

DeSoto MAGAZINE

Exploring North Mississippi

An intelligent and colorful monthly magazine featuring exciting articles on the arts, community issues, current events, decorating, dining and recipes, entertainment, family health, gardening, history, outdoor recreation, shopping and more.



- Distributed to over 20,000 North Mississippians
- Free copies placed at area restaurants, attractions & businesses
- Subscriptions
- Published monthly
- Finally! A quality publication that will serve the North Mississippi area.

The best source for interesting editorial, upcoming events, recipes, community information and much more!

Call or fax back to reserve your space today!

A familiar, friendly voice...



DeSoto *magazine*

Celebrating the best of life in North Mississippi, reflecting a solid sense of place, taste and style that readers recognize is uniquely their own and helping our region become better – that's our mission. With a familiar, friendly voice, we delight, surprise, inform and include our readers on the journey.

DeSoto presents regular features on the arts, decorating, food, entertainment, health, shopping, gardening, history, recreation, community issues and current events that affect our lives. It is exploration, like Hernando de Soto discovering a wondrous place and pioneers trekking the historic Natchez Trace.

Readers discover topics to interest them within our diverse editorial content. With exciting photography, they see the people and the places for themselves. Cutting-edge design, presented in a medium of fine printing on quality paper, delivers a superior feel to the magazine, making it a pleasure to read and to collect.

About the magazine

More than 20,000 people pick up and read a copy of *DeSoto Magazine* every month. They have learned that our motto, "Exploring North Mississippi," means having the region at their doorstep.

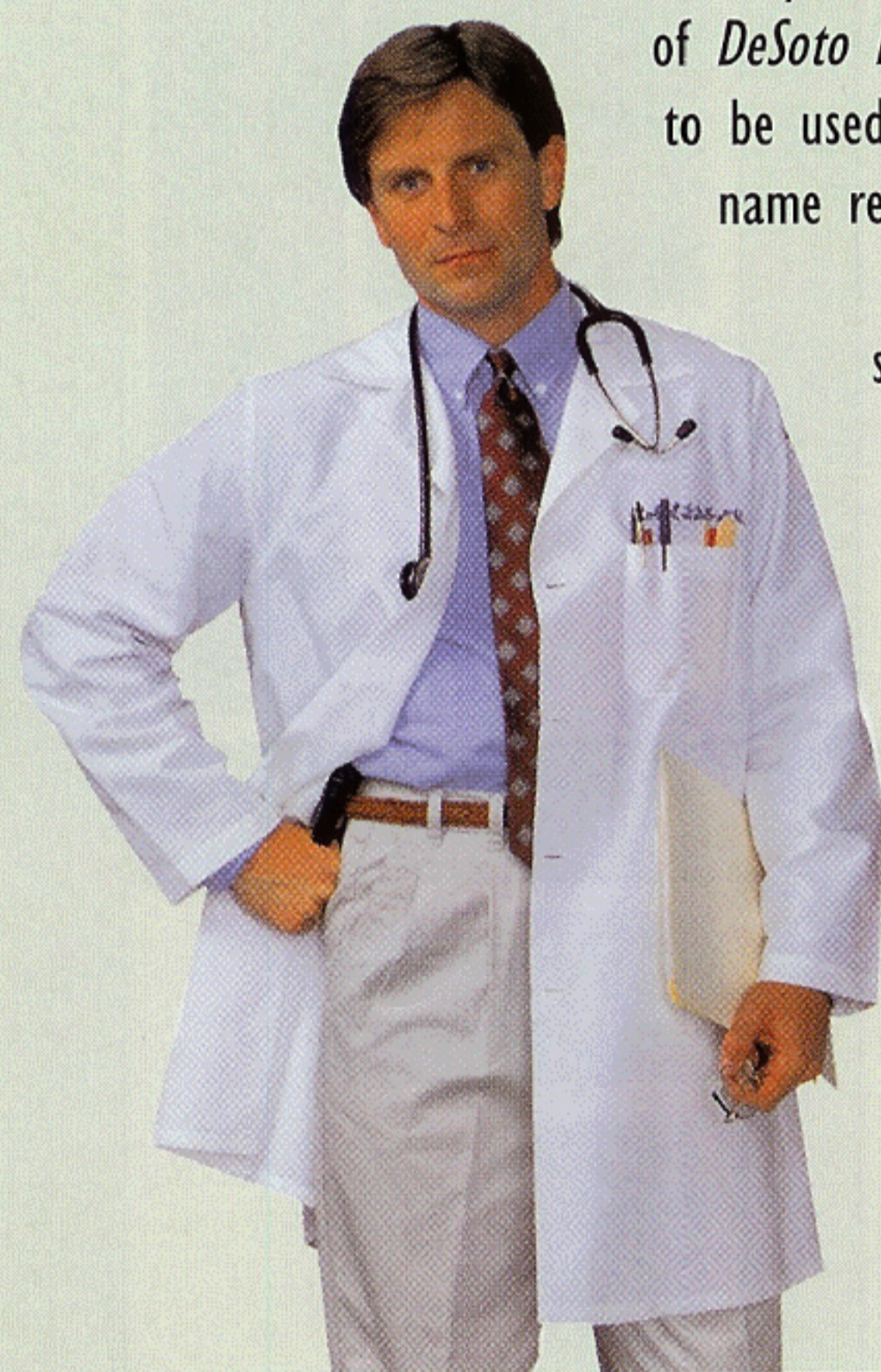
Our growing monthly subscription base is a pleasant outcome, considering *DeSoto Magazine's* organized, free distribution in restaurants, hotels, boutiques, specialty stores, antique shops, garden centers, doctor and dentist offices, hair salons, museums and welcome-centers all over North Mississippi.

