station and the shopping mall. They seek out our green boxes, our racks, and our free-standing stacks in **600+** locations all over the Mid-South. *(And when they can't find us in print, they can always find us at memphisflyer.com.)*

*Source: CVC June 2014

Why we believe in free non-forced distribution: Free non-forced distribution is just a fancy way of saying that we put our papers where our readers can find them. Why is this important to you? It means that our readers intentionally pick up our paper every week. Our papers don't just sit in the racks. Our readers don't run over them in their driveways. They don't clog mailboxes or multiply on doorsteps. We have strategically placed the *Flyer* in locations you visit every day – restaurants, grocery stores, office buildings, etc. But don't wait too long – our papers move fast!

BARTLETT	2,550
COLLIERVILLE/ WEST TENNESSEE	1,570
CORDOVA	2,485
DOWNTOWN	7,145
EAST MEMPHIS	12,470
GERMANTOWN	2,170
MIDTOWN	7,135
NORTH MEMPHIS/ FRAYSER/MILLINGTON	935
NORTH MISSISSIPPI	3,770
SOUTH MEMPHIS	4,420
WEST MEMPHIS/ EAST ARKANSAS	300
TOTAL	45,000



JUSTIN FOX BURKS

PRINT

TOTAL WEEKLY DISTRIBUTION **45,000**

AVERAGE READERS PER COPY **3.25**

WEEKLY READERSHIP **146,250**

ONLINE

VISITS PER MONTH **225,000***

UNIQUE VISITORS **170,000**

PAGE VIEWS PER MONTH **500,000**

AVERAGE TIME ON SITE **7 minutes, 54 seconds**

DEMOGRAPHICS

MALE **48****

FEMALE **52**

AVERAGE AGE **39**

AVERAGE ANNUAL HOUSEHOLD INCOME **\$88,000**

HH\$100K+ **28%**

COLLEGE DEGREE **53%**

**Source: Google Analytics, January 2015*

***Source: CVC June 2014*



JUSTIN FOX BURKS

LETTER FROM
THE EDITOR

LETTERS TO
THE EDITOR

THE FLY-BY
*Featuring -
On the Scene,
Fly on the Wall, and
What They Said*

POLITICS

EDITORIAL

VIEWPOINT

COVER STORY

WE RECOMMEND

MUSIC
*With - Local Beat and
Record Reviews*

AFTER DARK
LISTINGS

ARTS & THEATER

BOOK REVIEWS

SPORTS

CALENDAR OF
EVENTS

FOOD NEWS &
LOCALITY GUIDE

FILM & TV
REVIEWS

FILM LISTINGS

CLASSIFIEDS

THE RANT



Exclusive Blogs on MemphisFlyer.com

MUSIC BLOG

FILM/TV/ETC. BLOG

MEMPHIS PREPS

THE BRUCEV BLOG

FLY ON THE WALL BLOG

BEYOND THE ARC

HUNGRY MEMPHIS

TIGER BLUE

MEMPHIS GAYDAR

CALLING THE BLUFF

FLYER NEWS BLOG

POLITICAL BEAT BLOG

STYLE SESSIONS

EXHIBIT M

INTERMISSION IMPOSSIBLE

&TCETERA

FROM MY SEAT

Our Readership

147,469+ Regular Readers
with an average HHI of \$86,230*
66% make above \$50k+ annually



LEFT: JUSTIN FOX BURKS RIGHT: LAUREN RAE HOLTERMANN

Age | Average Age – 39 years

15 % 18-24 years

71 % 25-54 years

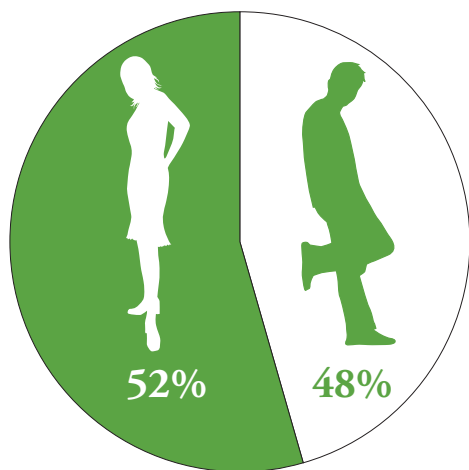
14 % 55+ years

Education

HAVE A COLLEGE DEGREE OR HIGHER 53%

SOME COLLEGE OR HIGHER 78%

**Source: CVC June 2014*



THEY WANT TO KNOW MORE!

