



Mission:

Southern Exposure Magazine is a favorite source of information in Williamson County among our loyal readers. The much anticipated publication highlights stories of the people and places that matter focusing on local businesses, unsung heroes, community non-profits and celebrity profiles. Celebrating 20 years, Southern Exposure Magazine is the longest running magazine in Williamson County.

Since its inception, Southern Exposure Magazine has been locally owned and operated. Under the umbrella of CMD Publishing, The Williamson Herald and Southern Exposure Magazine's mission is to deliver Local News at the highest quality, engage our community and celebrate the wonderful place that we all live, work and play.



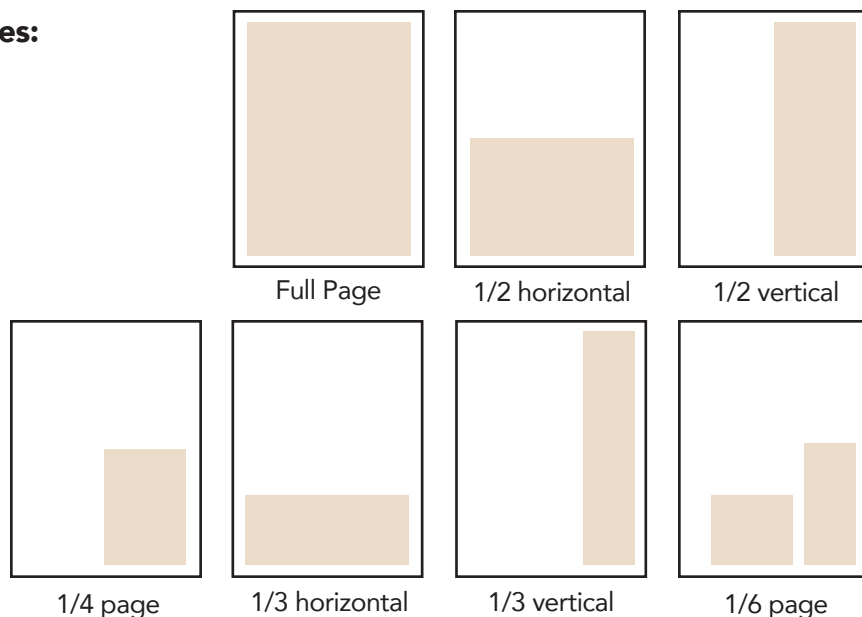
Facts about Southern Exposure Magazine...

- SEM publishes six (6) issues per year
- Full color quality format

Distribution information

- 10,000 copies inserted into the Williamson Herald
- 4,000 direct-mailed to high income neighborhoods
- 1,000 direct-mailed to Southern Exposure Magazine subscribers
- 3,000 to be placed at strategic destinations throughout Williamson County (available at no charge for a limited time)

Ad sizes:



For more info, contact your sales representative.

Ad Rates*

| | 3x | 6x |
|--------------------|---------|---------|
| Full Page | \$1,350 | \$1,150 |
| Half Page | \$900 | \$765 |
| Third Page | \$775 | \$650 |
| Quarter Page | \$550 | \$470 |
| Sixth Page | \$400 | \$300 |

* Note: All ads designed by the SEM staff will be charged 5% of the per issue ad price. SEM reserves the right to change our terms and rates at any time without prior notice. Also, no verbal agreements will be honored on any rate or terms.

Special Placement

| | 1x | 3x |
|--------------------------|---------|---------|
| Back Cover | \$1,600 | \$1,500 |
| Inside Back Cover | \$1,450 | \$1,250 |
| Inside Front Cover | \$1,450 | \$1,250 |

Restaurant Spotlight:

Commit to 3 consecutive 1/4 page ads at \$550 each. Includes 2 full pages of editorial and photos.

Business Feature

Available for 6x contract advertisers
6 quarter page ads at \$575 a piece \$3,450 per year

Let Southern Exposure Magazine writers feature your business! SEM staff members will write an article highlighting the benefits and products of your business or service. Articles run approximately 1,000 words and allow for 2-3 photographs. Your business name will be featured prominently in the SEM Table of Contents on page 3 of that issue. Your business article will also be featured on the SEM website for tenure of that issue. Advertorials are subject to the Publisher's discretion.

| Ad Size | Width | Depth |
|---------------------------|--------|---------|
| Full Page** | 8.375" | 10.875" |
| 1/2 page horizontal | 7.375" | 4.85" |
| 1/2 page vertical | 3.61" | 9.875" |
| 1/3 page horizontal | 7.375" | 3.22" |
| 1/3 page vertical | 2.35" | 9.875" |
| 1/4 page | 3.61" | 4.85" |
| 1/6 page horizontal | 3.61" | 3.22" |
| 1/6 page vertical | 2.35" | 4.85" |

** Trim size for a full page ad. Please add .125" bleed on all sides of your submitted ad. Bleed size for a full page ad is 8.625" x 11.125". Keep all important information and QR codes no closer than 1/4" from the TRIM size edge. Back cover specs are the same as a full page. All files should be saved as CMYK.

* All editorial is subject to Publisher's discretion.



SEM February/March

BLACK HISTORY

Ad Commitment Deadline: **Friday, January 17th**

Camera-Ready Artwork Deadline: **Monday, January 20th**

Release Date: **Thursday, February 13th**



SEM August/September

FOOD ISSUE

Ad Commitment Deadline: **Friday, July 11th**

Camera-Ready Artwork Deadline: **Monday, July 14th**

Release Date: **Thursday, August 7th**



SEM April/May

SPRING

Ad Commitment Deadline: **Friday, March 14th**

Camera-Ready Artwork Deadline: **Tuesday, March 17th**

Release Date: **Thursday, April 11th**



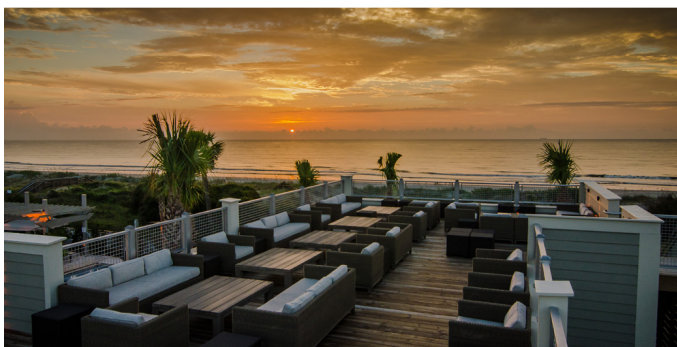
SEM October/November

REAL ESTATE

Ad Commitment Deadline: **Thursday, September 12th**

Camera-Ready Artwork Deadline: **Monday, September 15th**

Release Date: **Thursday, October 9th**



SEM June/July

SUMMER

Ad Commitment Deadline: **Friday, May 16th**

Camera-Ready Artwork Deadline: **Monday, May 19th**

Release Date: **Thursday, June 12th**



SEM December/Holiday

CHRISTMAS

Ad Commitment Deadline: **Friday, November 7th**

Camera-Ready Artwork Deadline: **Monday, November 10th**

Release Date: **Thursday, December 4th**