

# The Pulse

Chattanooga's Weekly Newspaper Alternative

*MEDIA KIT*



brewer media

# Brewer Media Difference



- ▶ **Locally Owned & Managed - 23 years in the market**
  - ▶ Twice nominated Chattanooga Area Chamber of Commerce Small Business of the Year
- ▶ **Broad Base of Media Assets**
  - ▶ We provide the ability to deliver a comprehensive media campaign
- ▶ **Each Property Delivers a Niche Audience**
  - ▶ We provide the ability to effectively target key demographics
- ▶ **Active in the Community**
  - ▶ In 2010 alone, we provided more than a million dollars in support to local charitable organizations through in-kind sponsorship
- ▶ **Creative and Committed Staff**
  - ▶ Unrivaled creative synergy between media properties
  - ▶ Ongoing training in new media technologies
- ▶ **Subscribe to Ratings and Qualitative Tools**
  - ▶ Arbitron
  - ▶ Scarborough Research
- ▶ **Industry Members**
  - ▶ TAB (Tennessee Association of Broadcasters)
  - ▶ RAB (Radio Advertising Bureau)
  - ▶ AAN (Association of Alternative Newsweeklies)



brewer media



# About Us



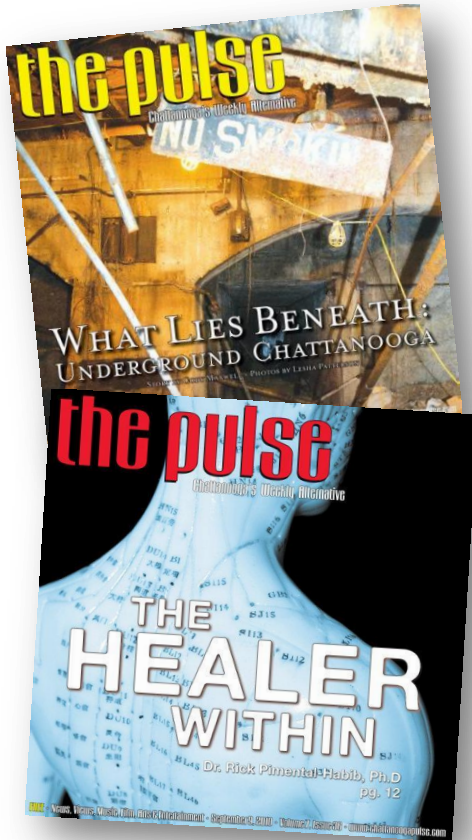
## ▶ Engaging Content - Influential Readers.

- *The Pulse* is Chattanooga's premier alt-weekly newspaper and gives us a newsprint presence on the streets in more than 240 distribution points all over Chattanooga reaching over 36,400 influential readers.
- When it comes to making “cultural buying decisions,” Influentials who read *The Pulse* are more dependent on editorial (both reviews and feature articles) and advertising rather than both the general public and Influentials as a whole.
- Culture, in almost every sub-category defined in the survey, is more important to Influentials who read *The Pulse* than to the general public or Influentials as a whole.
- The Pulse Readers consume and recommend cultural activities at a much greater rate than the general public or Influentials as a whole.
- Readers know they can trust *The Pulse* to provide the highest quality entertainment, art and culture news, while also providing fantastic columnists such as Life in the ‘Noog, On the Beat , and Shrink Rap.



brewer media

# The Pulse Advantage



- Most complete arts and entertainment coverage in the city with the biggest and best weekly calendars, including our Live Music Calendar and Local Arts & Entertainment Calendar.
- Targets desirable demographic: active adults with higher-than-average income levels and higher-than-average education levels.
- The Pulse influences where readers go, what they do, and where and how they spend their dough. Your ad gets seen by people with disposable income.
- Special Issues like “State of the Arts”, “The Dining Guide”, and “Holiday Guide” are kept and referred to again and again throughout the year.
- Basic graphic design and concept of ads is included in the price. We work hard to make sure your ad looks good.
- The Pulse boasts a well-designed, easy to read, tabloid format. Your ads don’t get lost as they do in the big daily papers.
- The Pulse management is experienced, committed to quality product and community-oriented. They Pulse is locally owned and operated.



# What Are Influentials Interested In?

The Influential readership of The Pulse consume fashion, food and entertainment at a much higher percentage rate than the general population. They spread your message and **influence** others to follow their lead when it comes to what to buy, where to eat and how to be entertained. The Pulse is at the forefront of these important potential customers.

