Abilene SCENE
2015 MEDIA KIT
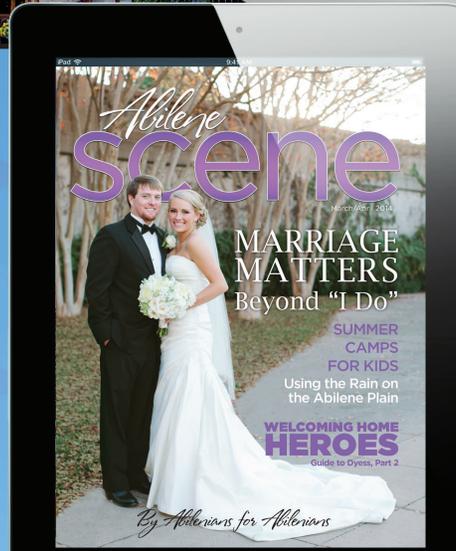
BE SEEN IN *ABILENE SCENE*!

The mission of *Abilene Scene* is to provide the best news and information about arts, entertainment, dining, home and travel to upscale homes in Abilene and the surrounding areas. As the official publication of the Abilene Cultural Affairs Council, *Abilene Scene* is well positioned to get your message in front of high value customers in a high-quality, full-color, glossy format.

Abilene Scene is the only local magazine that can enhance the effectiveness of your marketing campaign with digital media. *Abilene Scene* has a wide range of digital media designed to complement your magazine advertisement, reach additional customers.

MAGAZINE

Abilene Scene is printed every other month with a minimum print run of **11,000** copies. Our distribution strategy uses a mixture of **direct mail**, **free marketplace distribution** and **hotel delivery** to guarantee we reach the right audience for your message and increase your return on investment.

Abilene Scene's direct mail database focuses on the top **20%** of area households. We deliver to households with a home value minimum of **$175,000**.

TOP TEN DELIVERY ZIPCODES

79606	Abilene	79603	Abilene
79602	Abilene	79510	Clyde
79605	Abilene	76821	Ballinger
79601	Abilene	79501	Anson
79562	Tuscola	79508	Buffalo Gap

ABILENE SCENE E-MAGAZINE

Reach readers on their tablet, phone, kindle or other web-enabled device with the Abilene Scene e-magazine. All advertisements inside the printed publication are available to be viewed by approximately 3,000 e-subscribers. Your advertisement is linked to your website and can even include a full feature video!

ABILENESCENE.COM

Our content is updated regularly on Abilenescene.com to keep it fresh and increase your advertising exposure. We also are able to publish your company's press releases on our website.

ABILENE SCENE E-BLAST

New for 2015! *Abilene Scene* will provide updates to news and information regularly with an e-blast to our digital subscribers. Need to drive sales for a weekend promotion? A sponsored e-blast might be just the ticket for you!

ABILENE SCENE SOCIAL MEDIA

Twitter, facebook, Instagram and more! *Abilene Scene* has invested in social media to make sure that you can maximize your advertising results. Ask a marketing specialist today how we can keep your business top of mind in this fast moving media segment.

Abilene Scene

2015 EDITORIAL CALENDAR

We reach the Big Country's most attractive target market!

Abilene Scene is delivered to local households with home values of **$175,000 and up**, at least **36% higher** than the local average!*

*2014 USPS statistics

JANUARY 2015
Deadline 11/21/14

Focus on Fitness! Get yourself in shape physically, personally and financially.

MARCH 2015
Deadline 1/15/15

Spring has sprung, take a peek at some of the best backyards and gardens in the Big Country. You also won't want to miss our preview of the 3rd annual CALF festival.

MAY 2015
Deadline 3/16/15

Parenting your parents. *Abilene Scene* helps you prepare for a natural life stage

JULY 2015
Deadline 5/15/15

School and Education edition. *Abilene Scene* provides tips and insight to help your college bound kid select the perfect school.

SEPTEMBER 2015
Deadline 7/15/15

Famous Abilenians are the focus of the September issue. Even if you're a born and raised Abileneian we bet you won't know all of them!

NOVEMBER 2015
Deadline 9/15/15

Holiday Homes are featured this month. See some of the most beautifully decorated homes in West Texas. *Abilene Scene* will also share some holiday dining tips and recipes to make your party or gathering perfect!

