



2010 Marketing Plan

The Pulse ~ Chattanooga's Weekly Newspaper Alternative



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Brewer Media Difference

- ▶ **Locally Owned & Managed - 20 years in the market**
 - ▶ Recently 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 2008 alone, we provided more than half 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)



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About Us



▶ The Pulse ~ Chattanooga's Weekly Alternative

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 32,000 influential customers.

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 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.

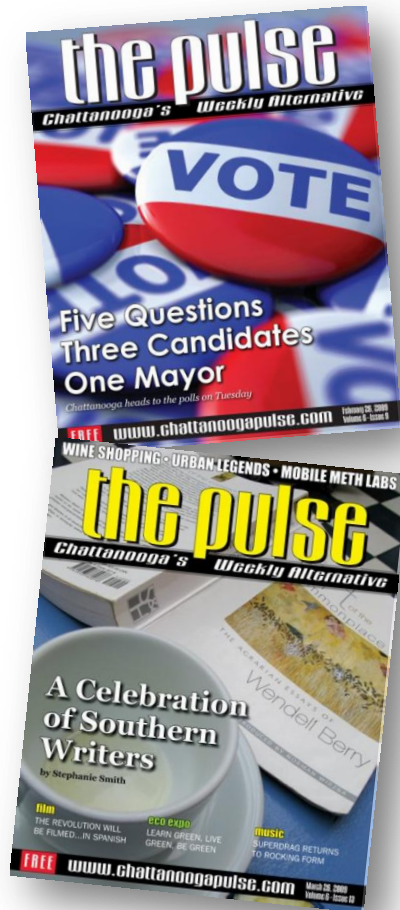
The Pulse Readers consume and recommend cultural activities at a much greater rate than the general public or Influentials as a whole.

Readers know they can trust *The Pulse* to provide the highest quality entertainment, art and culture news, while also providing fantastic columnists such as Dr. Rick, On the Beat with Alex Teach, and Shades of Green with Elizabeth Crenshaw.



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The Pulse Advantage

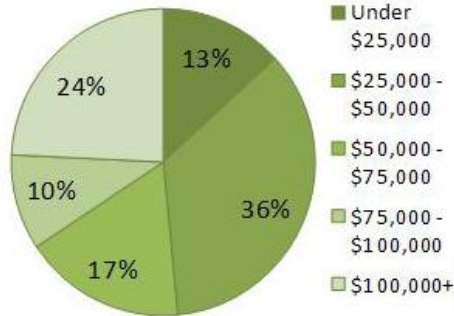


- Most complete arts and entertainment coverage in the city with the biggest and best weekly calendars, including our Local Music Events Calendar and Local Arts & Entertainment Calendar.
- Targets desirable demographic: active adults with higher-than-average income levels and higher-than-average education 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.
- People pick up The Pulse because they want it, and by actively seeking out the paper they are more motivated to respond to your advertisement. The Pulse isn't like junk mail or TV and radio commercials that consumers avoid exposure to.
- 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, short 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.