Our readers are living active, busy lives and planning purchases — they want to know more.

122,954
regularly plan to go out to eat
& see live entertainment

101,336
plan to purchase prescriptions
and other pharmacy items

95,931
are planning to purchase
women's apparel

85,122
are planning to purchase
women's apparel

Influentials

In 2004 the Roper Institute discovered there were a group of people so powerful that speaking to them became every smart marketer's job number one. Roper called them "influentials." These folks told other people where to eat, who to vote for, what movies to see, what clothes to buy — and, voila, other people listened. Turns out you are twice as likely to find an influential person reading the *Flyer* than not. We always knew our readers were the best — thanks to Roper, we have a study that proves it. ■

ARTS



DINING

SERVICES & PURCHASES PLANNED:

Plan to purchase a
new or used car:

58,099

Plan to purchase a
tv or home electronics:

70,785

Plan to have auto service
(tires, brakes, maintenance, service):

81,069

Plan to take a vacation or travel:

81,069

Plan to take a course or
continue their education:

43,236

Plan to use a tax service:

82,420

**Source: CVC June 2014*

MUSIC



COMMUNITY



LIFESTYLES

MemphisFlyer Calendar — Special Issues



20 UNDER 30
JANUARY 22



HOTTIES
FEBRUARY 12



FASHION
SPRING: MARCH 12
FALL: OCT 8



NCAA
MARCH 19, 26,
APRIL 2



EARTH DAY / GREEN ISSUE
APRIL 16



BEALE STREET MUSIC FESTIVAL
APRIL 30



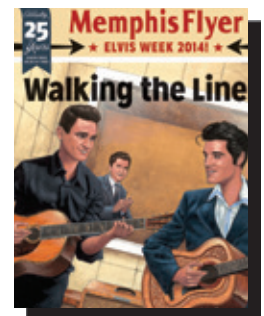
BBQ FEST ISSUE
MAY 14



SUMMER ISSUE / HOT FASHION
JUNE 18



THE LITERARY ISSUE
JULY 9



BACK TO SCHOOL / ELVIS CALENDAR
AUGUST 6



FOOTBALL PREVIEW
AUGUST 27



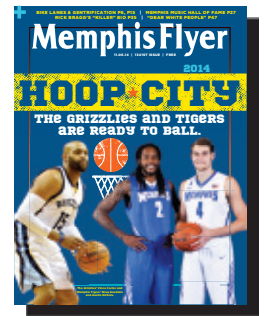
FALL ARTS & MUSIC
SEPTEMBER 10



BEST OF MEMPHIS
OCTOBER 1



INDIE MEMPHIS
OCTOBER 29



HOOP CITY / BASKETBALL PREVIEW
NOVEMBER 5



ALTERNATIVE BLACK FRIDAY
NOVEMBER 26



DOUBLE ISSUE
DECEMBER 24

BAR GUIDE ISSUES

JANUARY 29, APRIL 16, JUNE 4, AUGUST 27, OCTOBER 22, DECEMBER 10

DINING GUIDE ISSUES

FEBRUARY 12, MAY 7, JULY 9, SEPTEMBER 3, NOVEMBER 5

HEALTHY YOU ISSUES

JANUARY 8, MARCH 5, JUNE 11, SEPTEMBER 17

RETAIL THERAPY ISSUES

FEBRUARY 5, MARCH 12, APRIL 23, MAY 21, JUNE 18, JULY 16, AUGUST 6, SEPTEMBER 17, OCTOBER 8, NOVEMBER 19, NOVEMBER 26, DECEMBER 3, DECEMBER 10, DECEMBER 17

ALL ITEMS SUBJECT TO CHANGE - PLEASE CALL FOR UPDATED INFORMATION.
FOR MORE INFORMATION ON ADVERTISING AND EVENT SPONSORSHIP OPPORTUNITIES,
PLEASE CONTACT YOUR ACCOUNT EXECUTIVE AT CONTEMPORARY MEDIA, INC. (901) 521-9000.

“I have advertised solely with the *Memphis Flyer* for over 10 years. The paper alone has helped my business grow tremendously. **I’ve had people approach me numerous times saying that they see my picture EVERYWHERE, and I only advertise with the *Flyer*.** So I KNOW it works!”