Our special departments were created specifically so advertisers reach their target markets. Departments include Local Flavor, Shop Talk, Living Well, Fashion Spot and Home Style. Although these departments are an important part of *DeSoto Magazine's* diverse editorial mix, they are designed to be used by advertisers who want more publicity and name recognition in North Mississippi.

Advertising in *DeSoto Magazine* fits into even the strictest business plan. It is a proven fact that consumers often purchase a service or product as a result of having seen it advertised in a magazine.

DeSoto Magazine gets results.

See for yourself what current advertisers rave about when you take advantage of our perfect combination -- excitingly wide exposure at unbelievably low rates.



Our Departments...

ABOUT THE ARTS

Informative articles promoting the arts and artists in North MS.

CALENDAR OF EVENTS

Mark your calendar for local happenings and events from sports to the performing arts.

DESTINATIONS

Visit exciting and fun weekend or vacation destinations. Includes information on where to stay, eat and shop.

GREAT OUTDOORS

From gardens and to fishing—North Mississippians love spending time outdoors.

HOME STYLE

What's new in home design and decor along with product highlights and photography of homes.

LOCAL FLAVOR

The spotlight is on local eateries and great local cooks. Includes recipes and beautiful food photography.

LIVING WELL

Physicians and care givers give healthy advice.

ON THE PORCH

Discussion on history, community and current events and issues.

SHOP TALK

Visit local retail shops and family owned businesses for a preview of what they offer.

FASHION SPOT

A Showcase of fashions and accessories from local shops.

Hill Media ADVERTISING CONTRACT

Rates and Sizes

The prices listed below are based on a 6 time contract.

1/6 page Ad \$200
1/4 page \$325
1/3 page \$400
1/2 page \$600
2/3 page \$875
Full Page \$1100

Premium Pages

Inside Front Cover \$1450
Inside Back Cover \$1400
Back Cover \$1550

Advertorial \$1200 (This includes photography and editorial fees.)

Placement requests are fulfilled based on availability and are charged an up charge of 10%.

TERMS AND CONDITONS OF SALE

Production and art charges are not included in the space charges. Hill Media offers photography and design services to our advertisers at the flat rate of \$100 which includes one photo at one location and the design of an ad. Stock photos are billed at \$25 dollars each and ad design is \$75 per ad.

