

The Pulse

Chattanooga's Weekly Newspaper Alternative

MEDIA KIT



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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.

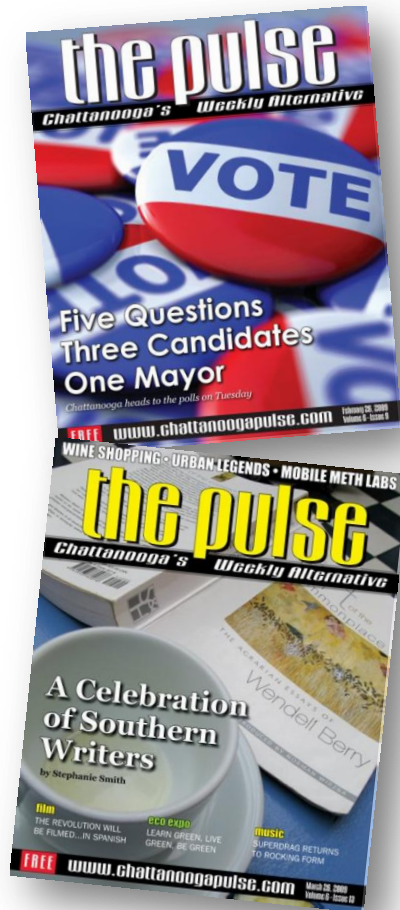
The Pulse Readers consume and recommend cultural activities at a much greater rate than the general public or Influentials as a whole.

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

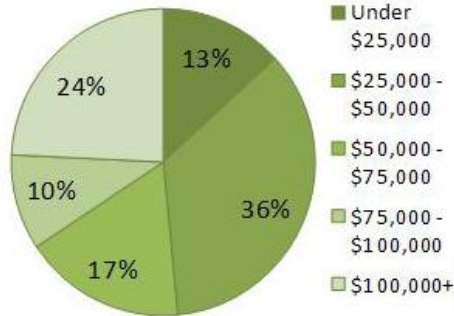


- Most complete arts and entertainment coverage in the city with the biggest and best weekly calendars, including our Local Music Events Calendar and Local Arts & Entertainment Calendar.
- Targets desirable demographic: active adults with higher-than-average income levels and higher-than-average education 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.
- 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.

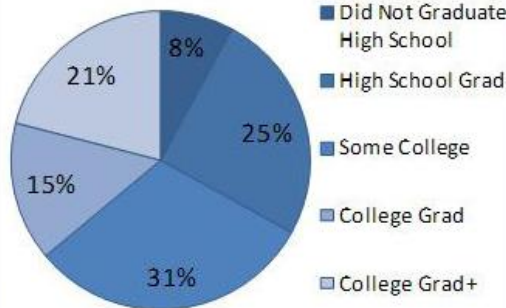


Our Readers

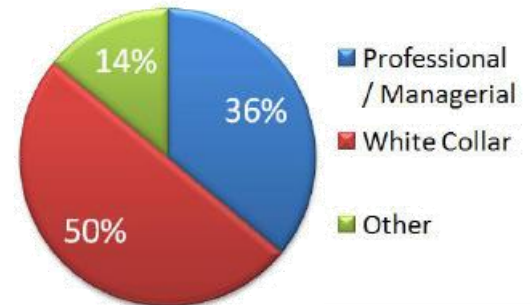
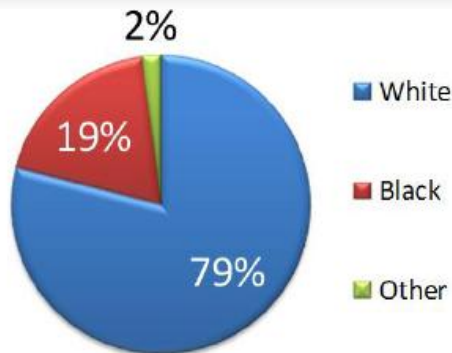
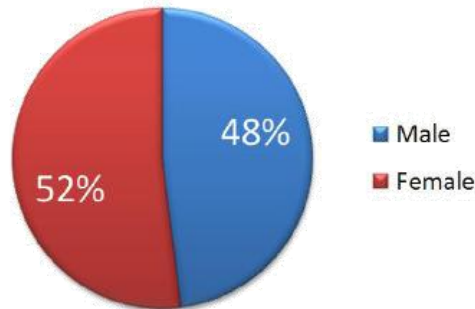
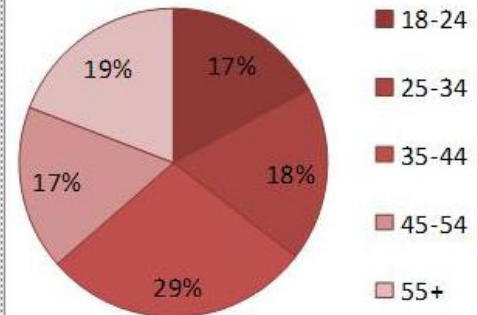
Household Income