Laurie Stark, Realtor, Hobson Realtors



“I trust the *Memphis Flyer* for my weekly print advertising needs. They have the readership that I’m trying to attract, and their customer service is above par. I have found that by changing my ads weekly, and by being creative as the *Flyer* allows, people actually look forward to seeing our newest copy. The *Flyer* has been a solid force behind driving our sales and allowing us to offer a consistent message to the demographic we want to entertain.”

Aldo DeMartino, Owner, Bardog Tavern

“Since 1974, Outdoors Inc., has specialized in outfitting human-powered recreation — custom-fit bicycles, trail running, kayaking, rock climbing, skiing, and snowboarding. Our customers are smart, physically active and recognize exceptional quality and expertise. We carry top lines like The North Face, Patagonia, and Arcteryx. **The *Memphis Flyer* has always reached our customer base quite effectively — that is why we have stayed with the *Flyer* for the past 20 years.**”

Joe Royer, President, Outdoors Inc.

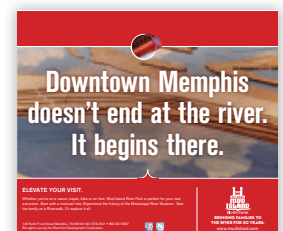


“It continues to amaze me — the loyalty of the *Memphis Flyer* readers. Everywhere I go, I see people reading and discussing what’s going on. **The *Memphis Flyer* is the source for what’s going on in Memphis!** We value our partnership and look forward to many many more years.”

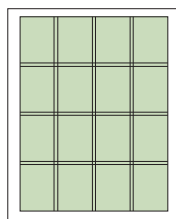
Jocelyn Agnellini Allison
Director of Marketing
Horseshoe and Tunica Roadhouse Casinos

“Personally, I always pick up the *Memphis Flyer* and read it from page to page to know what’s going on around town. **Professionally, the *Memphis Flyer* is one of the most cost effective advertising vehicles I use for my clients.** It always produces results and is very affordable. The ads that I have placed in the *Memphis Flyer* have been very successful in reaching my clients’ goals.”

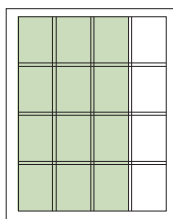
Lisa Hawkins, Media Manager, Red Deluxe



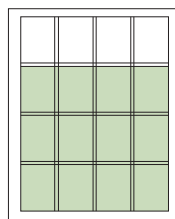
Print



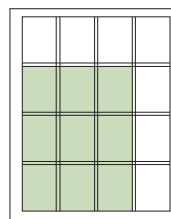
FULL PAGE
(16 units) **9.35 in x 12.4 in**



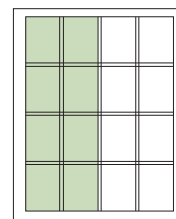
3/4 PAGE VERTICAL
(12 v) **6.975 in x 12.4 in**



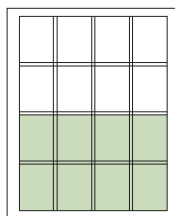
3/4 PAGE HORIZONTAL
(12 h) **9.35 in x 9.25 in**



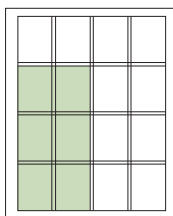
JUNIOR PAGE
(9 units) **6.975 in x 9.25 in**



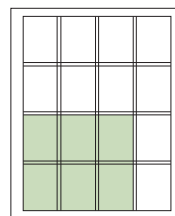
1/2 PAGE VERTICAL
(8 v) **4.575 in x 12.4 in**



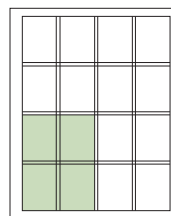
1/2 PAGE HORIZONTAL
(8 h) **9.35 in x 6.1 in**



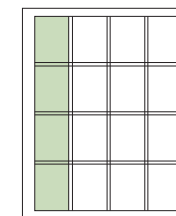
3/8 PAGE VERTICAL
(6 v) **4.575 in x 9.25 in**



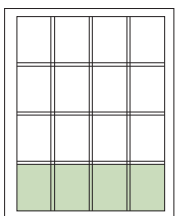
3/8 PAGE HORIZONTAL
(6 h) **6.975 in x 6.1 in**



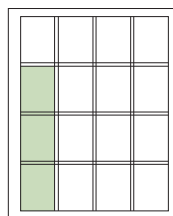
1/4 PAGE SQUARE
(4 s) **4.575 in x 6.1 in**