	Alternative Weekly Readers	General Population
<b>Restaurants &amp; Dining</b>		
% of readers who are interested in Restaurants & Dining compared to the general population:	41.3%	29.5%
<b>Fashion Trends</b>		
% of readers who are interested in fashion trends compared to the general population:	23%	14%

<i>Recommends Often</i>	Alternative Weekly Readers	General Population
Fashion	19%	6%
Bar/Lounge	21%	10%
Restaurants	56%	45%
Live Music/Concerts	32%	14%

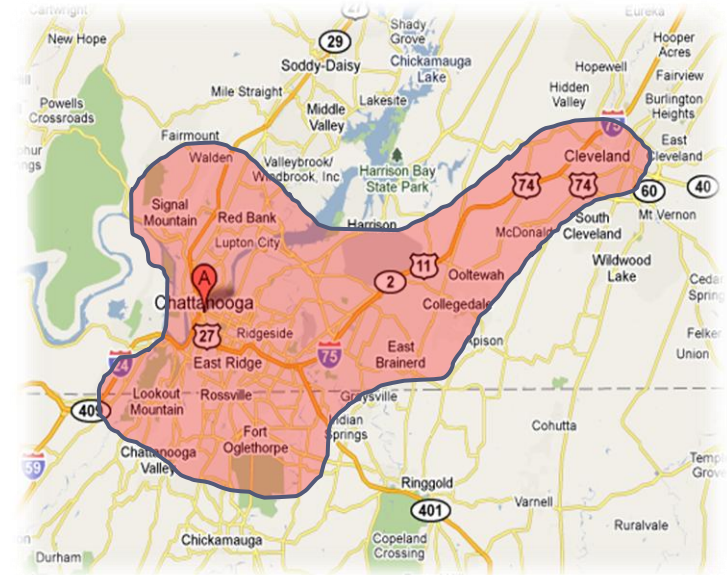


# Our Circulation



## Distribution Points

- Downtown Chattanooga
- North Shore
- Hixson
- Signal Mountain
- Brainerd
- East Brainerd
- Shallowford
- East Ridge
- Red Bank
- UTC
- Chattanooga State Campus
- St. Elmo
- Highway 58
- Battlefield Parkway
- Fort Oglethorpe
- Cleveland



The Pulse has over 240 distribution points all over Chattanooga reaching over 36,400 influential customers.



brewer media

# The Pulse 2011 Calendar

**2011 Holidays**

- 01/01: New Year's Day
- 01/17: M L King Day
- 02/14: Valentine's Day
- 02/21: President's Day
- 03/09: Ash Wednesday
- 03/17: St. Patrick's Day
- 04/01: April Fool's Day
- 04/22: Earth Day
- 04/24: Easter
- 04/27: Administrative Professional's Day
- 05/05: Cinco de Mayo
- 05/08: Mother's Day
- 05/30: Memorial Day
- 06/19: Father's Day
- 07/04: Independence Day
- 09/05: Labor Day
- 10/31: Halloween
- 11/11: Veteran's Day
- 11/24: Thanksgiving Day
- 12/24: Christmas Eve
- 12/25: Christmas Day
- 12/31: New Year's Eve

January 2011

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

February 2011

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

March 2011

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

April 2011

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

May 2011

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

June 2011

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

July 2011

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

August 2011

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

September 2011

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

October 2011

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

November 2011

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

December 2011

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

**2011 Special Issues**

- 01/06: Health /Beauty/Fitness
- 02/03: Annual Sex Survey
- 03/31: Eco Expo
- 04/28: CHOW Dining Guide (Spring)
- 05/26: Summer Guide
- 07/28: State of the Arts
- 09/29: Halloween Guide
- 10/27: Halloween
- 11/03: Holiday Guide
- 11/10: Holiday Guide
- 11/17: Holiday Guide
- 11/24: Holiday Guide
- 12/01: Holiday Guide
- 12/08: Holiday Guide
- 12/22: Christmas
- 12/29: Annual Top Ten



# Production Guidelines

**FORMAT:** The Pulse is a tabloid publication (11.375" x 11.5" size). All photos are at an 85 line screen maximum. **The Pulse is also printed in full color.**

**DISK:** All disks must be in Macintosh format and may be either Zip or CD

**DIGITAL FILES:** Quark, InDesign & Pagemaker files **MUST** include in a separate folder all fonts and images used in the file. Illustrator and Freehand please embed other EPS AND TIFF files and convert fonts to outlines. Photoshop files must be at least 200 dpi and CMYK, TIF format. All fonts used in advertisement must be included with file. Pulse will not be held responsible for color shifts due to conversion from spot or RGB to CMYK. *Acrobat PDF files must have fonts embedded.*

All supporting photographic files should be saved in EPS or TIFF format (no LZW compression or JPG) at 200 dpi, at size. Vector files should have all type converted to outlines and imbedded images be 200 dpi. Line art files (black-and-white, no gray) should be saved as TIFF format at 300 dpi.

**FONTS:** Please include all fonts used, and a font report when applicable in a separate FONTS folder, unless fonts have been converted to paths. PC files must have fonts outlined. Fonts must be embedded when sending a PDF format.

**PROOFS:** Hard-copy black-and-white or color proofs must be provided with all materials submitted. Pulse will not be responsible for color if a color proof is not provided.

