When the Memphis Flyer was founded in 1989, few would have predicted that a small weekly upstart would grow into one of the major pillars of news and entertainment in Memphis. Today, more than 20 years later, the Flyer is one of the most influential media outlets in the Mid-South.

The Flyer has won countless local, regional, and national awards for its forthright journalism and cutting edge politics and entertainment coverage. In its 20-plus years, the Flyer has built a stellar reputation for integrity and “telling it like it is.” Simply put: The Memphis Flyer matters to Memphis — to the man on the street and to the city’s movers and shakers.

Each week, more than 135,115* readers pick up the Flyer from more than 600+ outlets around Memphis and the Mid-South and memphisflyer.com is visited by 70,000** local readers; a weekly audience of over 205,000 readers. The Flyer continues to grow, and there’s a reason for that: we are locally owned and relentlessly local in our focus and coverage. The Memphis Flyer is an essential part of the fabric of Memphis — and always will be.

*Source: CVC June 2014 ** Source: Google Analytics January 2015
Every week we distribute 45,000 papers and have an audited pick-up rate of 93%*. Week after week. Year after year. Our readers are loyal and they pick up our papers. They reach for the Flyer before a night on the town or with an afternoon coffee. They peruse our pages before heading to the polling station and the shopping mall. They seek out our green boxes, our racks, and our free-standing stacks in 600+ locations all over the Mid-South. *(And when they can’t find us in print, they can always find us at memphisflyer.com.)*

Why we believe in free non-forced distribution: Free non-forced distribution is just a fancy way of saying that we put our papers where our readers can find them. Why is this important to you? It means that our readers intentionally pick up our paper every week. Our papers don’t just sit in the racks. Our readers don’t run over them in their driveways. They don’t clog mailboxes or multiply on doorsteps. We have strategically placed the Flyer in locations you visit every day – restaurants, grocery stores, office buildings, etc. But don’t wait too long – our papers move fast!

### Distribution

<table>
<thead>
<tr>
<th>Location</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>BARTLETT</td>
<td>2,550</td>
</tr>
<tr>
<td>COLLIERVILLE/WEST TENNESSEE</td>
<td>1,570</td>
</tr>
<tr>
<td>CORDOVA</td>
<td>2,485</td>
</tr>
<tr>
<td>DOWNTOWN</td>
<td>7,145</td>
</tr>
<tr>
<td>EAST MEMPHIS</td>
<td>12,470</td>
</tr>
<tr>
<td>GERMANTOWN</td>
<td>2,170</td>
</tr>
<tr>
<td>MIDTOWN</td>
<td>7,135</td>
</tr>
<tr>
<td>NORTH MEMPHIS/FRAYSER/MILLINGTON</td>
<td>935</td>
</tr>
<tr>
<td>NORTH MISSISSIPPI</td>
<td>3,770</td>
</tr>
<tr>
<td>SOUTH MEMPHIS</td>
<td>4,420</td>
</tr>
<tr>
<td>WEST MEMPHIS/EAST ARKANS</td>
<td>300</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>45,000</strong></td>
</tr>
</tbody>
</table>

*Source: CVC June 2014*
## Readership

### PRINT

<table>
<thead>
<tr>
<th>Total weekly distribution</th>
<th>45,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average readers per copy</td>
<td>3.25</td>
</tr>
<tr>
<td>Weekly readership</td>
<td>146,250</td>
</tr>
</tbody>
</table>

### ONLINE

<table>
<thead>
<tr>
<th>Visits per month</th>
<th>225,000*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique Visitors</td>
<td>170,000</td>
</tr>
<tr>
<td>Page views per month</td>
<td>500,000</td>
</tr>
<tr>
<td>Average time on site</td>
<td>7 minutes, 54 seconds</td>
</tr>
</tbody>
</table>

