

Abilene scene 2017 MEDIA KIT



Abilene scene WHO WE ARE



Abilene Scene is mailed to more upscale readers than any other local media.

Abilene Scene Magazine is mailed to every home in Taylor County that has an appraised value of \$200,000 or more... twice the average home value reported by the US Census Bureau!

Bonus readership - Abilene Scene is mailed to every member of "Hearts for the Arts", local individuals who donate their time, talent and financial resources to support the arts in Abilene.



Abilene Scene is the only local media that combines USPS home delivery with business and waiting room readership.

Every issue of Abilene Scene is delivered to more than 180 local businesses and waiting rooms. These locations were specifically selected for the upscale nature and discretionary income of their customers and guests.



Abilene Scene readers have the discretionary income to invest with you!

83.5% of Abilene Scene readers have a purchasing power of \$100,000.



Abilene Scene is read by local individuals from every age group!

21-35 years of age	11.3%
35-54 years of age	39.8%
55-75 years of age	38.3%
75+ years of age	10%



Abilene Scene is the only local magazine with a digital audience that is large... and growing!

Abilene Scene Magazine is read electronically by up to 40,000 readers per month! On your laptop, on your tablet, in an app, on Facebook, on Instagram, on Twitter... and more. Abilene Scene content is read on all of them.

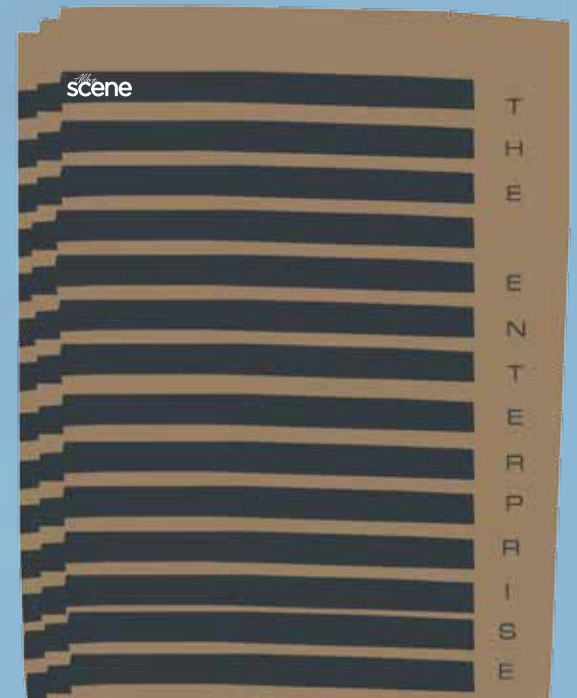


Abilene Scene publishes more local content than any other magazine competitor.

Abilene Scene appeals to more local readers because we have more content than anybody else....almost twice as much. Because we deliver more content we are more attractive to your potential customers.

Abilene Scene serves local businesses better because we are local too!

Abilene Scene understands and services your business better because we are your neighbor. We know this market best and have more local customer service professionals than any other magazine competitor.



Abilene Scene 2017 EDITORIAL CALENDAR



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JANUARY/FEBRUARY 2017 | BUSINESS ISSUE

Deadline 11/15/16

The spirit of entrepreneurship in Abilene
Abilene women who are succeeding in typically male-dominated professions

MARCH/APRIL 2017 | PETS ISSUE

Deadline 1/16/17

A photographic look at some of Abilene's pets and their people
Day in the Life of a service dog
Local hang-outs and businesses where your pets are welcome

MAY/JUNE 2017 | CHILDREN'S ART & LITERACY FESTIVAL ISSUE

Deadline 3/15/17

Your one-stop guide to all things CALF
A homes feature glimpse into kid-friendly rooms – play rooms, media rooms and more

JULY/AUGUST 2017 | EDUCATION ISSUE

Deadline 5/15/17

How education shapes the history and future of Abilene
Ways to be a life-long learner, even if you're not a student or teacher

SEPTEMBER/OCTOBER 2017 | STYLE ISSUE

Deadline 7/14/17

Architecture and aesthetics of local places of worship
The growth of vineyards in the region/October – Texas Wine Month

NOVEMBER/DECEMBER 2017 | HOLIDAY ISSUE

Deadline 9/15/17

Unique holiday family traditions
A primer on gorgeous gift wrapping you can do yourself

By Abilenians, For Abilenians!

Abilene Scene features the largest lineup of local writers and photographers. Our team brings you the locals' perspective on the arts, entertainment, dining, travel and home.



