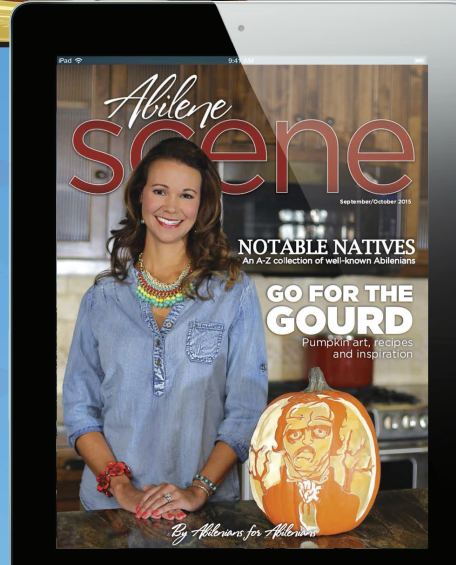




Abilene scene 2016 MEDIA KIT



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 **10,000** 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

Abilene Scene will provide updates to news and information regularly with a weekly e-blast to our digital subscribers. Need to drive sales for a weekend promotion? A banner ad on an e-blast might be just the ticket. Need more promotional power? Rent our e-blast subscriber list for a customized message just from 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 2016 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 2016

Deadline 11/16/15

HEALTHY FAMILIES - Fitness and food ideas for keeping the family healthy in the new year

CENTENARIANS - Celebrating Abilene's 100-year-old residents

100 CLUB - Profiles of businesses that have made Abilene their home for 100 years or more

MARCH 2016

Deadline 1/15/16

COMMUNITY GARDENS - Abilene's communal gardening spaces allow residents to have fresh, healthy produce.

SPRING BREAK - Take a quick trip or stay in town? Scene will have ideas for fun and adventure during Spring Break.

MAY 2016

Deadline 3/15/16

TINY SCHOOLS - Abilene families have a variety of schooling options, including small-scale private schools that work with homeschooling parents.

JULY 2016

Deadline 5/16/16

IF ABILENE WERE 100 PEOPLE - a breakdown of Abilene's demographics and insights into the makeup of our hometown

SEPTEMBER 2016

Deadline 7/15/16

STREET NAME STORIES - a look into the history of some of Abilene's unique street names

NOVEMBER 2016

Deadline 9/15/16

HOLIDAY EVENTS - a primer on surviving and thriving in the holiday events season

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	\$7,000	\$6,500	\$6,000

The Belly Band Package includes:

- Leaderboard rotation on abilenescene.com for 2 months
- Banner advertisement on Abilene Scene e-blast every week for 2 months
- Social media promotion 1x

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

The 2-Page Spread Package includes:

- E-Magazine
- Leaderboard rotation on abilenescene.com for 2 months
- Banner advertisement on Abilene Scene e-blast every week for 2 months
- Social media promotion 1x
- E-Magazine Video

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

The Premium Position Packages include:

- E-Magazine
- Wide Skyscraper rotation on abilenescene.com for 2 months
- Banner advertisement on Abilene Scene e-blast every other week for 2 months
- Social media promotion 1x
- E-Magazine Video

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

The Full Page/Junior Spread Package includes:

- E-Magazine
- Wide Skyscraper rotation on abilenescene.com for 2 months
- Banner advertisement on Abilene Scene e-blast every other week for 2 months
- Social media promotion 1x
- E-Magazine Video



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!*



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

The Half Page Package includes:

- E-Magazine
- Medium Rectangle rotation on abilenescene.com for 2 months
- E-Magazine Video

*2014 USPS statistics



QUARTER PAGE AD PACKAGE

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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	\$900	\$850	\$700

The Quarter Page Package includes:

- E-Magazine
- Medium Rectangle rotation on abilenescene.com for 2 months
- E-Magazine Video

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

The Eighth Page Package includes:

- E-Magazine
- Medium Rectangle rotation on abilenescene.com for 2 months



DIGITAL ADVERTISING

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



E-BLAST ADVERTISING

E-Blast Newsletter Banner (728x90 pixels) \$200

E-Blast List Rental \$1,500

Blast your company's brochure, newsletter, or other message to our growing list of digital subscribers.



