

# UPPER CUMBERLAND BUSINESS JOURNAL

*A voice for businesses  
in the Upper Cumberland*

For advertising information  
or editorial content, contact us:

TOLL FREE **1-800-499-2332**  
OFFICE **1-931-528-8852**  
FAX **1-931-520-3833**

[www.ucbjournal.com](http://www.ucbjournal.com)  
[contact@ucbjournal.com](mailto:contact@ucbjournal.com)

The Upper Cumberland Business Journal is  
published monthly by PTT Ventures, LLC.

Produced by MMA Creative  
705 N. Dixie Ave • Cookeville, TN 38501

The **Upper Cumberland Business Journal (UCBJ)** is a high-quality, one-of-a-kind publication specifically targeting business professionals in the Upper Cumberland region. The journal is distributed monthly both by **direct mail** via USPS and at **various rack locations** in the **14-county region** – it is the **ONLY** dedicated source for business news, features and analysis for the area.

- > Approx. **8,500 monthly circulation**
- > **30,000+** readership
- > Headquartered in Cookeville, the **economic hub** of the Upper Cumberland



## OUR READERS ARE:

**55%**  
MALES

**70%**  
AGE 40+

**76%**  
HHI \$50K+

**85%**  
DECISION  
MAKERS

*\* Survey results from strategic online poll of readers*

## MODEL READER PROFILE:

- > Male or female, 35-60 of age, homeowner, married with two children
- > College educated
- > Recognized leader in business, educational or governmental community
- > President/CEO of company
- > Likely to be fully involved in business (lives, eats, breathes the business)
- > 5+ years living in the Upper Cumberland region
- > High-end consumer with buying influence on friends, family and co-workers
- > Takes 1 or 2 yearly family vacations outside of the Upper Cumberland
- > Daily computer user for business/personal needs
- > Likely to purchase luxury items (car, boat, motorcycle, furniture, home electronics, etc.)
- > Community Member of Rotary Club; volunteers for community activities as time permits

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## ADVERTISING BENEFITS

- 1 The only business publication distributed directly to **business professionals** and other community leaders throughout the **14-county Upper Cumberland region**, via direct mail and strategic rack locations.
- 2 The only publication **tailored specifically to influential and top decision makers** in Cookeville and the surrounding area – niche marketing at its best!
- 3 Our **readership consists of upper-middle to upper class consumers** – those most likely to make large or luxury item purchases.
- 4 Our **Business-To-Business (B2B) model** specifically targets the right prospects to help your company grow.
- 5 We are primarily **distributed by mail** for timely, consistent delivery and optimum readership results.
- 6 We offer a **true readership number of more than 30,000 people**. On average, three to four people read each copy of the UCBJ. Rack locations offer longer shelf life.
- 7 Our rates afford a **more cost-effective and direct advertising approach** than regular direct mail.
- 8 We serve the Upper Cumberland region with **fresh, vital news** that promotes the advancement of the economy and overall business environment. The UCBJ website is updated regularly, giving decision-makers immediate access to relevant information.
- 9 We offer **agency-quality design** to ensure your advertising looks great and receives the attention it deserves.
- 10 **We get results!**

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## EDITORIAL CALENDAR

### FEBRUARY

#### POLITICS/TECHNOLOGY & COMMUNICATIONS

Space Deadline: Jan. 17  
Ad Approval: Jan. 21  
Publish Date: Feb. 1

### MARCH

#### HEALTHCARE

Space Deadline: Feb. 14  
Ad Approval: Feb. 19  
Publish Date: Mar. 1

### APRIL

#### FINANCIAL/ REAL ESTATE

Space Deadline: Mar. 17  
Ad Approval: Mar. 20  
Publish Date: April 1

### MAY

#### CONSTRUCTION

Space Deadline: Apr. 18  
Ad Approval: Apr. 22  
Publish Date: May 1

### JUNE

#### TOURISM

Space Deadline: May 20  
Ad Approval: May 23  
Publish Date: June 2

### JULY/AUGUST

#### OVATION AWARDS & EDUCATION/TRAINING

Space Deadline: June 17  
Ad Approval: June 19  
Publish Date: July 1

### SEPTEMBER

#### INDUSTRY APPRECIATION

Space Deadline: Aug. 18  
Ad Approval: Aug. 21  
Publish Date: Sep. 2

### OCTOBER

#### HEALTHCARE

Space Deadline: Sep. 16  
Ad Approval: Sep. 18  
Publish Date: Oct. 1

### NOVEMBER

#### RETAILING & SHOPPING THE U.C.

Space Deadline: Oct. 17  
Ad Approval: Oct. 21  
Publish Date: Nov. 1

### DECEMBER/JANUARY

#### HOLIDAYS/ YEAR IN REVIEW

Space Deadline: Nov. 12  
Ad Approval: Nov. 14  
Publish Date: Dec. 1

### MONTHLY EDITORIAL CONTENT

**BUSINESS NEWS:** full-length stories, breaking news, news features

**FEATURES/PROFILES:** area businesses, events and professionals

**ANALYSIS:** in-depth look at issues pertinent to businesses or economic development

**VIEWPOINT:** editorials by UCBJ staff

**COLUMNS:** articles submitted by local experts in various topics, such as legal, management, technology, insurance, financial and more

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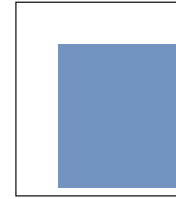
## DISPLAY RATES & SIZES