Education



Age

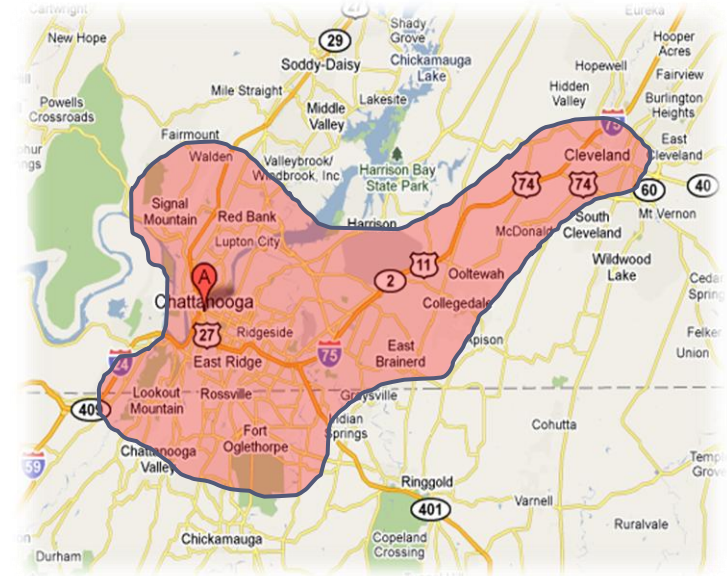


Our Circulation



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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The Pulse 2010 Calendar

01/14/2010
Health & Fitness Issue

January 2010						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

February 2010						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

March 2010						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

06/10/2010

Father's Day Issue

02/04/2010
The Valentine's Day
Issue w/The Annual Sex
Survey

April 2010						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

May 2010						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

June 2010						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

08/19/2010

State of the Arts Issue

03/25/2010
The Dining Guide Issue

July 2010						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

August 2010						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

September 2010						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

09/30/2010
e Halloween Guide Issue

10/28/2010

The Halloween Issue

04/01/2010
April Fool's Issue

04/08/2010
Eco Expo Issue

04/29/2010
Mother's Day Issue

05/27/2010
Annual Summer Issue

October 2010						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

November 2010						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

December 2010						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

11/18/2010

The Dining Guide

12/30/2010

Top Ten Issue



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.

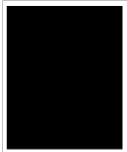

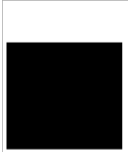

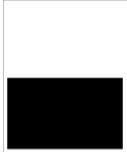



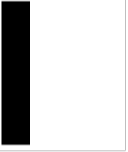



PROOFS: Hard-copy black-and-white or color proofs must be provided with all materials submitted. Pulse will not be responsible for color if a color proof is not provided.