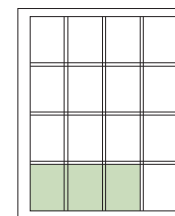
1/4 PAGE VERTICAL
(4 v) **2.2 in x 12.4 in**



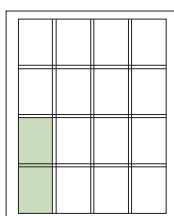
1/4 PAGE HORIZONTAL
(4 h) **9.35 in x 2.95 in**



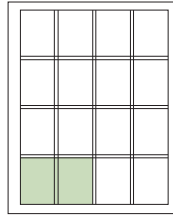
3/16 PAGE VERTICAL
(3 v) **2.2 in x 9.25 in**



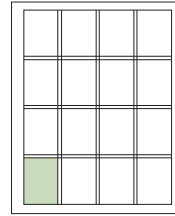
3/16 PAGE HORIZONTAL
(3 h) **6.95 in x 2.95 in**



1/8 PAGE VERTICAL
(2 v) **2.2 in x 6.1 in**



1/8 PAGE HORIZONTAL
(2 h) **4.575 in x 2.95 in**



1/16 PAGE SQUARE
(1 v) **2.2 in x 2.95 in**

Classified



CLASSIFIEDS
6 column grid

Column / Widths

1	1.4
2	2.95
3	4.5
4	6.1
5	7.6
6	9.2



LAUREN RAE HOLTERMANN

Print	Color per insertions	event rate 1-3 weeks	campaign rate 4-12 weeks	frequency rate 13+ weeks
Full	\$150	\$2560	\$2175	\$1535
3/4	\$115	\$2210	\$1880	\$1325
Junior	\$115	\$1800	\$1530	\$1080
1/2	\$75	\$1600	\$1360	\$960
3/8	\$75	\$1225	\$1040	\$735
1/4	\$50	\$835	\$710	\$500
3/16	\$50	\$675	\$575	\$405
1/8	\$30	\$465	\$395	\$280
1/16 page	\$30	\$250	\$215	\$150

Preprinted Inserts \$50 per thousand for full press run



JUSTIN FOX BURKS

Classified Rates

Classifieds:

\$42 per column inch. \$5.50 per line.

Tailspin Rates

Large (11 pt font): **\$25**

18 character maximum

Medium (9.5 pt. font): **\$20**

26 character maximum

Small (7.5 pt. font): **\$15**

40 character maximum

Color \$20 per ad

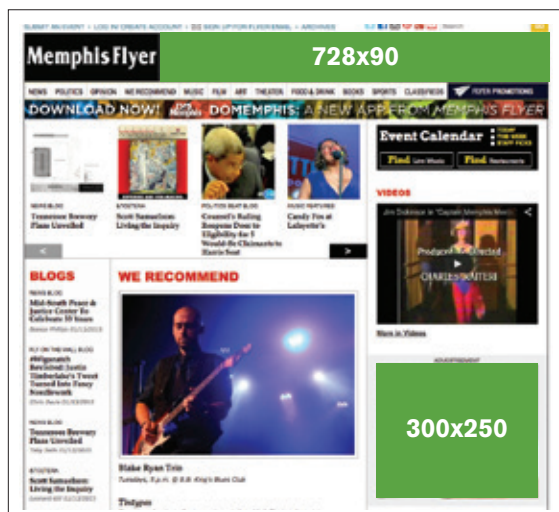
Tailspin example: \$80/week

GONER RECORDS

New/Used LPs and CDs. We buy records!

2125 Young Ave. - 722-0095

Experience brand lift with our Display Advertising Solutions.



We focus on delivering advertising campaigns on memphisflyer.com that increase your brand awareness and drive sales.

Our ROS display ad units include: 300x250 / 728x90 / 160x600

***Rate: \$7.25 cost (net) per thousand impressions (CPM)**
all three sizes are included with your purchase*

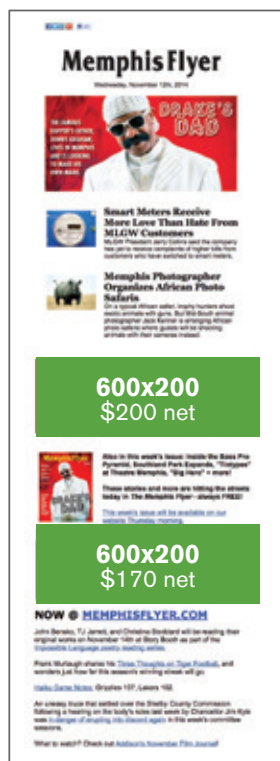
Digital Half-Page Unit

The premium and best-performing ad unit on memphisflyer.com is the **300x600** which is considered a large format ad unit equivalent to a full page print ad.