### DEMOGRAPHICS

<table>
<thead>
<tr>
<th>Male</th>
<th>48**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>52</td>
</tr>
<tr>
<td>Average Age</td>
<td>39</td>
</tr>
<tr>
<td>Average Annual Household Income</td>
<td>$88,000</td>
</tr>
<tr>
<td>HH$100K+</td>
<td>28%</td>
</tr>
<tr>
<td>College Degree</td>
<td>53%</td>
</tr>
</tbody>
</table>

*Source: Google Analytics, January 2015
**Source: CVC June 2014
Our Readership

147,469+ Regular Readers
with an average HHI of $86,230*
66% make above $50k+ annually

<table>
<thead>
<tr>
<th>Age</th>
<th>Average Age – 39 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>15%</td>
<td>18-24 years</td>
</tr>
<tr>
<td>71%</td>
<td>25-54 years</td>
</tr>
<tr>
<td>14%</td>
<td>55+ years</td>
</tr>
</tbody>
</table>

Education

<table>
<thead>
<tr>
<th>HAVE A COLLEGE DEGREE OR HIGHER</th>
<th>53%</th>
</tr>
</thead>
<tbody>
<tr>
<td>SOME COLLEGE OR HIGHER</td>
<td>78%</td>
</tr>
</tbody>
</table>

*TSource: CVC June 2014

THEY WANT TO KNOW MORE!
Our readers are living active, busy lives and planning purchases — they want to know more.

- 122,954 regularly plan to go out to eat & see live entertainment
- 95,931 are planning to purchase women’s apparel
- 101,336 plan to purchase prescriptions and other pharmacy items
- 85,122 are planning to purchase women’s apparel

Influentials
In 2004 the Roper Institute discovered there were a group of people so powerful that speaking to them became every smart marketer’s job number one. Roper called them “influentials.” These folks told other people where to eat, who to vote for, what movies to see, what clothes to buy — and, voila, other people listened. Turns out you are twice as likely to find an influential person reading the Flyer than not. We always knew our readers were the best — thanks to Roper, we have a study that proves it.
SERVICES & PURCHASES PLANNED:

<table>
<thead>
<tr>
<th>Plan to purchase a new or used car:</th>
<th>Plan to take a vacation or travel:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>58,099</strong></td>
<td><strong>81,069</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Plan to have auto service (tires, brakes, maintenance, service):</th>
<th>Plan to purchase a tv or home electronics:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>81,069</strong></td>
<td><strong>70,785</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Plan to take a course or continue their education:</th>
<th>Plan to use a tax service:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>43,236</strong></td>
<td><strong>82,420</strong></td>
</tr>
</tbody>
</table>

*Source: CVC, June 2014*
Calendar — Special Issues

20 UNDER 30
JANUARY 22

HOTTIES
FEBRUARY 12

FASHION
SPRING: MARCH 12
FALL: OCT 8

NCAA
MARCH 19, 26,
APRIL 2

EARTH DAY /
GREEN ISSUE
APRIL 16

BEALE STREET
MUSIC FESTIVAL
APRIL 30

BBQ FEST ISSUE
MAY 14

SUMMER ISSUE /
HOT FASHION
JUNE 18

THE LITERARY
ISSUE
JULY 9

BACK TO SCHOOL /
ELVIS CALENDAR
AUGUST 6

FOOTBALL PREVIEW
AUGUST 27

FALL ARTS & MUSIC
SEPTEMBER 10

BEST OF MEMPHIS
OCTOBER 1

INDIE MEMPHIS
OCTOBER 29

HOOP CITY /
BASKETBALL PREVIEW
NOVEMBER 5

BAR GUIDE ISSUES
JANUARY 29, APRIL 16, JUNE 4, AUGUST 27, OCTOBER 22, DECEMBER 10

DINING GUIDE ISSUES
FEBRUARY 12, MAY 7, JULY 9, SEPTEMBER 3, NOVEMBER 5

HEALTHY YOU ISSUES
JANUARY 8, MARCH 5, JUNE 11, SEPTEMBER 17

RETAIL THERAPY ISSUES
FEBRUARY 5, MARCH 12, APRIL 23, MAY 21, JUNE 18, JULY 16, AUGUST 6,
SEPTEMBER 17, OCTOBER 8, NOVEMBER 19, NOVEMBER 26, DECEMBER 3 ,
DECEMBER 10, DECEMBER 17

