

## About the Magazine

If you think only big cities like New York and Chicago are brimming with artistic destinations, you're in for a pleasant surprise. From dance to theatre to music, from annual events you can plan your vacation around, to museums you can explore every day, look no further than the Council on Culture & Arts' *Capital Culture Magazine*.

Designed, produced, and distributed by the Council on Culture & Arts, *Capital Culture Magazine*, a guide to arts & culture in Florida's Big Bend, contains articles and information about arts, cultural, historical sites, and venues. It also includes interviews, reviews, and listings about arts and culture-related topics pertinent to Tallahassee and the surrounding area. Published quarterly and partly funded by the Tourist Development Council, *Capital Culture Magazine* is available from the COCA, at the Tallahassee Visitors Center, the airport, malls, museums, and other walk-in sites around the region.

Each issue gives you an in-depth look at different aspects of local arts and culture. Look forward to feature articles on arts opportunities for kids, alternative art, and the popular First Friday Gallery Hop.

See you out and about!



Peggy Brady, Publisher  
*Capital Culture Magazine*

P.S. To see past issues of *Capital Culture Magazine*, visit [www.cocanet.org/about/capitalculture.html](http://www.cocanet.org/about/capitalculture.html).



## Five Reasons to Advertise in *Capital Culture Magazine*

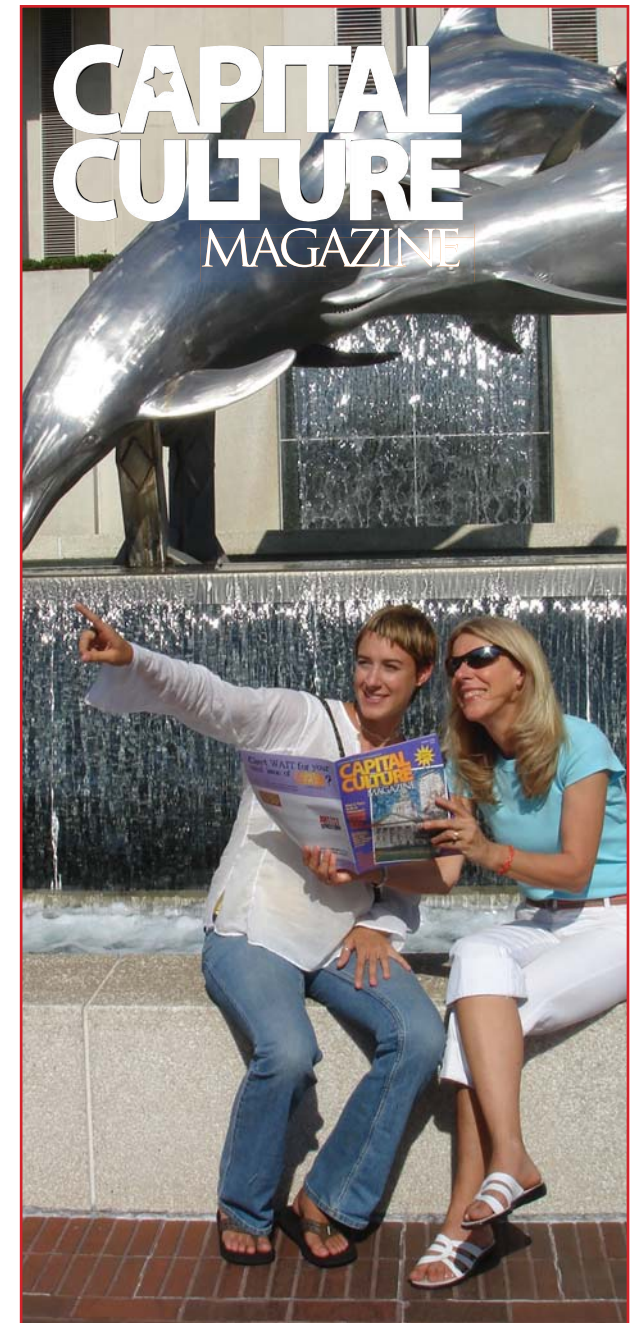
1. Patrons of the arts have a proven history of supporting businesses that support the arts.
2. A crucial component of your marketing strategy should be to associate your organization with the ideals your clients value most. Create a commonality between your business and arts patrons as both of you support the arts.
3. We keep our advertising to a minimum; therefore there is little interference from other advertisements. This allows our readers to focus on the ads you place.
4. Your cost-per-impression – much less than the cost of postage and printing. It is easy to see why *Capital Culture Magazine* is a cost-efficient method of advertising.
5. You can expect top-notch customer service from a dedicated team at the Council on Culture & Arts eager to share the arts and culture with Tallahassee.



## About Our Distribution

Published quarterly, *Capital Culture Magazine* has a circulation of 72,000 copies (and a readership of 360,000). Copies of each issue are mailed directly to COCA members and distributed all over the Big Bend Area including the Tallahassee Area Convention & Visitors Bureau, the airport, hotels, coffeehouses, museums, theatres, library branches, physician offices, Railroad Square Art Park, FSU, FAMU, and TCC welcome centers, and more.

All issues of *Capital Culture Magazine* are also available to the public at the COCA's website ([www.cocanet.org](http://www.cocanet.org)) which receives over 9,500 visitors per month!



