

Philosophy

Four times a year, **tylertoday** connects some 72,000 readers with clear-cut editorial, vibrant stories, and award-winning graphics and advertising. Our intriguing profiles give insight into some of the captivating people and events this wonderful city has to offer.

tylertoday strives to provide pertinent information for Tylerites within a diverse demographic area. We bring our readers entertainment and information that reflects the friendly, hard-working personalities of Tyler, Texas. We spare no effort or expense in our aim at making sure we reach every Tyler reader and traveler. Our distribution includes copies at all newsstands, Barnes and Nobles, Brookshire's, and complimentary copies at every major medical and legal facility, top quality hotels, and in all Sky-West & American Eagle flights.



One of our goals is to help our Tyler businesses and the consumers of Tyler find just what they need. Our advertising promotes a variety of preferable businesses in the Tyler area, as well as places for Tyler shoppers to go in surrounding metropolitan areas like Dallas and Shreveport.

Tyler's oldest and only city magazine, **tylertoday** was founded in 1989 to provide true magazine journalism. With a distribution of 12,000+ magazines entirely in Tyler, **tylertoday** ranks among the finest small region city magazines in the country. Our readers depend on us for insider knowledge they can only get from one source – **tylertoday**

CIRCULATION

*Tyler Area Chamber of Commerce Members
Newsstands • Hotels/Motels
Medical & Legal Offices • Brookshire's
Regional Business Distribution
Local Hospitals • Subscriptions
Barnes & Noble • Tyler Pounds Field Airport*

Demographic Overview

Reader Profile

tylertoday readers are affluent and educated.

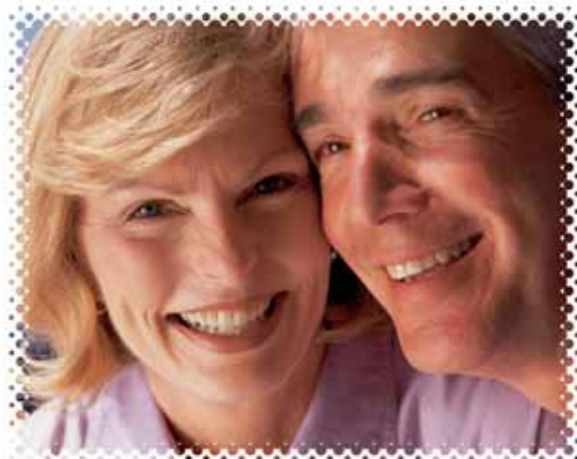
Male	38.2 %
Female	61.8 %
Average age	49.3 yrs
Children at home	29.2 %

Marital Status

Single	29.2 %
Married	69.2 %

Education & Occupation

Attended some college	95.7 %
Graduated 4-year college or more	70.3 %
Post-graduate degree	25.9 %
Hold manager/ professional positions	71 %
Owner or partner of a business	37.7 %
Have a home office	60.7 %
Member of a board of directors	17.9 %



Readership

Readers enjoy their issues of tylertoday

Regular readers who read 3 out of 4 issues	92 %
Read/ looked into an issue 2-3 different times	63.6 %
Kept an issue for 1-2 months	33.4 %
Saved an entire issue	47.7 %
Average time spent reading an issue	60.3 minutes
Subscribers who passed issue along to someone else	40.3 %

What Readers Think of tylertoday

tylertoday readers rate our coverage of the following as excellent/ very good.

Entertainment/ Things to do	78.3 %
Usefulness	61.5 %
Home Decorating/ Design	47.9 %
News value	47.7 %
Restaurants	80.7 %

Home

tylertoday readers create idealistic homes.

Primary Residence	
Own residence	80.4 %
Rent residence	13.9 %

Decorated/ Remodeled	
In the last 12 months	71 %
Plan to redecorate in the next year	42.9 %