ALL ITEMS SUBJECT TO CHANGE - PLEASE CALL FOR UPDATED INFORMATION.
FOR MORE INFORMATION ON ADVERTISING AND EVENT SPONSORSHIP OPPORTUNITIES,
PLEASE CONTACT YOUR ACCOUNT EXECUTIVE AT CONTEMPORARY MEDIA, INC. (901) 521-9000.
“I have advertised solely with the Memphis Flyer for over 10 years. The paper alone has helped my business grow tremendously. I’ve had people approach me numerous times saying that they see my picture EVERYWHERE, and I only advertise with the Flyer. So I KNOW it works!”

Joe Royer, President, Outdoors Inc.

“I trust the Memphis Flyer for my weekly print advertising needs. They have the readership that I’m trying to attract, and their customer service is above par. I have found that by changing my ads weekly, and by being creative as the Flyer allows, people actually look forward to seeing our newest copy. The Flyer has been a solid force behind driving our sales and allowing us to offer a consistent message to the demographic we want to entertain.”

Aldo DeMartino, Owner, Bardog Tavern

“Since 1974, Outdoors Inc., has specialized in outfitting human-powered recreation — custom-fit bicycles, trail running, kayaking, rock climbing, skiing, and snowboarding. Our customers are smart, physically active and recognize exceptional quality and expertise. We carry top lines like The North Face, Patagonia, and Arcteryx. The Memphis Flyer has always reached our customer base quite effectively — that is why we have stayed with the Flyer for the past 20 years.”

Joe Royer, President, Outdoors Inc.

“It continues to amaze me — the loyalty of the Memphis Flyer readers. Everywhere I go, I see people reading and discussing what’s going on. The Memphis Flyer is the source for what’s going on in Memphis! We value our partnership and look forward to many many more years.”

Jocelyn Agnellini Allison
Director of Marketing
Horseshoe and Tunica Roadhouse Casinos

“Personally, I always pick up the Memphis Flyer and read it from page to page to know what’s going on around town. Professionally, the Memphis Flyer is one of the most cost effective advertising vehicles I use for my clients. It always produces results and is very affordable. The ads that I have placed in the Memphis Flyer have been very successful in reaching my clients’ goals.”

Lisa Hawkins, Media Manager, Red Deluxe
### Advertising Rates

#### Print Rates

<table>
<thead>
<tr>
<th>Print</th>
<th>Color per insertions</th>
<th>event rate 1-3 weeks</th>
<th>campaign rate 4-12 weeks</th>
<th>frequency rate 13+ weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full</td>
<td>$150</td>
<td>$2560</td>
<td>$2175</td>
<td>$1535</td>
</tr>
<tr>
<td>3/4</td>
<td>$115</td>
<td>$2210</td>
<td>$1880</td>
<td>$1325</td>
</tr>
<tr>
<td>Junior</td>
<td>$115</td>
<td>$1800</td>
<td>$1530</td>
<td>$1080</td>
</tr>
<tr>
<td>1/2</td>
<td>$75</td>
<td>$1600</td>
<td>$1360</td>
<td>$960</td>
</tr>
<tr>
<td>3/8</td>
<td>$75</td>
<td>$1225</td>
<td>$1040</td>
<td>$735</td>
</tr>
<tr>
<td>1/4</td>
<td>$50</td>
<td>$835</td>
<td>$710</td>
<td>$500</td>
</tr>
<tr>
<td>3/16</td>
<td>$50</td>
<td>$675</td>
<td>$575</td>
<td>$405</td>
</tr>
<tr>
<td>1/8</td>
<td>$30</td>
<td>$465</td>
<td>$395</td>
<td>$280</td>
</tr>
<tr>
<td>1/16 page</td>
<td>$30</td>
<td>$250</td>
<td>$215</td>
<td>$150</td>
</tr>
</tbody>
</table>

**Preprinted Inserts** $50 per thousand for full press run

### Classified Rates

Classified: $42 per column inch. $5.50 per line.