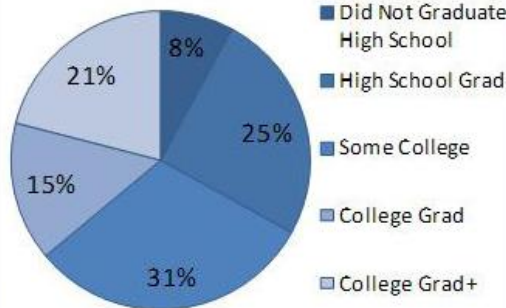


Our Readers

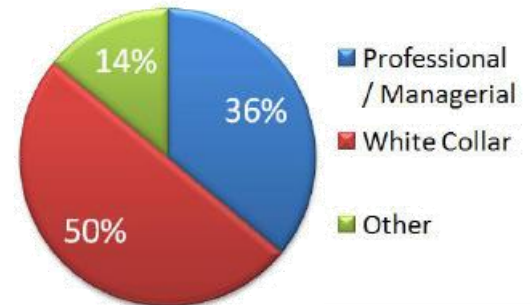
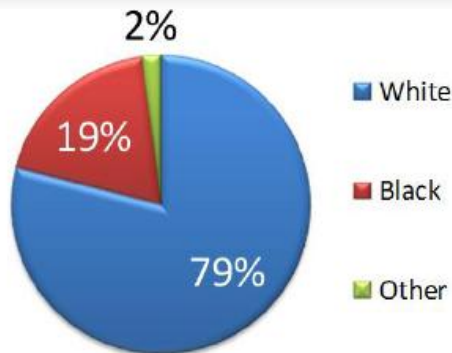
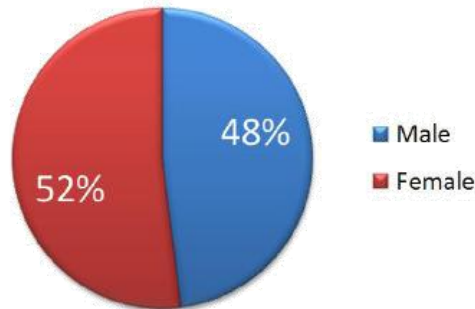
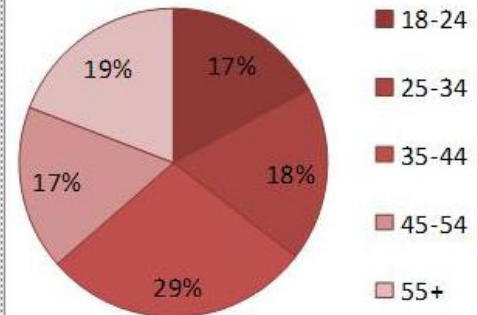
Household Income



Education



Age

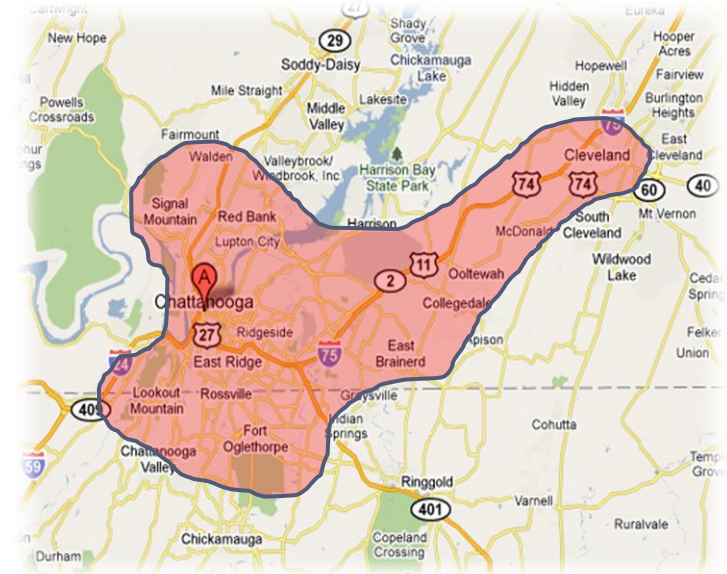


Our Circulation



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 32,000 influential customers.



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Production Guidelines

FORMAT: The Pulse is a tabloid publication (11 3/8" x 13 3/4" trim size), (10 1/4" x 12 3/4" live area). All photos are at an 85 line screen maximum.

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.

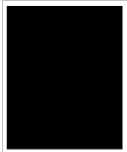

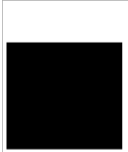

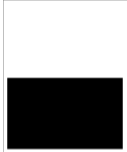



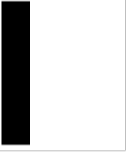



PROOFS: Hard-copy black-and-white or color proofs must be provided with all materials submitted. Pulse will not be responsible for color if a color proof is not provided.