Mechanicals

Mechanical Requirements

Ad Dimensions W x H

Full Page

- Bleed8.375 x 11.125
- Trim8.125 x 10.875
- Image Area7 x 10

2/3 Page

- Vertical4.5 x 10
- Square7 x 6.625

1/2 Page

- Horizontal7 x 4.875
- Island4.5 x 7.625
- Double-Truck15.25 x 4.875

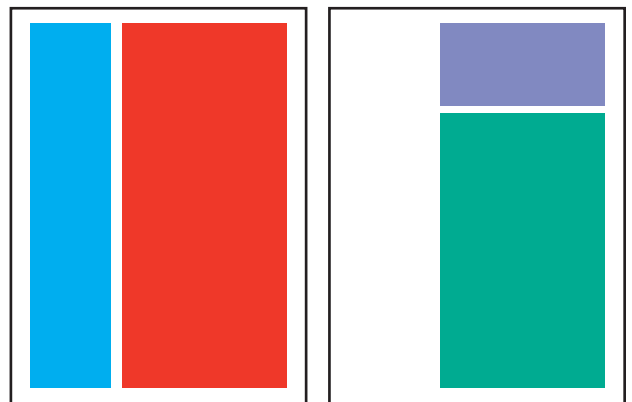
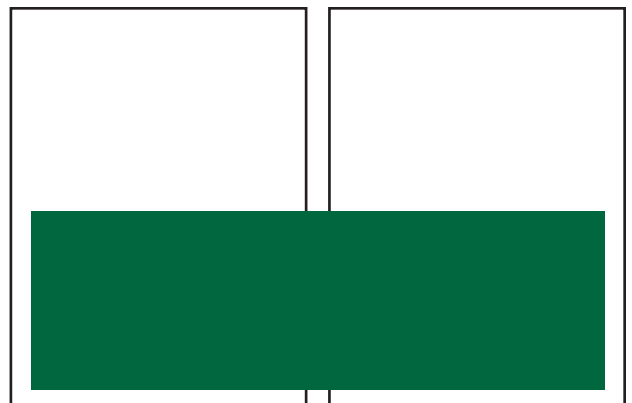
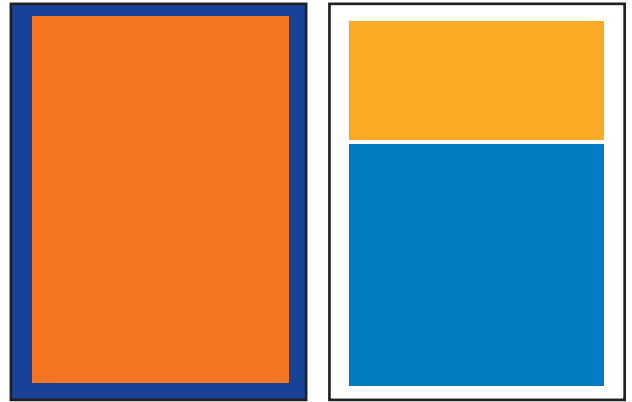
1/3 Page

- Vertical2.1875 x 10
- Square4.5 x 4.875
- Horizontal7 x 3.25

- 1/4 Page3.375 x 4.875

1/6 Page

- Vertical2.1875 x 4.875
- Horizontal4.5 x 2.25



Rates & Specifications

AD RATES

FOUR COLOR	1X	2X	4X
Full Page	\$2120	1960	1685
2/3 Page	1935	1750	1425
1/2 Page	1715	1530	1220
1/2 Page Double-Truck	2520	2360	2085
1/3 Page	1500	1305	995
1/4 Page	1355	1165	855
1/6 Page	770	650	455

PREFERRED POSITIONS

(4-Color & Annual Contract Required)

Inside Front & Facing	\$2800
Inside Back & Facing	\$2635
Back Cover	\$2930
Adjacent Features (pg.3)	\$1950
Adjacent Departments (pg.5)	\$1950
Adjacent Mast Head (2/3 ad-pg. 6)	\$1665
Facing Mast Head (pg.7)	\$1950
Facing "From the Editor" (pg.9)	\$1950
Placed at Subscription Card Insert (varies)	\$1950

DINING/ENTERTAINMENT GUIDE \$550

BANNER ADS - WWW.TYLERTODAY.COM

Large top-of-page (900px X 135px)	\$500
Small bottom-of-page (229px X 107px)	\$150
Linked listing	\$50

*Regular Rates & Sizes Also Apply
Advertisers in this section receive additional editorial of 60 words. Advertiser must be in one of the following categories: Attractions, Dining, or Accommodations.*

PUBLICATION DATES & DEADLINES

Spring (March-May) Space: January 31st
 Summer (June-Aug) Space: April 30th
 Fall (Sept-Nov) Space: July 31st
 Winter (Dec-Feb) Space: October 31st

SPECIFICATIONS

Publication is printed on a web press utilizing "computer-to-plate" technology, resulting in higher quality and sharper imaging. Digital files must be in one of the following formats: Quark Xpress (preferred), Adobe Photoshop, Adobe Illustrator, Adobe InDesign, or saved as a high resolution (300dpi) .eps, .jpg or .tif. Files must include all fonts (.eps files: convert fonts to outlines), all CMYK or grayscale images used, and a hard copy of ad. We will only accept .pdf files if they are distilled properly in a high-resolution format. Email: mike@tylertoday.com or mail to: **tylertoday**, 1828 ESE Loop 323, Ste. 312, Tyler, TX 75701. Ads accepted on: CD or Data DVD. **PLEASE - NO MS PUBLISHER FILES!**

PRODUCTION CHARGES

Basic ad production is \$50/hr. This includes work required to meet magazine specifications on prebuilt ads sent to us for publication. Clients providing film ads will incur additional charges. Duplication of ads for other publications may result in additional service charges if resizing is required. Logos, thematic, photography and additional services are available. Please call for more information.

GENERAL TERMS & CONDITIONS

Publisher reserves the right to reject any advertisement or to request alteration prior to publication of material. Advertisers assume liability for any approved ad printed.

ADVERTISING AGENCIES

Commissions: 15% to advertising agencies recognized by the publisher on space charges only. Material from agencies must meet the requirements of the publisher to earn commission. Advertising agencies assume liability for all content of any advertisement placed and for any claims arising therefrom.

Rates effective March, 2009

Dining & Entertainment



INTRODUCING tylertoday's DINING & ENTERTAINMENT GUIDE.

Meet visitors, newcomers, and long-time Tylerites with Tyler Today's Dining & Entertainment guide. Our new format offers you the perfect venue to highlight special dishes, one-of-a-kind menus, and even special events. We provide the photography, you just provide the information.

1/3 page \$550 per issue
(compare to 1/3 page ad, regular price is \$865)

Just provide us with information on your business. We'll help you craft a beautiful description of your establishment. Then give us any or all of the following information:

- Menu Highlights
- Hours of Operation
- Specialty of the House
- Catering Information
- Weekly Events Listing/Entertainment
- Awards & Recognition
- Specials/Happy Hour
- Reservations
- Dress Code
- Location Information (phone, address & website)