Package	1-Run	3-Run	6-Run	12-Run
Price	\$8,000	\$8,000	\$8,000	\$8,000

The Belly Band Package includes:

- Print Advertisement
- Web Ads
- Newsletter E-Blast
- Sponsored post on *Abilene Scene's* Facebook page



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Package	1-Run	3-Run	6-Run	12-Run
Price	\$2,400	\$2,080	\$1,760	\$1,600

The 2-Page Spread Package includes:

- Print Advertisement
- E-Magazine
- Web Ads
- Newsletter E-Blast
- E-Magazine Video
- Sponsored post on *Abilene Scene's* Facebook page

PREMIUM POSITION PACKAGES



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35-54 years of age	39.8%
55-75 years of age	38.3%
75+ years of age	10%

Package	1-Run	3-Run	6-Run	12-Run
Inside Front Cover Price	\$1,750	\$1,525	\$1,300	\$1,150
Back Cover Price	\$1,750	\$1,525	\$1,300	\$1,150
Inside Back Cover Price	\$1,650	\$1,425	\$1,200	\$1,050
Page 3 Price	\$1,750	\$1,525	\$1,300	\$1,150

The Premium Position Packages include:

- Print Advertisement
- E-Magazine
- Web Ads
- Newsletter E-Blast
- E-Magazine Video
- Sponsored post on *Abilene Scene's* Facebook page

FULL PAGE/JUNIOR SPREAD PAGE AD PACKAGE



Abilene Scene readers have the discretionary income to invest with you!

83.5% of *Abilene Scene* readers have a purchasing power of \$100,000.

Package	1-Run	3-Run	6-Run	12-Run
Price	\$1,500	\$1,300	\$1,100	\$1,000

The Full Page/Junior Spread Package includes:

- Print Advertisement
- E-Magazine
- Web Ads
- Newsletter E-Blast
- E-Magazine Video
- Sponsored post on *Abilene Scene's* Facebook page

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Abilene Scene understands and services your business better because we are your neighbor. We know this market best and have more local customer service professionals than any other magazine competitor.

Package	1-Run	3-Run	6-Run	12-Run
Price	\$1,200	\$1,100	\$900	\$850

The Half Page Package includes:

- Print Advertisement
- E-Magazine
- Web Ads
- E-magazine video



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Abilene Scene is the only local magazine with a digital audience that is large... and growing!

Abilene Scene Magazine is read electronically by up to 40,000 readers per month! On your laptop, on your tablet, in an app, on Facebook, on Instagram, on Twitter... and more. Abilene Scene content is read on all of them.

Package	1-Run	3-Run	6-Run	12-Run
Price	\$900	\$850	\$700	\$650

The Quarter Page Package includes:

- Print Advertisement
- E-Magazine
- E-magazine video



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Package	1-Run	3-Run	6-Run	12-Run
Price	\$500	\$400	\$300	\$250

The Eighth Page Package includes:

- Print Advertisement
- E-Magazine
- E-magazine video



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ABILENESCENE.COM

Leaderboard (728 x 90 pixels) - Top of the page
Wide Skyscraper (160 x 600 pixels) - Right side
Medium Rectangle (300 x 250 pixels) - Middle

\$400 per month
\$300 per month
\$200 per month

E-BLAST ADVERTISING

Market your business to our growing list of digital subscribers via our weekly digital newsletter.

E-Blast Newsletter Banner (728x90 pixels)

\$200 per insertion

SOCIAL MEDIA BOOST

Boost the power of your *Abilene Scene* magazine advertisement with a sponsored post on the *Abilene Scene* Facebook page.

Reach up to 21% of the *Scene* Facebook Audience
Reach up to 51% of the *Scene* Facebook Audience
Reach up to 67% of the *Scene* Facebook Audience

\$100 per insertion
\$200 per insertion
\$350 per insertion

Sponsored
Post-Sample





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NEWSLETTER BANNER AD PACKAGE

Bundle a newsletter banner ad (728 x 90 pixels) with a 30 day medium rectangle ad (300 x 250 pixels) and one sponsored post on the *Abilene Scene* Facebook page.

2 newsletter banner ads
4 newsletter banner ads

\$400 per month
\$500 per month

NEWSLETTER SPONSORED CONTENT PACKAGE

Includes a sponsored content message (a 600 x 300 pixel image, call to action, headline, and 320 characters of text) on the *Abilene Scene* e-blast newsletter; a 30-day medium rectangle ad (300 x 250 pixels) and one sponsored post on the *Abilene Scene* Facebook page.

1 newsletter sponsored content message \$400 per month
2 newsletter sponsored content messages \$800 per month
4 newsletter sponsored content messages \$1,000 per month

Elf the Musical View this email in your browser

Abilene scene

Abilene Events Experienced by Local People.
#EventsToBeScene

Sandstone Fine Foods Catering, Full Dinners, Business Occasions, Cooking Parties, Special Events (Cassals & Formal) - your menu is your choice. \$25-201-7555

Sponsored Content: Take a look at this special offer.

This is the content. Here you can offer a preview of your press release, a teaser about what kind of products your provide or describe a special discount you have for your customers. Below you can offer a call to action that will link to a landing page of your choice. Use of an image is included but optional.