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. If you are unsure of which files or programs we might support

DISPLAY AD SIZES w x h (decimal equivalents)

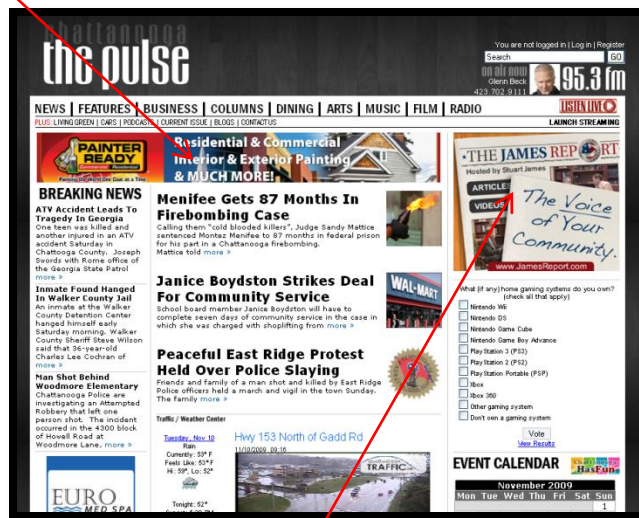
		
Full Page 10.25 x 12.75	3/4 Page (v) 7.5 x 12.75	3/4 Page (h) 10.25 x 9.5
		
1/2 Page (v) 5.0625 x 12.75	1/2 Page (h) 10.25 x 6.3125	1/3 Page (v) 5.0625 x 8.375
		
1/3 Page (h) 10.25 x 4.1875	1/4 Page (box) 5.0625 x 6.3125	1/4 Page (v) 2.5 x 12.75
		
1/4 Page (h) 10.25 x 3.125	1/8 Page (v) 2.5 x 6.3125	1/8 Page (h) 5.0625 x 3.125



Interactive

Prime Horizontal Banner (Title Sponsor Position) - (468 X 60 pixels)

By teaming with Pulse News 95.3, The Pulse also provides Chattanooga with the area's most informative news destination website: ChattanoogaPulse.com. By providing up-to-date news information, podcasts, and more through a cutting-edge website, ChattanoogaPulse.com is Brewer Media's fastest growing website.



Standard Banner - (468 X 60 pixels)

Pages

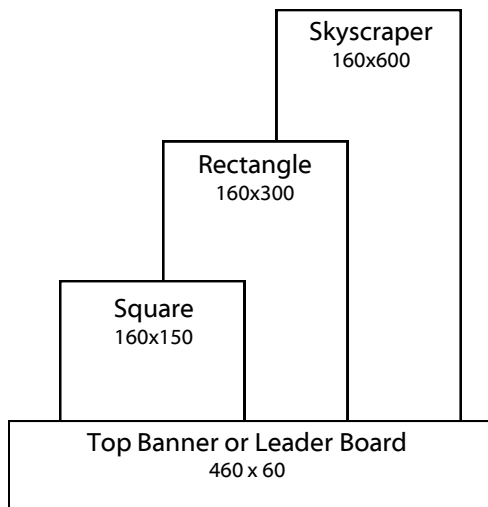
- Front Page Music
- News Film
- Columns Food & Drink
- Arts Contact Us

Interactive Pages

- Calendar
- Dining Guide
- Contests
- Archives
- The Pulse Blog
- Classified Ads
- Love Life: Personals

Guaranteed Position
Available for 15% Upcharge

ChattanoogaPulse.com Banner Sizes



ChattanoogaPulse.com Google Analytics January 1, 2009 - November 30, 2009

Unique Visitors: 273,515

Page views: 459,497



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Video Production



Brewer Media is committed to connecting our clients with their customers by providing a multi-platform, comprehensive approach to their marketing efforts. Pulse Productions, our video production services, complement our line of radio, traffic, interactive and publishing mediums. Our creative team tailors motion, graphics, and sound for a dynamic presentation at an affordable price. We utilize a full line of professional, high-definition video equipment.



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