

SECOND & COMMERCE

HISTORY
ARTS
CULTURE



MEDIA KIT

THIS PUBLICATION IS A COLLABORATION BETWEEN CUSTOMS HOUSE MUSEUM AND BURCHETT MEDIA
Clarksville-Montgomery County, Tennessee

ADVERTISING OPPORTUNITIES

The Customs House Museum & Cultural Center's mission is to collect, preserve, interpret, and share the creativity and ingenuity of the human spirit for audiences today and into the future. For over 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 commands 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. From its inception, the Customs House Museum & Cultural Center has been committed to serving this diverse community and continues to evolve, hosting an ever-changing range of exhibits, enriching programs, and cultural events. This commitment is reflected through a broad spectrum of services, one of which is the SECOND & COMMERCE magazine. The arts, history, and culture magazine is distributed for free throughout Clarksville, Montgomery County, and Fort Campbell.



AD SIZE	AD COST	ANNUAL COST*
Back Cover	\$3,000	\$12,000
Inside Front Cover	\$2,000	\$8,000
Inside Back Cover	\$2,000	\$8,000
Full Page	\$1,500	\$6,000
1/2 Page	\$900	\$3,600
1/4 Page	\$500	\$2,000

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

Annual Museum & Publication Reach

Museum Membership: 1,400+

Website Visits: 225,500+

Social Media Followers: 14,000+

Online Impressions: 144,200+

Museum Visitors: 39,000+

ISSUE	AD DUE	PUBLISHED
Vol. 6 No. 1	Oct. 15	Dec. 1
Vol. 6 No. 2	Jan. 10	March 1
Vol. 6 No. 3	Apr. 1	June 1
Vol. 6 No. 4	Jul. 15	Sept. 1

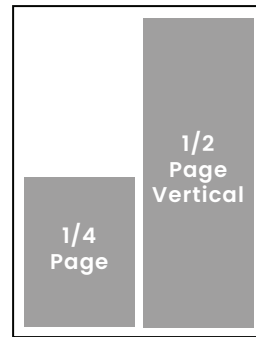
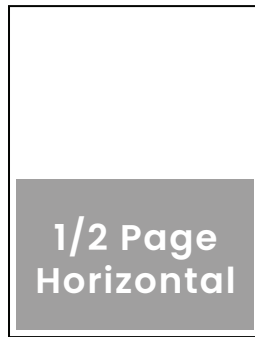
Distribution & Readership

Each issue of this complimentary publication has a production run of 5,000 copies that are mailed to all museum members and distributed to strategic locations around Clarksville and Fort Campbell. 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 Publue interactive online flipbook includes the ability to link directly to your organization's website and add video content to your advertisement.

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

PRINT-READY AD FILE SUBMISSION GUIDELINES:



AD SIZE	LIVE AREA	W/.125" BLEED
Back Cover	8.5 x 8.5"	8.75 x 8.75"
Inside Front Cover	8.5 x 11"	8.75 x 11.25"
Inside Back 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

File Preparation

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

Accepted File Types

Only high-resolution PDFs, EPS, TIFF 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 wally@burchettmedia.com

ADS CREATED BY CUSTOMS HOUSE MUSEUM:

High-Resolution Images & Logos

JPG or TIFF in CMYK mode, at least 300 dpi, large enough to print at 100%. We can convert any files you give us from RGB to CMYK if needed. If you have a full-page ad, please make sure the image is large enough to fill the page at 100%.

Ad Copy

Must be supplied in an editable format (e-mail or Word doc accepted).

Design Fees

Back Cover or Inside Covers: \$400
Full Page: \$300
1/2 Page: \$200
1/4 Page: \$100

Mockup (Optional)

If you have a specific design you'd like to have us follow, please send a draft of the layout.

Please Note:

Monitors and printers vary from brand to brand; supplying the proper match print is required for color accuracy. Color inaccuracies on ads for which a match print is not supplied are the responsibility of the advertiser. Therefore, due to printer and monitor variations, draft colors may look different to you than the final product.