Abilene scene

FULL PAGE AD PACKAGES

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
Price	$1,700	$1,400	$1,185
Package includes:			
Print	✓	✓	✓
E-Magazine	✓	✓	✓
Web Ads	✓	✓	✓
E-Blast	✓	✓	✓
E-Magazine Video	✓	✓	✓
Social Media			✓

JUNIOR SPREAD AD PACKAGES

We penetrate the local market!

Abilene Scene is focused on delivering your advertising message to the local market.

TOP TEN
DELIVERY ZIPCODES

79606	Abilene
79602	Abilene
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79601	Abilene
79562	Tuscola
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79510	Clyde
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79501	Anson
79508	Buffalo Gap

Package	1-Run	3-Run	6-Run
Price	$1,700	$1,400	$1,185
Package includes:			
Print	✓	✓	✓
E-Magazine	✓	✓	✓
Web Ads	✓	✓	✓
E-Blast	✓	✓	✓
E-Magazine Video	✓	✓	✓
Social Media			✓

The most issues per year of any local magazine!

Abilene Scene is published six times per year - as many as all the other competing magazines combined!

Do you need a specific advertising message that will correspond with a short-term business strategy? *Abilene Scene* is published with the frequency to help you get the job done.

Package	1-Run	3-Run	6-Run
Price	$1,650	$1,350	$1,135
Package includes:			
Print	✓	✓	✓
E-Magazine	✓	✓	✓
Web Ads	✓	✓	✓
E-Blast	✓	✓	✓
E-Magazine Video	✓	✓	✓
Social Media			

Abilene scene

HALF PAGE AD PACKAGES

We reach the Big Country's most attractive target market!

Abilene Scene is delivered to local households with home values of **$175,000 and up**, at least **36% higher** than the local average!*

*2014 USPS statistics

Package	1-Run	3-Run	6-Run
Price	$1,373	$1,285	$1,085
Package includes:			
Print	✓	✓	✓
E-Magazine	✓	✓	✓
Web Ads	✓	✓	✓
E-Blast	✓	✓	✓
E-Magazine Video			
Social Media			

Local Support means Greater ROI

Abilene Scene has a large team of local sales and customer service professionals dedicated to helping your business be successful!

Package	1-Run	3-Run	6-Run
Price	$1,198	$1,125	$972
Package includes:			
Print	✓	✓	✓
E-Magazine	✓	✓	✓
Web Ads	✓	✓	✓
E-Blast			
E-Magazine Video			
Social Media			

Abilene scene

A LA CARTE ADVERTISING

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.

	1-Run	3-Run	6-Run
Inside Front Cover		$1,450	$1,300
Back Cover		$1,450	$1,300
Inside Back Cover		$1,250	$1,100
Page 3		$1,250	$1,100
Inside Front Cover Spread		$2,430	$2,400
Full Page Spread	$2,500	$2,375	$2,200
Full Page	$1,325	$1,200	$1,050
Junior Spread	$1,325	$1,200	$1,050
Two-Thirds Page	$1,200	$1,100	$950
Half Page	$1,100	$1,000	$900
Third Page	$1,000	$950	$850
Quarter Page	$850	$800	$700
Sixth Page	$600	$500	$400
Belly Band	$6,000	$6,000	$6,000

Abilene *Scene* DIGITAL ADVERTISING

We penetrate the local market!

Abilene Scene is focused on delivering your advertising message to the local market.

TOP TEN DELIVERY ZIPCODES

|	
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| Advertising Element	Cost
Leaderboard (728x90 pixels) - Top of the page	$400/month
Wide Skyscraper (160x600 pixels) - Right rail, above the fold	$300/month
Medium Rectangle (300x250 pixels) - Right rail, below the fold	$200/month
Rectangle (180x150 pixels) - Embedded in articles	$150/month
Press Release Online (with one photo)	$250
Add another photo to press release	$50
Add slider promo to press release	$100
Add online video to press release	$100
Social Media Promotion	$50
Add video to digital edition ad	$450
E-Blast	$1,500