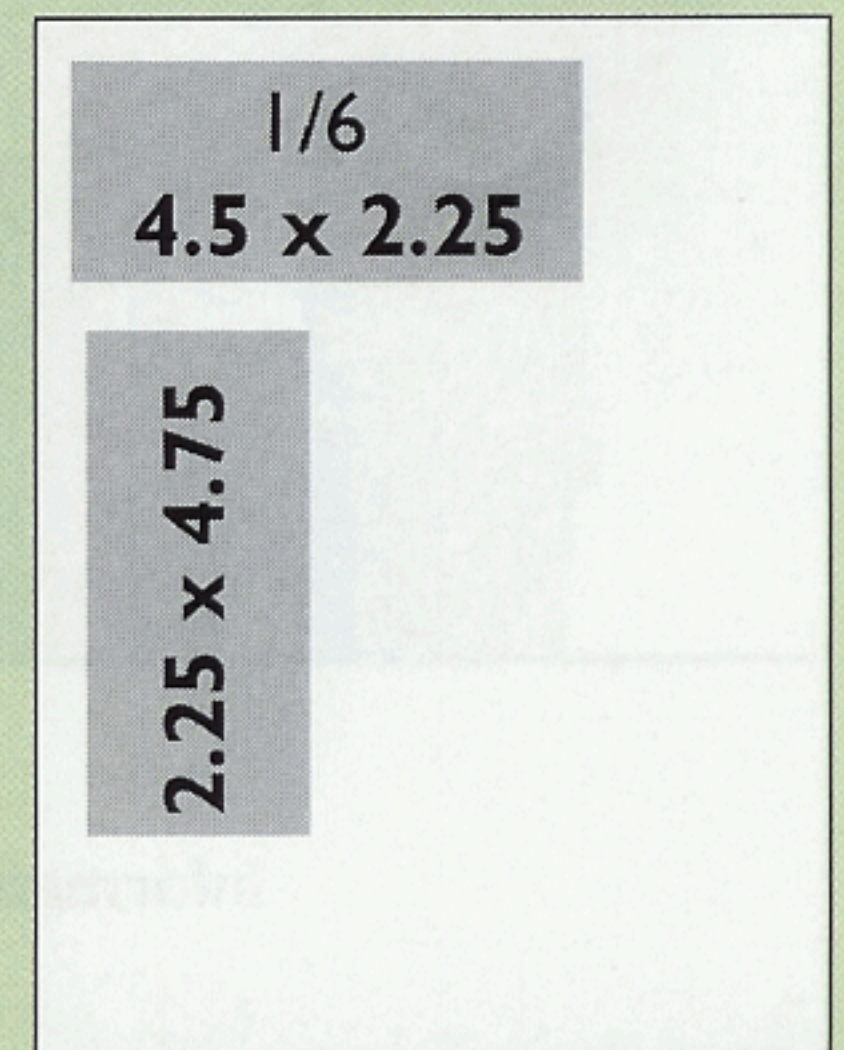
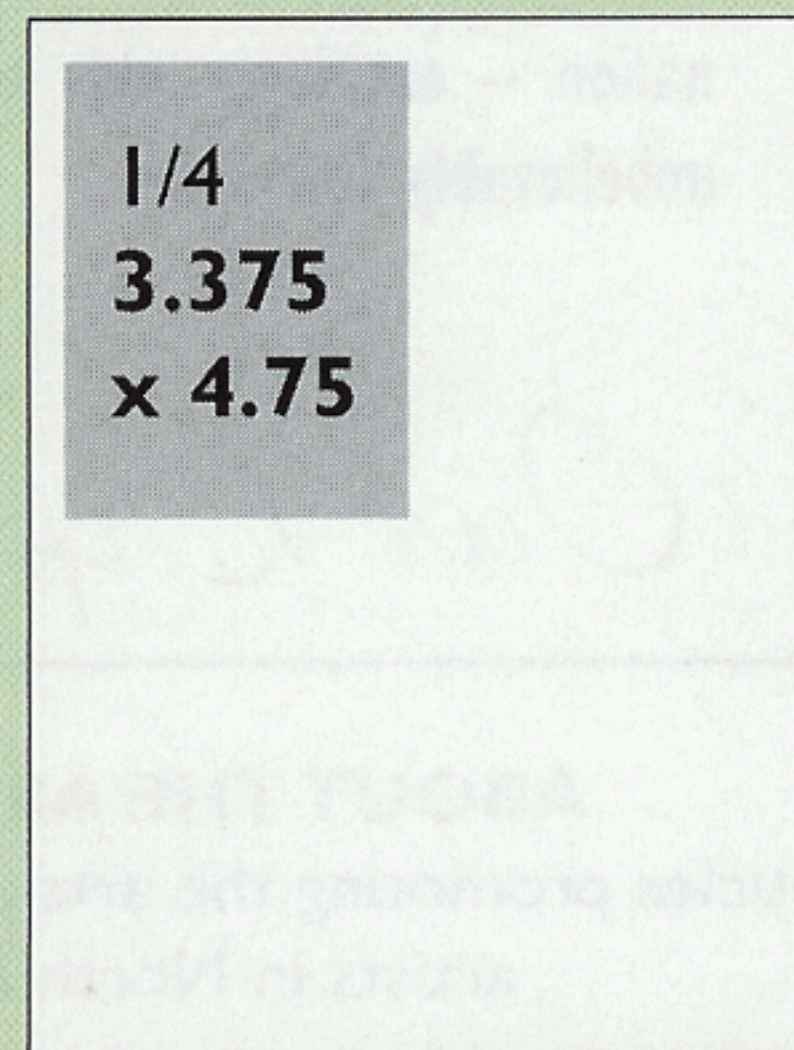
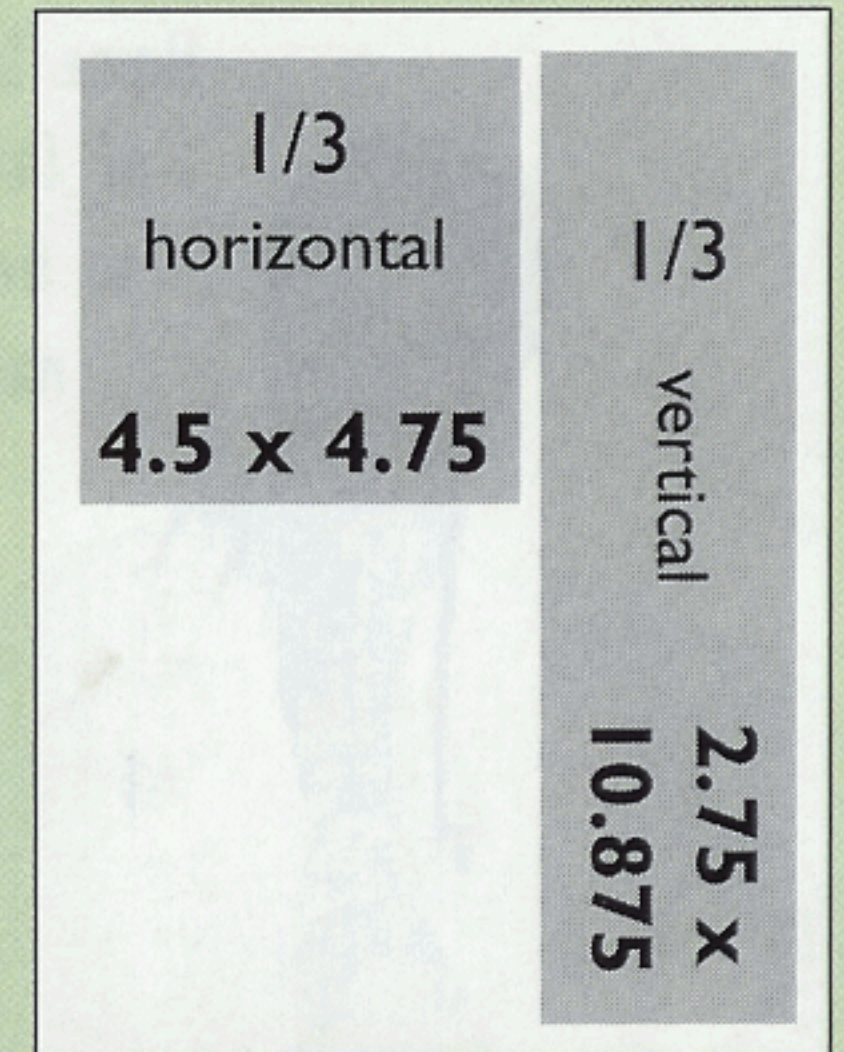
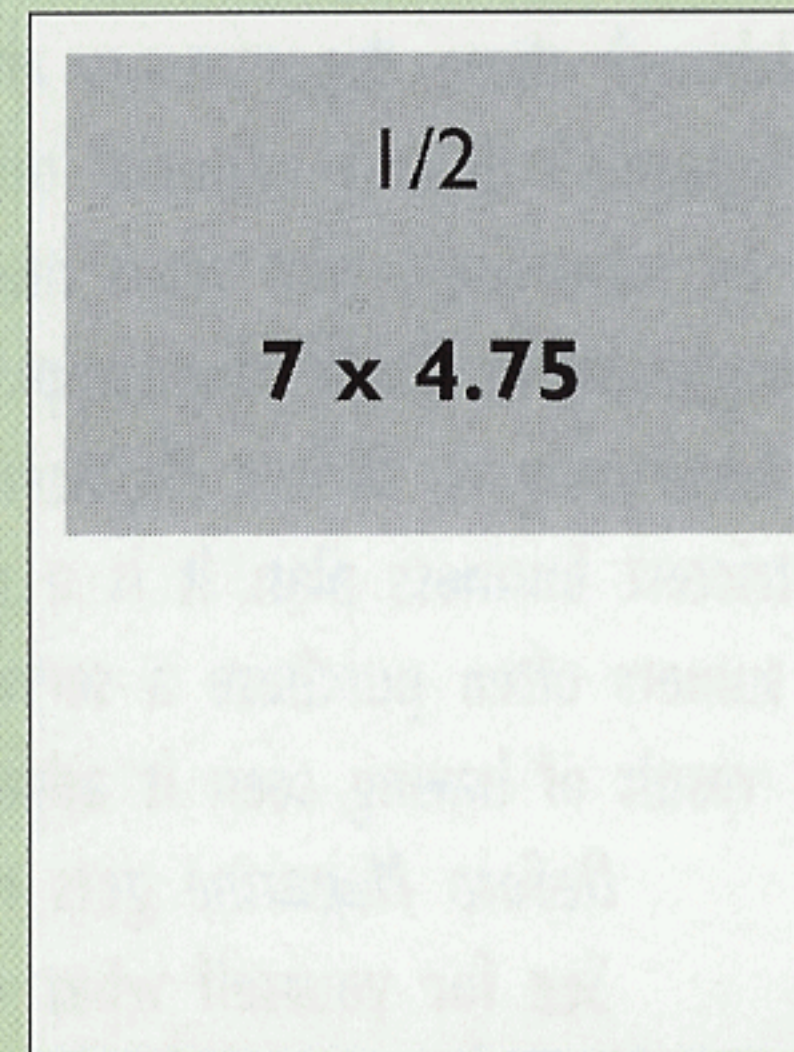
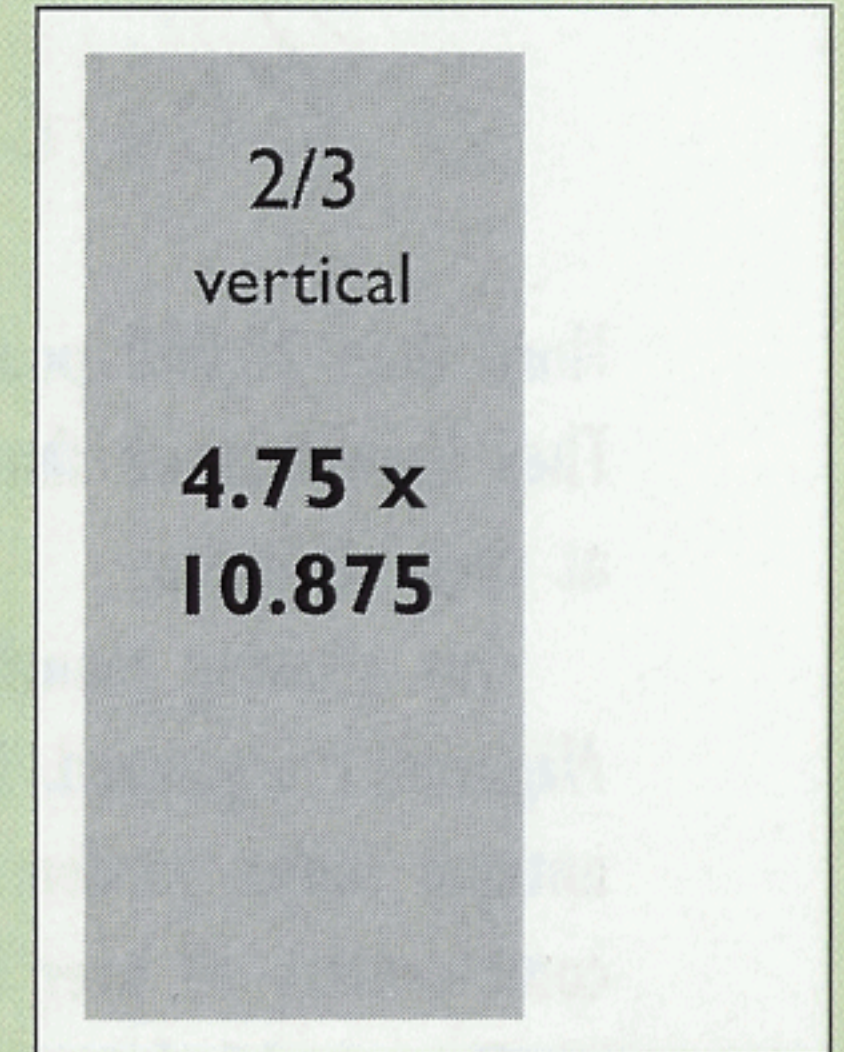
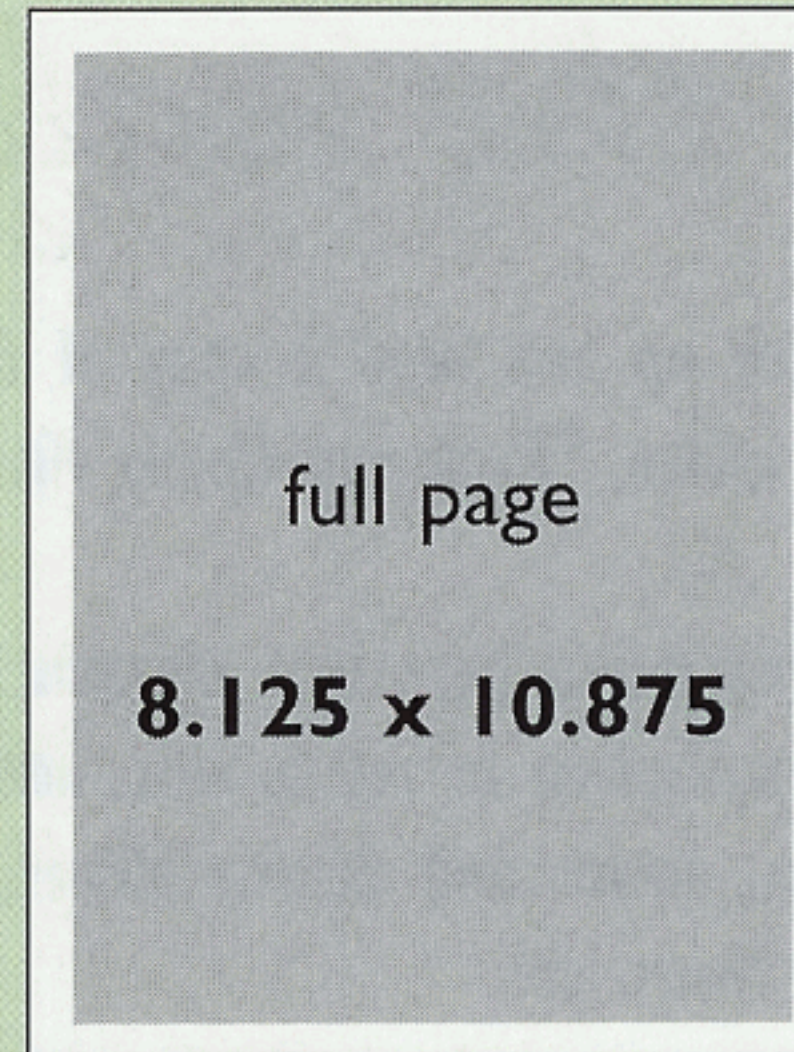
Camera ready art is accepted in the following formats: Adobe PDF, Quark Xpress, Photoshop tiff or jpeg. If sending a Quark Document all fonts and art-work must be included with the ad. All photos must be in CMYK format and be at least 300 dpi and of high enough quality for print purposes. All camera ready art must