Contact:

Wally Burchett
Owner/President
Burchett Media
325 Fairway Drive
Clarksville, TN 37043
(615) 717-5700 Mobile
Email – wally@burchettmedia.com

Second & Commerce...

An Award Winning Publication

- Southeastern Museum Conference (SEMC) Showcase Winner 2024
 - SEMC Bronze Level Magazine 2024
 - Tennessee Association of Museums Superlative Publication 2024
 - Trifecta Award of Excellence for Publication 2022
 - Printing Industry Association of the South (PIAS) Best Graphics Award 2022
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Editorial & Advertising Policy

1. All advertisements are independent from editorial decisions. Burchett Media and the Customs House Museum & Cultural Center do 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 publications dates and deadlines notification.

Contact:

Wally Burchett
Owner/President
Burchett Media
325 Fairway Drive
Clarksville, TN 37043
(615) 717-5700 Mobile
Email – wally@burchettmedia.com

ADVERTISER NAME:

ADVERTISING PLACED ON BEHALF OF (IF DIFFERENT FROM ABOVE):

OWNER/AUTHORIZED REPRESENTATIVE:

ADDRESS:

CITY:

STATE:

ZIP:

PHONE:

EMAIL:

PAYMENT PREFERENCE

Full annual payments receive 5% off the total annual cost of any ad size.

☐ INVOICE

If you would like to be invoiced, you will receive an invoice by email and in the mail at the address provided.

☐ CHECK

INVOICING

☐ QUARTERLY

Please make checks payable & mail to: **Burchett Media**
325 Fairway Drive
Clarksville, TN 37043

☐ ANNUALLY

ADVERTISING COPY CONTRACT INFORMATION (IF DIFFERENT FROM ABOVE)

CONTACT NAME AND TITLE:

PHONE:

EMAIL:

ADVERTISING DETAILS

AGREEMENT TERM:

1ST INSERTION ISSUE:

AD SIZE

☐ BACK COVER

☐ INSIDE FRONT COVER

☐ INSIDE BACK COVER

☐ HALF PAGE HORIZONTAL

☐ HALF PAGE VERTICAL

☐ FULL PAGE

☐ QUARTER PAGE

Client Signature

Burchett Media Signature

Printed Name

Printed Name

Date

Date

ADVERTISING AGREEMENT

TERMS & CONDITIONS

The following are certain terms and conditions governing advertising published in Second & Commerce magazine (the "Magazine") published by Burchett Media (the "Publisher"). Submission of insertion order for placement of advertising in the Magazine constitutes acceptance of the following terms and conditions.

- 1. PAYMENT:** Payment is due within 30 days of receipt of invoice.
- 2. CONTENT:** Publisher reserves the right to censor, reject or refuse any advertising copy in Publisher's sole discretion. No change in advertising copy shall be made without Client's prior consent. See Editorial/Advertising Policy for additional notes on content.
- 3. PLACEMENT:** The Publisher has the right to insert the advertising anywhere in the magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of any magazine (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher will attempt to keep the same running order of advertisements in the digital edition as they appeared in the print edition, but the Publisher does not make any adjacency guarantees or other promises regarding competitive separation of the positioning of any advertisements in the digital edition. The Publisher's inability or failure to comply with any condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.
- 4. DEADLINE:** Print-ready ad materials are due 6 weeks prior to publication date.
- 5. INDEMNIFICATION:** Client assumes full responsibility and liability for the content of all advertised copy submitted, printed and published under this Agreement and shall indemnify and hold Publisher harmless from and against all demands, claims or liability.
- 6. PUBLISHER'S LIABILITY:** Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed pursuant to an insertion order that is caused by, or arising from, an act of God, accident, fire, strike, terrorism or other occurrence beyond Publisher's control. Publisher is not liable for any failure or delay in publishing in the Magazine any advertisement submitted to it. Publisher does not guarantee positioning of advertisements in the Magazine, is not liable for failure to meet positioning requirements and is not liable for any error in key numbers. The liability of Publisher for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the advertising space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special, or incidental damages, including, but not limited to, lost income or profits.

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