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)

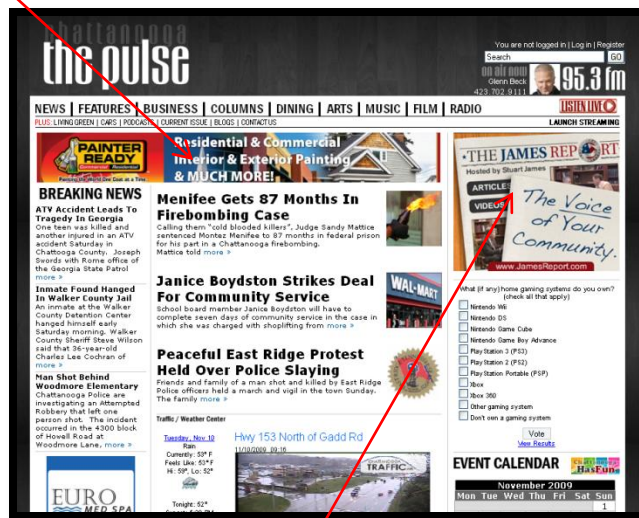
		
Full Page 10.25 x 12.75	3/4 Page (v) 7.5 x 12.75	3/4 Page (h) 10.25 x 9.5
		
1/2 Page (v) 5.0625 x 12.75	1/2 Page (h) 10.25 x 6.3125	1/3 Page (v) 5.0625 x 8.375
		
1/3 Page (h) 10.25 x 4.1875	1/4 Page (box) 5.0625 x 6.3125	1/4 Page (v) 2.5 x 12.75
		
1/4 Page (h) 10.25 x 3.125	1/8 Page (v) 2.5 x 6.3125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

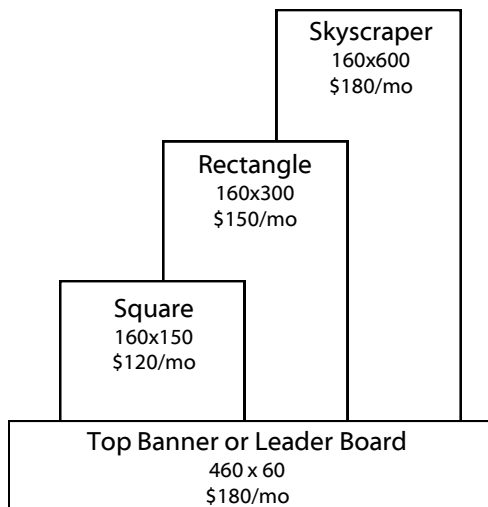
- Front Page Music
- News Film
- Columns Food & Drink
- Arts Contact Us

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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2010 Rate Card

Display Advertising

SIZE	1X	4X	8X	13X	26X
Full	\$725	\$650	\$585	\$535	\$475
3/4	\$625	\$650	\$505	\$455	\$410
1/2	\$500	\$450	\$405	\$395	\$360
1/3	\$400	\$360	\$325	\$290	\$260
1/4	\$300	\$270	\$245	\$220	\$195
1/8	\$175	\$155	\$140	\$125	\$115

ADVERTISING DEADLINES

Ads Requiring Proofs:	Wednesday, 5 p.m. <i>(7 days prior publication)</i>
Space Reservations:	Thursday, 5 p.m. <i>(6 days prior publication)</i>
Nonproof Deadline:	Friday, 5 p.m. <i>(5 days prior publication)</i>
Camera Ready Ads:	Friday, 5 p.m. <i>(5 days prior publication)</i>
Cancellations:	Wednesday, 5 p.m. <i>(7 days prior publication)</i>

For any advertisement requiring a proof, all materials must be received by Pulse's Production Department no later than 5 pm Wednesday, seven days prior to publication. Final proof deadline for all advertisements is noon on Monday.

The Pulse assumes no liability for errors in advertisements caused by not adhering to the proof guidelines written above.

GUARANTEED POSITIONING: Available for a 15% surcharge on the applicable earned contract rate (minimum ad size 1/4 page).

Rates are non-commissionable net to publisher and for consecutive schedules only.

Alternate Week Rates: The following options are available to advertisers wishing to place their ad on an every-other-week or once-per-month basis: (1) 13 ads run every other week will earn the eight-time insertion rate. (2) 26 ads run every other week will earn the thirteen-time insertion rate. (3) 13 ads run once per month will earn the four-time insertion rate.

Color: Spot color and 4-color process are available on certain pages at a cost of \$60 per color, plus space per insertion. Full color ads are \$170 plus space costs per insertion. Advertisers wanting spot color for their ad may request a specific color, but will receive a color based upon availability.



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