The 300x600 provides a large area for to get your message across paired with high click-through rates.

Rate: \$10 cost (net) per thousand impressions (CPM)





We mail to our **26,000+** opt-in email subscriber list three times per week:

Tuesday: Food News

Wednesday: This Week's Issue

Thursday: Your Weekend Update

We have two advertising opportunities available on our emails: top placement and middle placement.

Our email advertising units often sell out, so be sure to book early.

600x200 ad unit.

Top placement: \$200 net

Middle placement: \$170 net



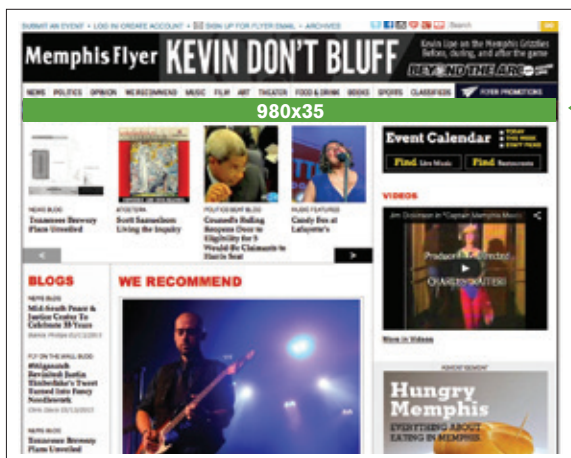
Custom Email Newsletters

We also offer the opportunity to mail your message to our entire email subscriber list. Two subscriber mailings are available per month. Your design may be used, or we can create for you.

Rate \$1,000

**Message is subject to publisher approval.*

Pencilbar



Our pencilbar placement is enormously popular with clients seeking an instant response from readers. It's a placement we use ourselves every year for our Best of Memphis voting campaign. Only one client is accepted at a time, and your pencilbar ad appears on all pages of memphisflyer.com during your run period.

980x35 ad unit. Weekly Rate: \$550 / Daily Rate: \$150

Homepage or Section Takeover

Make an impact on memphisflyer.com homepage or other high-traffic pages with a Takeover. Utilizing all existing ad units on the page, it ensures that users see your brand everywhere they look.

Includes one (1) 728x90, three (3) 300x250, two (2) 160x600, and one (1) 980x35 Homepage only or Section of client's choice, subject to availability.

\$15 CPM

DoMemphis

Our entertainment and events app with **4,500** subscribers and growing.

Promoted Post: \$60/wk

Contests: \$250/wk

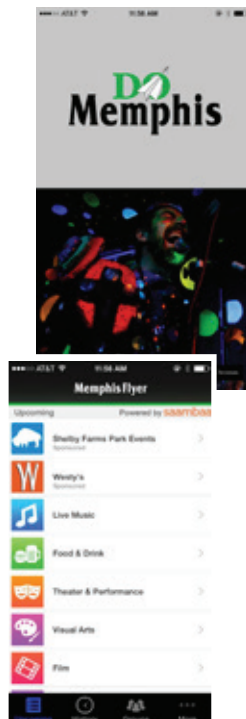
Inline Display:

post ad \$500/mo

channel ad \$800/mo

Promoted Channel: \$800/mo

Ask about our Contest Bundles and our Push Notifications!



m.memphisflyer.com

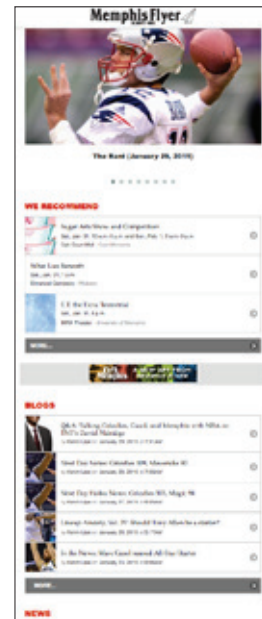
When readers visit our site on their phones, they have the option to choose to read our mobile version AND to save it as an icon on their homescreen.

Two (2) ad units available, 50% share of voice guaranteed.

300x50 ad unit.



\$120 per week

New opportunities on our mobile site are launching in February 2015!



