

# SECOND & COMMERCE

## ADVERTISING OPPORTUNITIES



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

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
April 2024	<b>February 23</b>	April 15
July 2024	<b>May 24</b>	July 15
October 2024	<b>August 30</b>	October 15
January 2025	<b>November 22</b>	January 15

### *Distribution & Readership*

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

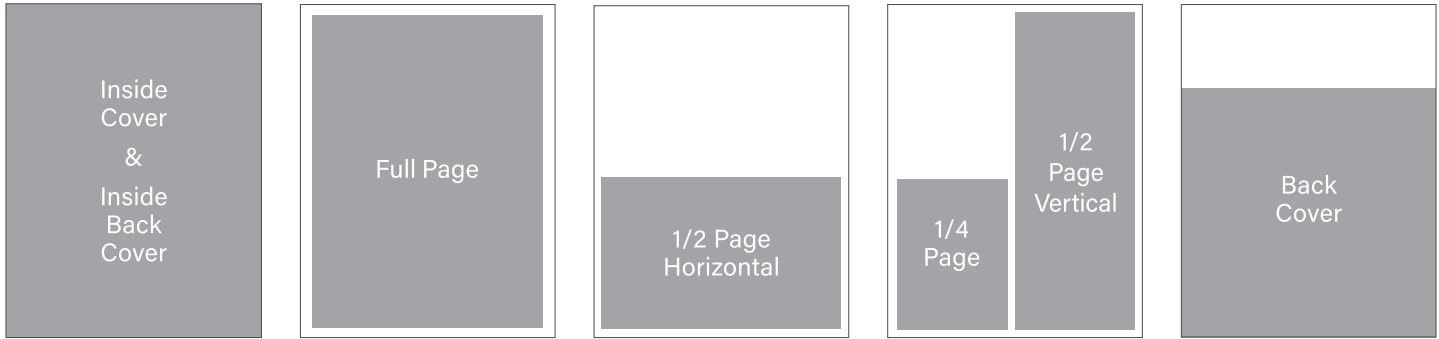
A digital version is available on the Customs House Museum & Cultural Center website, reaching an even wider and more diverse audience. New issues are shared with Museum members and followers by email and on social media channels throughout each quarter. The Issuu interactive online flipbook includes the ability to link directly to your organization's website.

Our curious and creative readers are engaged members of Montgomery County with a demonstrated interest in local art, history and community building.

### *Museum & Publication Reach*

Museum Membership: **2,300+**  
Annual Website Visits: **46,400+**  
Social Media Followers: **11,500+**  
Issuu Impressions: **15,000+**  
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@customshousemuseum.org](mailto:becky@customshousemuseum.org).

## Contact

**Becky Wood**

*Managing Editor*

931-648-5780 ext. 2024

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