[Learn more.](#)

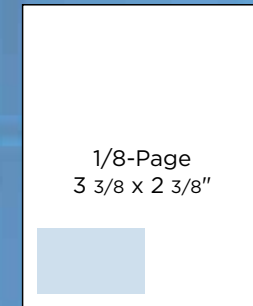
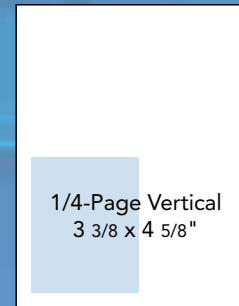
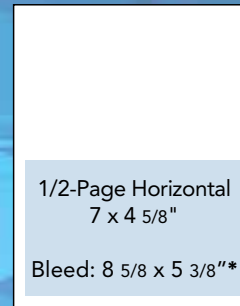
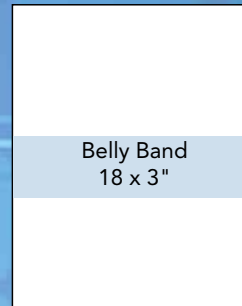
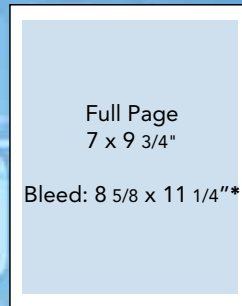
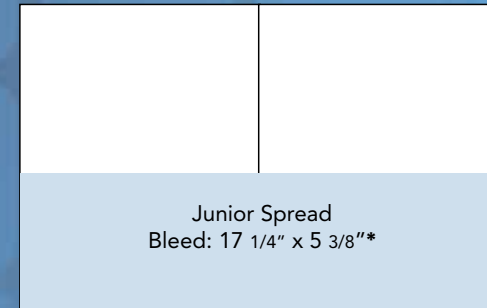
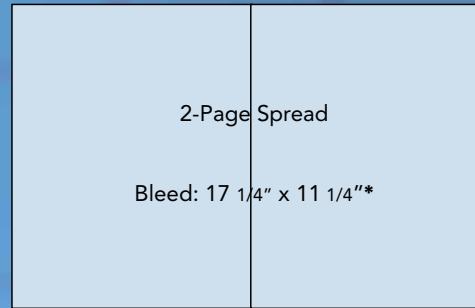
Abilene FRAME and ART Galleries 1901 South 18th Street, Suite 218 • Abilene, TX 79602
325.792.1616 • framemart@msri.com

Elf The Musical and Other Happy Things

When in doubt, dance it out...

Sponsored Content Sample

ADVERTISING SIZES:



Web & Newsletter Advertising Sizes

Web and newsletter ads should be 72 dpi; JPEG or GIF file types are preferred.

Leaderboard: 728x90 pixels
Wide Skyscraper: 160x600 pixels

Medium Rectangle: 300x250 pixels

Publication trim size: 8 1/2 x 11"
*Live copy should be kept at a minimum of 1/2" from the trim size on all bleeds.

PRINT SPECIFICATIONS

Acceptable File Types

We accept TIF, JPEG, EPS and PDF files for our print ads. Files may be submitted on Flash Drives, CD-ROMs, via e-mail, or shared via Dropbox.

Font Usage

Please ensure that any fonts embedded in EPS files are included. Ad files in PDF format or a rasterized TIF file may be sent without fonts.

Graphic Issues

You must include all graphics with EPS files. If there are embedded fonts in your graphics, those font files must be included also. For optimal reproductions, photos should be scanned at a minimum resolution of 300 dpi. Be sure to scan images in at least the size they appear in your ad since enlarging images after scanning reduces resolution. Your files must have a resolution of 300 dpi and be CMYK.

WEB & NEWSLETTER SPECIFICATIONS

We accept JPEG, PNG, and GIF files for our web ads. Animated GIF ads are acceptable for the website, but not for newsletter insertions. Files may be submitted on Flash Drives, CD-ROMs, via e-mail or shared via Dropbox. Your files must have a resolution of 72 dpi and be RGB.

VIDEO SPECIFICATIONS

Acceptable File Types

Videos for use in our digital publications should be submitted in one of the following formats: FLV, MP4, MPG, MPEG, MOV, OGV, OGG, WMV, and AVI. The optimal ratio is 4:3 or 16:9. Your video resolution must be even numbers in width and height. Odd number resolutions will not process. The max file size for all formats is 50 MB. Videos will be sized to fit within your ad in the digital issue, and you can request where within your ad you'd like the video to be located. Files may be submitted on Flash Drives, CD-ROMs, via e-mail or shared via Dropbox.



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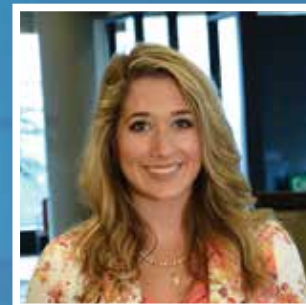
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