Social Marketing

Post your social update on our social pages. Our social fans and followers are engage with us daily; our Social Media managers carefully curate our messaging. And, we only accept one exclusive sponsored post per medium, per week.

FACEBOOK 	TWITTER 
\$175 18,681 FANS	\$175 29,320 FOLLOWERS

Digital Services



A website health checkup is ALWAYS FREE to our clients.

We also offer consultative services:

- + social media
- + search engine optimization
- + paid search
- + building websites
- + and a lot more!



Extra Charges & Other Options

Guaranteed Placement

15% will be added to the gross charge for all guaranteed placement. Otherwise, ad placement is at the discretion of the publisher.

Preprinted Inserts

Preprinted inserts may be distributed at the net rate of \$50 per thousand for full press run, \$75 per thousand for less than a full press run, single-sheet, 8 1/2" x 11", 50-lb. stock. Rates for other sizes and weights available upon request. Minimum order of 10,000 units.

Sticky Notes

\$60 per thousand 3x3 format. Special deadlines apply.

Print Advertising – The Fine Print

Space Deadline / Cancellations

The *Memphis Flyer* publishes weekly on Thursdays. Space reservations and ad copy must be received Wednesday by 11am (CT), eight days prior to publication. Digital artwork will be accepted until Friday at 5pm (CT), six days prior to publication. Cancellations are not accepted after closing date for space reservations. **Advertising copy from most recent insertion will be run if copy deadline is not met and advertiser will be billed for space.**

Contract Advertising

Failure to complete agreed to contract levels will result in a short rate being applied for actual space used.

Production Requirements

Specs For Sending Ads Electronically

The *Memphis Flyer* is produced digitally. Supplied ads must be a digital file on CD, flash drive, sent via e-mail or uploaded to: memphisflyerads.com

Print Ads - Electronic Files Will Only Be Accepted In Pdf Format

Acrobat PDF must be grayscale or composite CMYK (RGB and spot color will not process correctly), no less than 300 dpi, and all fonts must be embedded. To ensure no problems occur with fonts defaulting, please convert all type to outlines before creating your PDF when working in native applications such as Illustrator or InDesign. If there are any problems with the file, you will be contacted and will be required to send a revised version or the ad will not run.

Digital Ads – Acceptable Formats

Acceptable ad formats are GIF (animated or static) and JPG. Image resolution should be 72 pixels per inch and RGB color. Maximum file size is 1MB. All ads should link to a URL to be provided by client. Video ad file types may include: asf, asx, avi, divx, dv, dvx, m4v, mov, mp4, mpeg, mpg, qt, wmv, 3g2, 3gp, 3ivx and 3vx, and we also support others not listed, ask your account rep for more

details. Rich media creative requires 48 hour advance deadline prior to insertion. Art and design services are available.

E-Mail All Ads To Your Sales Rep And OGuin@MemphisFlyer.com

Please include your company name and the *Memphis Flyer* issue run date in the file name or e-mail text. If the file is larger than 2MB, we ask that the file be uploaded to our ad submission website: memphisflyerads.com.

Print Ads To Be Created Or Altered

Acceptable file formats are InDesign CS, Photoshop CS, and Illustrator CS.

We cannot accept Quark, PageMaker, Publisher, Word, or PowerPoint documents.

All images and logos provided must be 300 dpi. Taking a 72 dpi image and increasing its resolution makes the image pixilated and blurry. If specific fonts are requested, they must be provided. If they are not, we will make every effort to use similar fonts, but they will be replaced by our own. The advertising production staff of the *Memphis Flyer* is available to assist advertisers in ad production from initial concept to finished ad. **Ads to be built or modified will be allowed 3 proofs. Additional fees may be charged after 3 proofs.**



Live Events

The *Memphis Flyer* hosts and co-hosts many public and private events throughout the year that provide excellent live event sampling and sponsorship opportunities.

A few of our favorites scheduled for 2015:

20>30 Celebration 2015 • Best of Memphis 2015

Fall Picnic • 2015 Margarita Wars! • Whiskey Tasting • Summons to Memphis 2015

Ticketing

We are a full-service ticketing services provider and we offer:

- Low service fees for ticket buyers
- Simple, user-friendly purchase experience and checkout
- Full range of ticket delivery options, including free print-at-home and mobile delivery
- Superior, personalized customer service
- Robust dashboard featuring real-time reporting
- Ability to include donations and merchandise sales with ticket purchase
- Scanner app, equipment rentals, and support