DIGITAL BUNDLE PACKAGE

Includes the following: Newsletter Banner Ad, Medium Rectangle Ad on AbileneScene.com, and Social Media Promotion

2x per month (3 month minimum) \$300

4x per month (3 month minimum) \$500

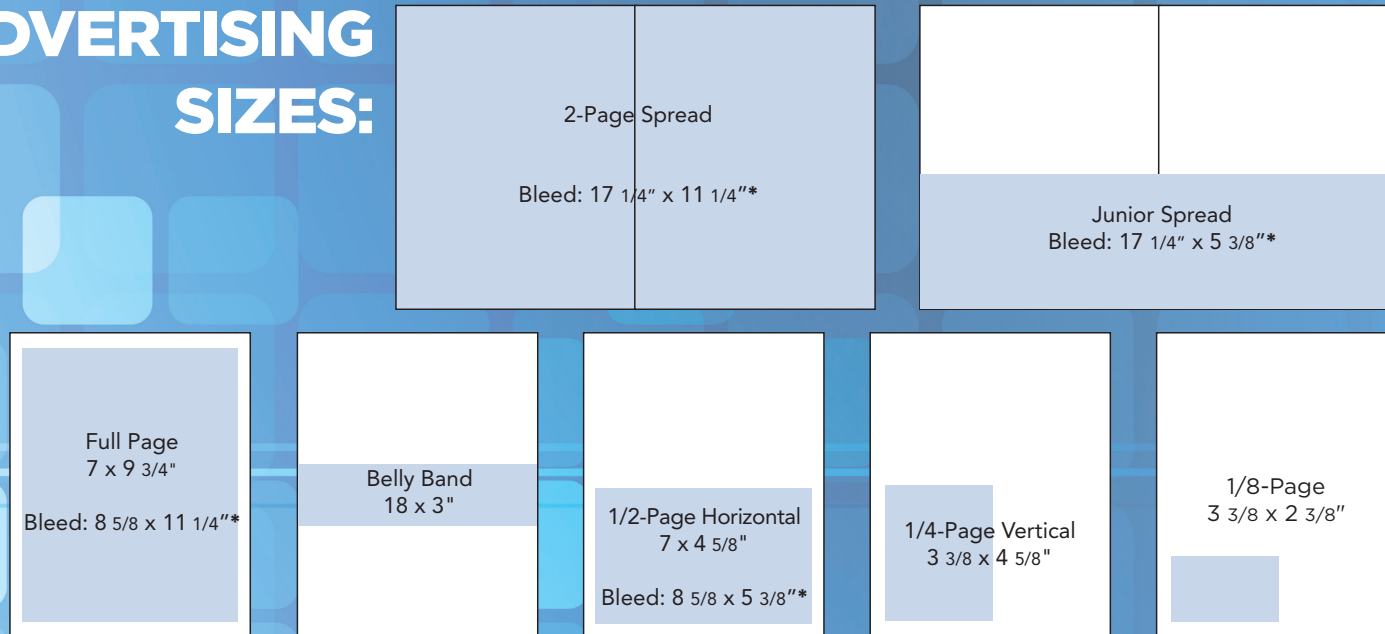
Advertising Element

Cost

Leaderboard (728x90 pixels) - Top of the page	\$400/month
Wide Skyscraper (160x600 pixels) - Right rail, below the fold	\$300/month
Medium Rectangle (300x250 pixels) - Home page, above the fold	\$200/month
Press Release Online (with one photo)	\$250
Social Media Promotion	\$100
Add video to digital edition ad	\$400

Abilene scene AD SIZE & SPEC SHEET

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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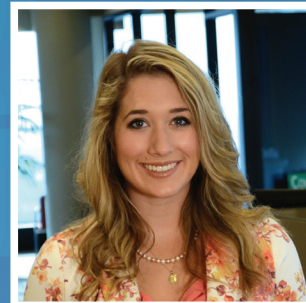
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