## 2009 Advertising Rates

General Public (PER ISSUE)	1x	2x	3x	4x
Full page	\$2000	\$1900	\$1800	\$1700
2/3 page	\$1500	\$1400	\$1300	\$1200
1/2 page	\$1150	\$1100	\$1050	\$1000
1/3 page	\$800	\$750	\$700	\$650

COCA Members (PER ISSUE)	1x	2x	3x	4x
Full page	\$1500	\$1500	\$1500	\$1500
2/3 page	\$1150	\$1150	\$1150	\$1150
1/2 page	\$900	\$900	\$900	\$900
1/3 page	\$550	\$550	\$550	\$550

### Notes:

- To inquire about Council on Culture & Arts memberships, please call (850) 224-2500.
- For ads that run in multiple issues, changing ads are allowed as long as advertisers adhere to deadlines.
- PDF proofs of ads will be sent electronically to advertisers before publication.

## 2009 Calendar

### Fall Issue

Reservation Date: 7/1/09

Ad Deadline: 8/3/09

Publication Date: 9/1/09



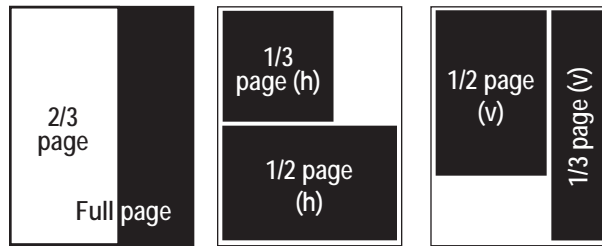
### Winter Issue

Reservation Date: 10/1/09

Ad Deadline: 11/2/09

Publication Date: 12/1/09

## Ad Sizes



### Notes:

- Full page size: 10.75" high x 8.25" wide
- 2/3 page size: 10.25" high x 4.5" wide
- 1/2 page size (h): 4.875" high x 7.25" wide
- 1/2 page size (v): 6.5" high x 4.5" wide
- 1/3 page size (h): 4.875" high x 4.875" wide
- 1/3 page size (v): 10.25" high x 2.125" wide
- All ad sizes can include full bleeds (please note: 2/3, 1/2, and 1/3 page ads will be placed on the page with a 1/4" margin)
- All ad sizes can include full-color
- Call COCA for availability & rates of preferred positions (inside covers, back covers, etc.)

## Specifications/Requirements

**Submission:** All ads must be submitted in an electronic format or on CD. Please also include a hard copy of the ad so we're sure of how it's supposed to look. You can also e-mail your ad to [ads@cocanet.org](mailto:ads@cocanet.org) and fax a hard copy to (850) 224-2515.

**Format:** All ads should be camera-ready – in other words, it should be the same size and look the same as it will appear in the magazine.

**Mechanics:** Acceptable file formats include PDF, EPS, or TIFF created in InDesign, Photoshop, Illustrator, or Adobe Acrobat. (We can't use files created in Word, Print Shop, Power Point, etc.) Photos must be at least 300 dpi at 100% size, and in CMYK.

**Cancellation Policy:** Changes to or cancellations of this contract must be made in writing 30 days prior to the ad deadline for the next issue. Advertisers will be back billed the single issue rate for any ads previously run and billed at a multi-issue rate.

## Special Multi-Media Packages

Combine full color ads in COCA's *Capital Culture Magazine* and the *First Friday Gallery Hop Guide* (2010) with COCA's e-mail blasts and web sites for economical, high impact ad impressions.

### Bundle 1: \$1,728

- Full page, full color ad in the Fall '09 *Capital Culture Magazine*
- Full color business card ad in 2010 *First Friday Gallery Hop Guide*
- 17 weeks embedded ad in COCA's weekly e-mail blast
- 4 months homepage ad on [cocanet.org](http://cocanet.org), [morethanyouthought.com](http://morethanyouthought.com), [firstfridaytallahassee.com](http://firstfridaytallahassee.com) (Sept.-Dec., rotating with maximum of seven others)

### Bundle 2: \$1,396

- 2/3 page, full color ad in the Fall '09 *Capital Culture Magazine*
- Full color business card ad in 2010 *First Friday Gallery Hop Guide*
- 12 weeks embedded ad in COCA's weekly e-mail blast
- 3 months homepage ad on [cocanet.org](http://cocanet.org), [morethanyouthought.com](http://morethanyouthought.com), [firstfridaytallahassee.com](http://firstfridaytallahassee.com) (Sept.-Nov., rotating with maximum of seven others)

### Bundle 3: \$1,165

- 1/2 page, full color ad in the Fall '09 *Capital Culture Magazine*
- Full color business card ad in 2010 *First Friday Gallery Hop Guide*
- 10 weeks embedded ad in COCA's weekly e-mail blast
- 2 months homepage ad on [cocanet.org](http://cocanet.org), [morethanyouthought.com](http://morethanyouthought.com), [firstfridaytallahassee.com](http://firstfridaytallahassee.com) (Sept.-Oct., rotating with maximum of seven others)

### Bundle 4: \$835

- 1/3 page, full color ad in the Fall '09 *Capital Culture Magazine*
- Full color business card ad in 2010 *First Friday Gallery Hop Guide*
- 8 weeks embedded ad in COCA's weekly e-mail blast
- 2 months inside page ad on [cocanet.org](http://cocanet.org) and [firstfridaytallahassee.com](http://firstfridaytallahassee.com) (Sept.-Oct.)

Join COCA and save on advertising rates! Call (850) 224-2500 for more information.