### Tailspin Rates

**Large** (11 pt font): $25
18 character maximum

**Medium** (9.5 pt font): $20
26 character maximum

**Small** (7.5 pt font): $15
40 character maximum

**Color** $20 per ad

Tailspin example: $80/week

**GONER RECORDS**

New/Used LPs and CDs. We buy records!

2125 Young Ave. - 722-0095
Digital Advertising

Experience brand lift with our Display Advertising Solutions.

Digital Half-Page Unit

The premium and best-performing ad unit on memphisflyer.com is the 300x600 which is considered a large format ad unit equivalent to a full page print ad.

The 300x600 provides a large area for to get your message across paired with high click-through rates.

Rate: $10 cost (net) per thousand impressions (CPM)
Email Newsletters

We mail to our 26,000+ opt-in email subscriber list three times per week:

- **Tuesday: Food News**
- **Wednesday: This Week's Issue**
- **Thursday: Your Weekend Update**

We have two advertising opportunities available on our emails: top placement and middle placement.

Our email advertising units often sell out, so be sure to book early.

**600x200 ad unit.**
- **Top placement:** $200 net
- **Middle placement:** $170 net

Custom Email Newsletters

We also offer the opportunity to mail your message to our entire email subscriber list. Two subscriber mailings are available per month. Your design may be used, or we can create for you.

**Rate $1,000**
*Message is subject to publisher approval.*

Pencilbar

Our pencilbar placement is enormously popular with clients seeking an instant response from readers. It’s a placement we use ourselves every year for our Best of Memphis voting campaign. Only one client is accepted at a time, and your pencilbar ad appears on all pages of memphisflyer.com during your run period.

**980x35 ad unit.**
- **Weekly Rate:** $550
- **Daily Rate:** $150

Homepage or Section Takeover

Make an impact on memphisflyer.com homepage or other high-traffic pages with a Takeover. Utilizing all existing ad units on the page, it ensures that users see your brand everywhere they look.

Includes one (1) 728x90, three (3) 300x250, two (2) 160x600, and one (1) 980x35 Homepage only or Section of client’s choice, subject to availability.

**$15 CPM**
Mobile Advertising

DoMemphis

Our entertainment and events app with **4,500** subscribers and growing.

**Promoted Post:** $60/wk  
**Contests:** $250/wk  
**Inline Display:**  
- post ad $500/mo  
- channel ad $800/mo  
**Promoted Channel:** $800/mo

Ask about our Contest Bundles and our Push Notifications!

Social Marketing

Post your social update on our social pages. Our social fans and followers are engage with us daily; our Social Media managers carefully curate our messaging. And, we only accept one exclusive sponsored post per medium, per week.

<table>
<thead>
<tr>
<th>FACEBOOK</th>
<th>TWITTER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$175</strong></td>
<td><strong>$175</strong></td>
</tr>
<tr>
<td>18,681 FANS</td>
<td>29,320 FOLLOWERS</td>
</tr>
</tbody>
</table>

m.memphisflyer.com

When readers visit our site on their phones, they have the option to choose to read our mobile version AND to save it as an icon on their homescreen.

Two (2) ad units available, 50% share of voice guaranteed.

**300x50 ad unit.**  
$120 per week

*New opportunities on our mobile site are launching in February 2015!*

Digital Services

A website health checkup is ALWAYS FREE to our clients.

We also offer consultative services:  
+ social media  
+ search engine optimization  
+ paid search  
+ building websites  
+ and a lot more!
**Guaranteed Placement**
15% will be added to the gross charge for all guaranteed placement. Otherwise, ad placement is at the discretion of the publisher.