include a color match print. Hill Media prints in 4 color process and does not guarantee perfect color reproduction of pantone or spot colors.

Ads submitted after the deadline become the sole responsibility of the advertiser in regard to size, color and specifications. If advertising materials are not received by deadline, the publisher may repeat the most recent ad, but the advertiser will be billed for the space reserved.

All multiple run contracts are set up on a monthly installment plan. Advertisers are required to pay a deposit of one months rate when signing an advertising contract and will be billed the remaining balance of the contract in monthly installments due by the 15th of each month. A past due amount of 10% per month will be charged for overdue balances.

Multiple run contracts are consecutively billed, placed and used in a normal calendar year unless otherwise agreed upon by Hill Media and the advertiser. Contract cancellations are not accepted and all contracts are non-transferable.

I agree to the above terms of this contract. I understand that I will be responsible for any costs incurred while trying to collect on any past due accounts owed to Hill Media. I agree that I will not hold Hill Media liable for any misprint in an ad created by Hill Media after said advertisement is signed and approved by the advertiser.



Signed _____ Date _____

Hill Media Rep. _____ Date _____

Client / Company _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ email _____ Contact name _____

Ad Size _____ run dates _____ Publication _____ # of runs _____ Rates _____

Placement request _____ Production responsibility _____ Production charges _____ **TOTAL** _____