Abilene scene AD SIZE & SPEC SHEET

PRINT/DIGITAL ADVERTISING SIZES

Full Page
7 x 9 3/4"
Bleed: 8 5/8 x 11 1/4"*

2/3 Page
4 1/2 x 9 3/4"
Bleed: 5 1/4 x 11 1/4"*

1/3-Page Vertical
2 1/4 x 9 3/4"
Bleed: 3 x 11 1/4"*

1/3-Page Horizontal
4 1/2 x 4 5/8"

2-Page Spread
Bleed: 17 1/4" x 11 1/4"*

1/2-Page Vertical
4 1/2 x 7"

1/2-Page Horizontal
7 x 4 5/8"
Bleed: 8 5/8 x 5 3/8"*

1/4-Page Vertical
3 3/8 x 4 5/8"

1/4-Page Horizontal
4 1/2 x 3 5/8"

Junior Spread
Bleed: 17 1/4" x 5 3/8"*

1/6-Page
2 3/8 x 4 5/8"

Belly Band
18 x 3"
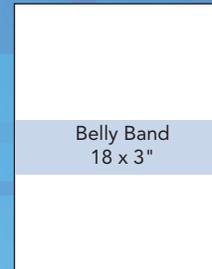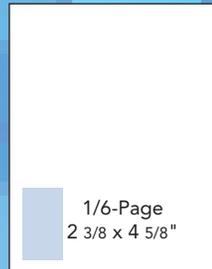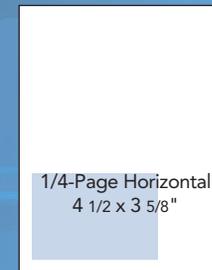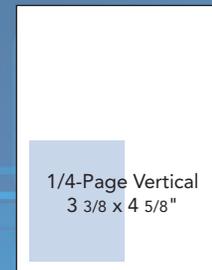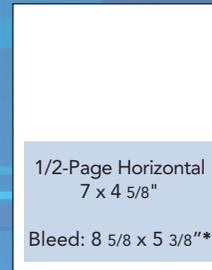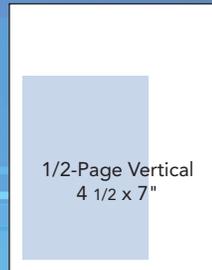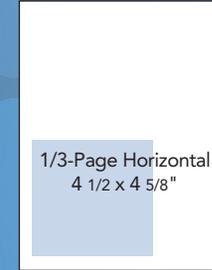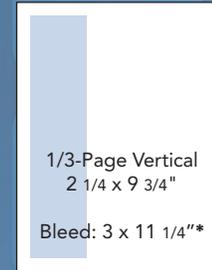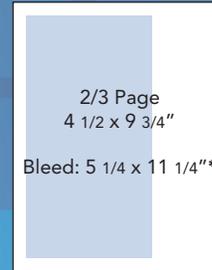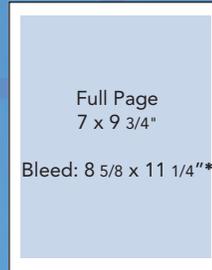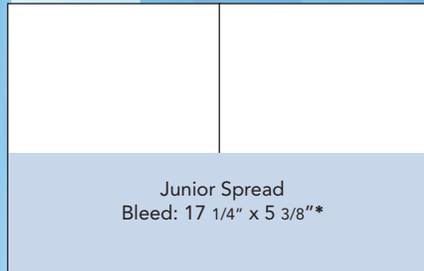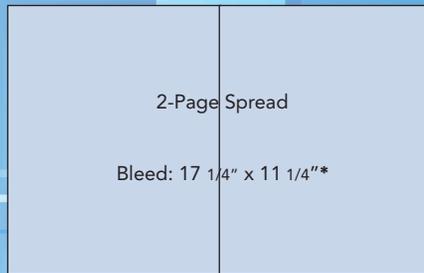
Web & Newsletter Advertising Sizes

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
Rectangle: 180x150 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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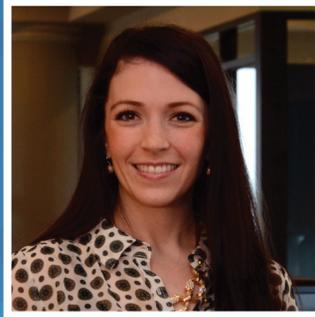
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