

# SECOND & COMMERCE

HISTORY  
ARTS  
CULTURE



## ADVERTISING OPPORTUNITIES

A PUBLICATION OF THE **CUSTOMS HOUSE MUSEUM & CULTURAL CENTER**

Clarksville-Montgomery County, Tennessee

# SECOND & COMMERCE



For nearly 40 years, the Customs House Museum & Cultural Center has been a pillar of the Montgomery County arts community. The architecturally astonishing 1898 Federal Post Office building stands tall at the corner of South Second and Commerce Streets in the heart of Downtown Clarksville, serving as an iconic symbol of the city and its rich history. The Museum continues to evolve with its community, hosting a diverse range of exhibits, enriching programs and cultural events.

## *History, arts and culture intersect at the corner of SECOND & COMMERCE.*

That's why it's the title of a new quarterly magazine published by the Customs House Museum & Cultural Center. In this publication, we foster creativity and champion our area's unique cultural diversity. SECOND & COMMERCE expands the Museum's mission through supporting the arts community, exploring local history and telling stories about the past, present and future of Clarksville.

*A community as steeped in history as ours, and with such a vibrant arts tradition, deserves to have its unique culture shared and celebrated.*

*SECOND & COMMERCE quarterly magazine is dedicated to doing just that.*

-Dee Boaz, Retired Editor of  
The Leaf-Chronicle

### *Editorial Pillars*

**ARTS**  
**HISTORY**  
**INTERVIEW**  
**EXHIBIT SPOTLIGHTS**  
**COLLECTIONS SPOTLIGHTS**

### *Our Readership*

**Community Minded**  
**Curious**  
**Engaged**  
**Creative**  
**Passionate**

### *Upcoming Features*

**Looking Back: 80 Years of Fort Campbell**

**Dr. Robert Burt & The Infirmary**

**Bennett Prize Winner Profiles**

**Flying High Signature Artist Profiles**

**Clarksville's LGBTQIA+ History - Collection Acquisition**

**Montgomery County's Last Surviving Rosenwald School Building**

**Artist Ludie Amos & Tennessee's Craft Scene**

**Explorers Landing Renovation - The Evolution of an Exhibit**

**Clarksville's Tobacco History**

AD SIZE	AD COST	ANNUAL COST*
Back Cover	\$1750	\$7000
Inside Cover	\$1750	\$7000
Full Page	\$1500	\$6000
1/2 Page	\$750	\$3000
1/4 Page	\$375	\$1500

*All advertising is sold as an annual package.  
\*Contracts pre-paid in full receive a 5% discount.*

ISSUE	AD DUE	PUBLISHED
January 2022	<b>November 19</b>	January 1
April 2022	<b>February 18</b>	April 1
July 2022	<b>May 20</b>	July 1
October 2022	<b>August 19</b>	October 1

### *Print & Digital Distribution*

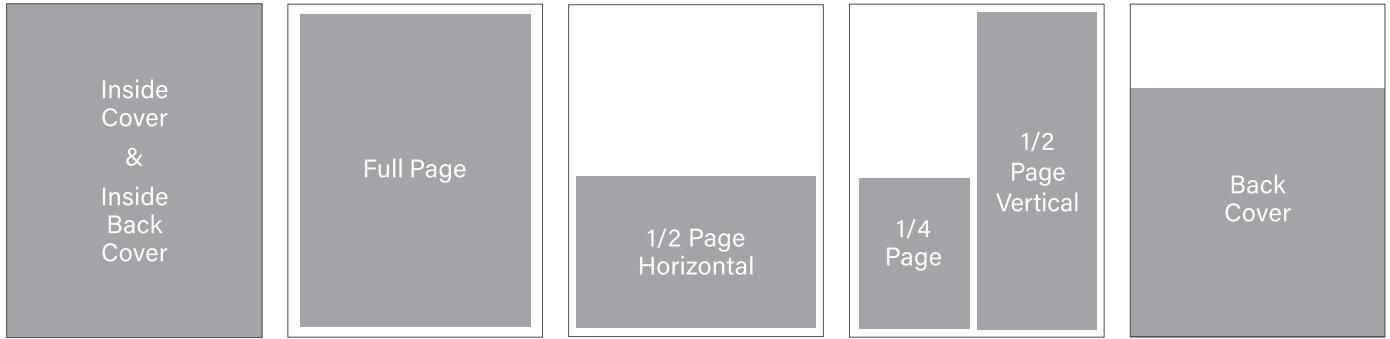
Each issue of this complimentary publication has an initial production run of 4,000 copies that are mailed to Museum members and distributed to strategic locations around Clarksville. Advertisers receive print copies to distribute at their place of business.

A digital version is available on the Customs House Museum & Cultural Center website, reaching an even wider and more diverse audience. The interactive online flipbook includes the ability to link directly to your organization's website or social media.

### *Museum Reach*

Museum Membership: **1,400+**  
Annual Website Visits: **23,200**  
Social Media Followers: **8,500**  
Annual Museum Visitors: **25,000**

# Ad Specifications



AD SIZE	LIVE AREA	w/.125" BLEED
Back Cover	8.5 x 8.5"	8.75 x 8.75"
Inside Cover	8.5 x 11"	8.75 x 11.25"
Full Page	7.5 x 10"	n/a
1/2 Page Horizontal	7.5 x 5"	n/a
1/2 Page Vertical	3.625 x 10"	n/a
1/4 Page	3.625 x 5"	n/a

## Editorial & Advertising Policy

1. All advertisements are independent from editorial decisions. The Museum does not endorse any product or service marked as an advertisement or promoted by a sponsor in the Magazine. Editorial content is not compromised by commercial or financial interests, or by any specific arrangements with advertising clients or sponsors.
2. The purpose of this publication is to extend the Museum's vision of exposing the widest audience possible to the creativity and ingenuity of the human spirit through art, science and history within the context of cultural diversity. Ads must be consistent with this mission.
3. Advertisements may not be deceptive or misleading and must be verifiable. Advertisements should clearly identify the advertiser and the product or service being offered. Exaggerated or extravagantly worded copy will not be allowed. Advertisements will not be accepted if they appear to be indecent or offensive in either text or artwork.
4. The publication will consist of no less than 32 pages in magazine format. The number of pages can be altered at the discretion of the Editorial Committee.
5. All advertising and editorial content must be received prior to the established deadline, as laid out in the current publication dates and deadlines notification.

## File Preparation

**Print-ready** files should be created to exact ad dimensions.

### Accepted File Types

Only high-resolution PDFs, eps, tif or jpg files will be accepted.

### Resolution

Minimum of 300 dpi

### Color Space

Our publication is printed in CMYK. Files containing RGB or spot colors will be converted to CMYK which may cause an undesired shift in color appearance.

### Delivery

Please send complete ads and contact information to [becky@customhousemuseum.org](mailto:becky@customhousemuseum.org).

## Contact

**Becky Wood**

*Managing Editor*

931-648-5780 ext. 2024

[becky@customhousemuseum.org](mailto:becky@customhousemuseum.org)