	BACK COVER	FULL PAGE	HALF PAGE ISLAND	HALF PAGE	QUARTER PAGE	EIGHTH PAGE
<b>1x</b>	\$1,380	\$1,200	\$900	\$810	\$500	\$290
<b>3x</b>	\$1,242	\$1,080	\$810	\$729	\$450	\$261
<b>6x</b>	\$1,104	\$960	\$720	\$648	\$400	\$232
<b>Annual</b>	\$966	\$840	\$630	\$567	\$350	\$203

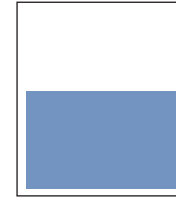
*\*Inserts Available Upon Request*



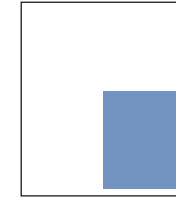
FULL PAGE  
10.375" x 13"



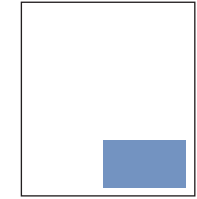
1/2 PAGE ISLAND  
7.75" x 10"



HALF PAGE  
10.375" x 6.25"



QUARTER PAGE  
5" x 6.25"



EIGHTH PAGE  
5" x 3"

## WEB RATES & SIZES

	PIXEL SIZE	MONTHLY FEE	WEEKLY FEE	FILE SIZE	ANIMATION	RICH MEDIA ACCEPTED
<b>Leaderboard</b>	728x90	\$150	---	300K	Yes	Yes
<b>Skyscraper</b>	160x600	\$75	---	300K	Yes	Yes
<b>Button</b>	120x90	\$50	---	100K	Yes	Yes
<b>eBlast</b>	148x124	---	\$25	100K	Yes	No

File Formats Accepted: .gif, .gif (animated), jpg, .png and .swf

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## CLASSIFIED RATES

**TEXT ONLY:** \$10 for the first 20 words; 25¢ per word there after.  
Additional \$20 per photo or logo.

**REAL ESTATE:** \$25 per ad. Includes: 1 header of agent/agency, picture of property,  
and up to 5 descriptive lines of text for property

**Volume Bonus:** Buy 3 listings, get 1 free. *Only applies to same issue.*

**Display Ad Bonus:** Purchase a display ad and receive free listings!  
> Buy full page ad, and receive 8 free listings (**\$800 value**)  
> Buy 1/2 page ad, and receive 6 free listings (**\$600 value**)  
> Buy full page ad, and receive 4 free listings (**\$400 value**)

## PROFESSIONAL DIRECTORY

The Upper Cumberland Business Journal is now offering a monthly directory specifically aimed at helping our readers identify local area professionals serving various industries. For only **\$75 per month**, your business can be featured in its respective professional category (*ask about categories*) with its logo, contact information and a brief description of what makes you special. Take advantage of this new feature today and be seen by thousands of Upper Cumberland business leaders potentially looking for your assistance.

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The Upper Cumberland Business Journal is a niche publication with a very targeted readership. The UCBJ is the ONLY total source for business news and economic forecasts for the entire 14-county region.

## SPONSORSHIPS

*\*Pricing Available Upon Request*

**EXECUTIVE PROFILE:** a look at the person behind the executive

**MEDICAL PROFILE:** introduces doctors and medical professionals

**BIZBUZZ:** movers and shakers in the region, happenings at local businesses,  
important local, state or regional information

**INDUSTRY FOCUS:** industry tour relating its achievements, services and community impact

**FAST FACTS:** list of important facts/stats affecting business in the U.C. region

**EXPERT COLUMN:** monthly articles from leaders in various area industries on their  
view of local economy challenges/solutions

**FAST FACTS:** list of important facts/stats affecting business in the U.C. region

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## PRINT AD SPECIFICATIONS

**PLATFORM:** Macintosh format preferred. PC format accepted.

**PDF FILE FORMAT:** For best reproduction, materials should be submitted as a press-optimized PDF. **PDF/X1a** is the preferred file format. All high-resolution images and fonts must be included when the file is created. All fonts must be embedded.

**COLOR:** Images must be CMYK or grayscale, TIFF or EPS at least 300 dpi. **NO** spot colors, RGB, LAB, or ICC color profiles should be used. Files should be right reading, portrait mode, 100% size with no rotations.

Black text must contain 100% black (k) only. Black backgrounds must use a rich black mix (c50 m50 y50 k100).

All ad files must be below 300% maximum ink density.

**ALSO ACCEPTED:** We **WILL ACCEPT** application-specific files from Adobe Illustrator, InDesign or Photoshop (*CS5 or CS4 versions only*). Convert fonts to outlines when possible. Native files may be sent as long as screen/printer fonts/images have been collected/provided.

**NOT ACCEPTED:** We **DO NOT ACCEPT** application-specific files from Adobe Pagemaker, QuarkXpress, CorelDraw, Publisher, etc.

**AD PROOF:** SWOP-approved color proofs of your ad must be supplied with your PDF file(s). The UCBJ cannot and will not guarantee accurate color without one. If an ad is sent electronically, a proof must be mailed. Files may be accepted without a proof but **NO** quality or reproduction liability can be held against the UCBJ.

**AD PRODUCTION:** The UCBJ offers agency-quality ad development at no extra charge, in most simple circumstances. Supply your pictures, graphics, logo, content and general idea of how you want the ad to look.

The UCBJ will provide a digital proof via email or hand delivery for you to review and approve before the publication print date.

**FILE TRANSFERS:** Files under 10MB may be emailed directly to cassey@ucbjournal.com or to our general email account: ads@ucbjournal.com. For larger files, contact us directly for details.

*Any missing information or deviations for these specs will result in inaccurate reproduction from your digital files. The UCBJ will not be held responsible for errors if files are sent incorrectly or incomplete.*