**COLOR:** Convert all custom spot, RGB or PMS color to 4-color CMYK process.

**ELECTRONIC SUBMISSION OF ADS:** Ads are accepted electronically as a convenience for our clients. Please keep file size below 10 MB. Due to unforeseen electronic email or internet problems that can arise, to guarantee ads arriving on time we recommend sending by CD or Zip disk.

Ads can be emailed to [creative@chattanoogapulse.com](mailto:creative@chattanoogapulse.com). If you are unsure of which files or programs we might support

## DISPLAY AD SIZES w x h (decimal equivalents)



Full Page  
10.626 x 10.63



1/4 Page Horizontal  
10.626 x 7.76



1/4 Page Vertical  
7.94 x 10.4



1/2 Page Horizontal  
10.626 x 5.135



1/2 Page Vertical  
5.25 x 10.4



1/4 page Box  
5.25 x 5.135



1/4 Page Horizontal  
10.626 x 2.515



1/4 Page Vertical  
2.563 x 10.4



1/8 Page H: 5.25 X 2.515  
1/8 Page V: 2.563 X 5.135



# 2011 Rate Card



## Display Advertising

SIZE	1X	4X	8X	13X	26X	52X
Full	\$740	\$665	\$600	\$550	\$490	\$445
3/4	\$640	\$565	\$520	\$470	\$425	\$390
1/2	\$515	\$465	\$420	\$410	\$375	\$340
1/4	\$315	\$285	\$260	\$235	\$210	\$195
1/8	\$185	\$165	\$150	\$135	\$125	\$115

Rates are non-commissionable net to publisher and for consecutive schedules only.

**Alternate Week Rates:** The following options are available to advertisers wishing to place their ad on an every-other-week or once-per-month basis: (1) 13 ads run every other week will earn the eight-time insertion rate. (2) 26 ads run every other week will earn the thirteen-time insertion rate. (3) 13 ads run once per month will earn the four-time insertion rate.

### ADVERTISING DEADLINES

Ads Requiring Proofs: Wednesday, 5 p.m. (7 days prior publication)  
 Space Reservations: Thursday, 5 p.m. (6 days prior publication)  
 Nonproof Deadline: Friday, 5 p.m. (5 days prior publication)  
 Camera Ready Ads: Friday, 5 p.m. (5 days prior publication)  
 Cancellations: Wednesday, 5 p.m. (7 days prior publication)

For any advertisement requiring a proof, all materials must be received by Pulse's Production Department no later than 5 pm Wednesday, seven days prior to publication. Final proof deadline for all advertisements is noon on Monday.

The Pulse assumes no liability for errors in advertisements caused by not adhering to the proof guidelines written above.

**GUARANTEED POSITIONING:** Available for a 15% surcharge on the applicable earned contract rate (minimum ad size 1/4 page).



brewer media

# The Pulse Weekly Testimonials



"AVA wishes to thank Brewer Media for its support of the 4 Bridges Arts Festival as our official Media Sponsor in 2010. The value of this partnership was exceptional in several ways. First, the festival had a record year, with the highest attendance and best art sales ever! We know this is due to the comprehensive and creative advertising strategy that Brewer managed for us. With the ability to combine print, radio and Internet advertising, Brewer was the only company that could deliver our message with such high impact. Second, the relationship with the Brewer Media staff could not have been better. Each staff member we worked with was talented, professional and diligent. Third, Brewer honestly values the things that make Chattanooga a better place for all. A company that supports activities, such as the 4 Bridges Arts Festival, that serve the purpose of strengthening Hamilton County's cultural vitality, is a company that should be recognized as a great asset to this community. We want to recognize Brewer Media as an outstanding partner and a great supporter of the arts.

*Katie Boerema*  
AVA Public Relations Specialist  
AVA

"I completely love the pulse. I think that you are a great publication, and I know that our customers enjoy being able to come into our store and be able to grab a pulse as they're walking in. I know that I see people reading it in the café area and they really enjoy your publication, so thank you."

*Abby Shipley*  
Community Relations Coordinator  
Earth Fare

"Pulse is a great outlet. You guys have numerous ways of getting our messages out there, so it's just a great avenue to do that. We've had good response for our voucher books thanks to you guys."

*Pete Intza*  
Chattanooga Lookouts

"My wife Ciari and I have very much enjoyed our 11 month assignment in Chattanooga, helping the Chattanooga Area Chamber of Commerce with its CAN DO 2011-2015 economic growth initiative. One of the very pleasant surprises we discovered in Chattanooga has been the weekly published by Brewer Media, "The Pulse." We have found a wonderful balance of arts and entertainment news, food and festival information, and advertisements from many of the "happening" places in Chattanooga. We enjoy the many columns written by several excellent writers, especially those about important community topics. Congratulations, Brewer Media, on an interesting and informative publication.

*Bob Johnson*  
Chattanooga CAN DO 2011-2015 Campaign Director



brewer media