**Preprinted Inserts**
Preprinted inserts may be distributed at the net rate of $50 per thousand for full press run, $75 per thousand for less than a full press run, single-sheet, 8 1/2” x 11”, 50-lb. stock. Rates for other sizes and weights available upon request. Minimum order of 10,000 units.

**Sticky Notes**
$60 per thousand 3x3 format. Special deadlines apply.

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**Print Advertising – The Fine Print**

**Space Deadline / Cancellations**
The *Memphis Flyer* publishes weekly on Thursdays. Space reservations and ad copy must be received Wednesday by 11am (CT), eight days prior to publication. Digital artwork will be accepted until Friday at 5pm (CT), six days prior to publication. Cancellations are not accepted after closing date for space reservations. **Advertising copy from most recent insertion will be run if copy deadline is not met and advertiser will be billed for space.**

**Contract Advertising**
Failure to complete agreed to contract levels will result in a short rate being applied for actual space used.

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**Production Requirements**

**Specs For Sending Ads Electronically**
The *Memphis Flyer* is produced digitally. Supplied ads must be a digital file on CD, flash drive, sent via e-mail or uploaded to: memphisflyerads.com

**Print Ads - Electronic Files Will Only Be Accepted In Pdf Format**
Acrobat PDF must be grayscale or composite CMYK (RGB and spot color will not process correctly), no less than 300 dpi, and all fonts must be embedded. To ensure no problems occur with fonts defaulting, please convert all type to outlines before creating your PDF when working in native applications such as Illustrator or InDesign. If there are any problems with the file, you will be contacted and will be required to send a revised version or the ad will not run.

**Digital Ads – Acceptable Formats**
Acceptable ad formats are GIF (animated or static) and JPG. Image resolution should be 72 pixels per inch and RGB color. Maximum file size is 1MB. All ads should link to a URL to be provided by client. Video ad file types may include: asf, asx, divx, dv, dvx, m4v, mov, mp4, mpeg, mpg, qt, wmv, 3g2, 3gp, 3ivx and 3vx, and we also support others not listed, ask your account rep for more details. Rich media creative requires 48 hour advance deadline prior to insertion. Art and design services are available.

**E-Mail All Ads To Your Sales Rep And OGuin@MemphisFlyer.com**
Please include your company name and the *Memphis Flyer* issue run date in the file name or e-mail text. If the file is larger than 2MB, we ask that the file be uploaded to our ad submission website: memphisflyerads.com.

**Print Ads To Be Created Or Altered**
Acceptable file formats are InDesign CS, Photoshop CS, and Illustrator CS. We cannot accept Quark, PageMaker, Publisher, Word, or PowerPoint documents.

All images and logos provided must be 300 dpi. Taking a 72 dpi image and increasing its resolution makes the image pixilated and blurry. If specific fonts are requested, they must be provided. If they are not, we will make every effort to use similar fonts, but they will be replaced by our own. The advertising production staff of the *Memphis Flyer* is available to assist advertisers in ad production from initial concept to finished ad. **Ads to be built or modified will be allowed 3 proofs. Additional fees may be charged after 3 proofs.**
Ticketing

We are a full-service ticketing services provider and we offer:

- Low service fees for ticket buyers
- Simple, user-friendly purchase experience and checkout
- Full range of ticket delivery options, including free print-at-home and mobile delivery
- Superior, personalized customer service
- Robust dashboard featuring real-time reporting
- Ability to include donations and merchandise sales with ticket purchase
- Scanner app, equipment rentals, and support

Live Events

The *Memphis Flyer* hosts and co-hosts many public and private events throughout the year that provide excellent live event sampling and sponsorship opportunities.

**A few of our favorites scheduled for 2015:**

- 20>30 Celebration 2015 • Best of Memphis 2015
- Fall Picnic • 2015 Margarita Wars! • Whiskey Tasting • Summons to Memphis 2015

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**Event Marketing**

**DON PERRY**