

The background of the entire page is a complex geometric pattern of overlapping squares and triangles in various shades of teal and light blue, creating a mosaic effect.

**VIP** PICKWICK  
*magazine*

*2017*  
MEDIA KIT

## Rates\*

Ad Size	1x	3x	5x	Auto Pay† 5x
1/8 Page	415	365	310	265
1/4 Page	605	510	415	360
1/2 Page	860	735	625	550
Full Page	1195	1015	890	805
Covers	—	—	1020	925

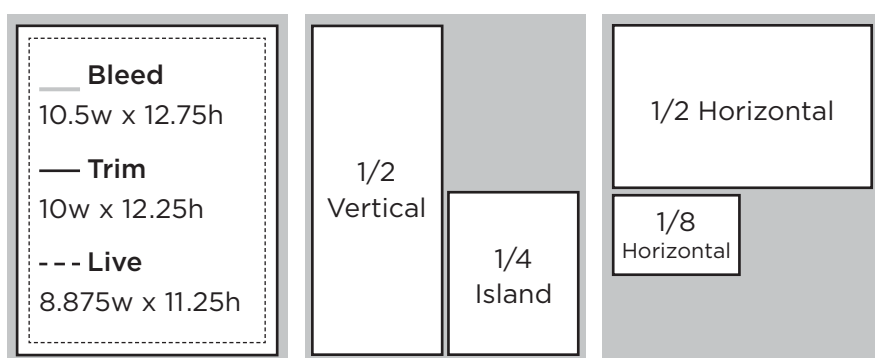
\* Prices are per insertion.

† Ask your rep about our Auto Pay/Pre Pay billing option.

## Deadlines

<b>Jan/Feb/Mar</b>	
Boat Show Issue	Jan 27
<b>April/May</b>	
Spring/Memorial Day Issue	March 27
<b>June/July</b>	
Summer/July 4th Issue	May 26
<b>Aug/Sept</b>	
Labor Day Issue	July 28
<b>Oct/Nov/Dec</b>	
Fall/Holiday Issue	Sept 29

## Ad Sizes



### Full Page

Keep vital information inside the live area. Other items should reach the bleed size.

### 1/2 Vertical

4.3125w x 11.25h

### 1/4 Island

4.3125w x 5.5h

### 1/2 Horizontal

8.875w x 5.5h

### 1/8 Horizontal

4.3125w x 2.625h

## Mechanics

VIP Pickwick Lake Magazine is printed on high quality, bright white, coated paper. We operate in a Macintosh OSX production environment.

### Customer-Supplied Ads

PDF files are preferred. Fonts should be embedded or outlined. Images should be CMYK and at least 300 dpi.

### Ad Material Submitted for Design

EPS or vector files are preferred for logos. All photographs should be high resolution .jpg or .tif files 300 dpi or higher.

## Distribution

### Racks

#### Corinth

Borroum's Drug Store  
Brose Autoplex  
Corinth CVB  
Corinth Wine & Spirits  
Crossroads Arena  
The Dinner Bell  
Ferrell's Home & Outdoor  
Martha's Menu  
Smith Restaurant  
T Feazell  
Taylors Escape

#### Iuka

Brooks Grocery  
El Picante 1 and 2

#### Michie

Top O The River

#### Pickwick

Aqua Grill  
B Quick Texaco  
Catfish Farms Restaurant  
Dock's Pizza  
Fred's  
Freddy T's  
Grand Harbor  
Hardin Co. Bank  
Lake House Gallery  
Liquid Grafix  
Marine Sales  
Nuevo Vallarta  
One Stop Tobacco  
The Outpost  
Pickwick Supermarket

#### R&B BBQ

Rib Cage  
Sportsman's One Stop

#### Savannah

64 Liquors  
El Rodeo  
La Potosina  
Panda Buffet  
Pizza Hut

#### Selmer

BP Gas Station  
Fast Pace Urgent Care Clinic  
Jim's Best Stop

### Drop Locations

#### Corinth

Corinth Artist Guild  
Crossroads Museum  
JR's Wine & Spirits  
Twisted Cork Wine & Spirits

#### Iuka

East Port Marina  
Southern Magnolia Estates  
Town & Country Furniture

#### Michie

Crazy K Ranch  
Michie Medical Clinic

#### Pickwick

AutoTech  
Barnes Marine  
Catamaran  
Central Bank  
Crye Leike  
Eclectic Spaces  
The Historic Botel  
Pickwick Family Dental  
Pickwick Watersports  
Town & Country at the Lake

#### Savannah

Burts Furniture  
Cedar Chest  
Central Bank  
Daisy Dreams  
Floral

#### Design Team

Fast Pace Medical  
Grishams  
Hardin Co. Bank  
Hickory Pitt BBQ  
Hunter, Smith & Tallent  
Little Angels  
Marketplace on Main  
Murry's Liquor  
Pennie Lanes  
Savannah Chamber  
Small Town Styles  
SpaLicious  
Stacy Wilkerson, DDS  
TN River Museum  
**Selmer**  
Henry Furniture