

INVITATION

Oxford

INVITATION

Tupelo

INVITATION MAGAZINES ARE THE VOICE OF YOUR COMMUNITY.

Invitation Magazines are north Mississippi's only lifestyle magazines. Publications are glossy, full-color, artfully designed, plugged into the community, and cover a variety of events, people and news. Thousands of free copies are distributed monthly in bookstores, coffee shops, restaurants, shopping districts, arts festivals and more.

A recent readers' survey revealed that each copy of an issue is read by an average of four people. Readers reported they keep their issue for at least one month. Advertisers get a month-long audience with discerning readers.

OXFORD: A NICE PLACE TO LIVE

Oxford is regularly covered in national media for its contributions to literature, culture and politics. Oxford ranks in *Money* magazine's Best Places to Retire; *USA Today's* Best Small Towns and Best College Towns in America; and *Newsweek's* Most Beautiful.

- Lafayette County's population is 43,975 and growing.
- Gross retail sales in Lafayette County are approximately \$700 million annually and increasing.
- The value of all property in Lafayette County was more than \$450 million in 2009, more than double the figure from 2000.
- Oxford draws 600,000 visitors annually; 24,000 people for family visits; and 14,000 to academic or cultural events.
- Proximity to Ole Miss pays off in important ways: visitors spend \$50 million per year in Oxford.
- Job growth in Lafayette County has outpaced growth in the state and U.S. in the last 20 years by more than half.
- Residents are highly educated: 36 percent have bachelor's, master's, doctorate or other advanced degrees.
- Ole Miss football games draw crowds of more than 60,000 to Oxford for fall weekends filled with shopping and dining.

2012 AD SPACE DEADLINES

February: Long Forgotten Locals Jan. 11	August: Back to School July 11
March: Volunteer Feb. 8	September: Football August 1
April : Double Decker March 7	October: Made in Mississippi September 5
May: Home and Garden April 2	November: Eat Local October 10
June/July: Bridal May 9	December/January: Holiday November 7

TUPELO: MISSISSIPPI'S ALL AMERICA CITY

Lee County may be the most vital, growing area in the state, with a strong economic base, nationally ranked schools, leading medical care and people who believe in where they live.

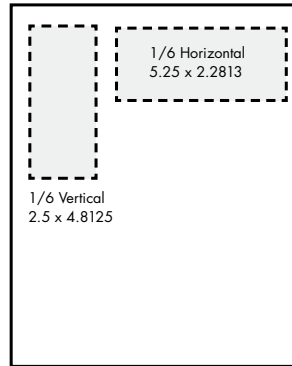
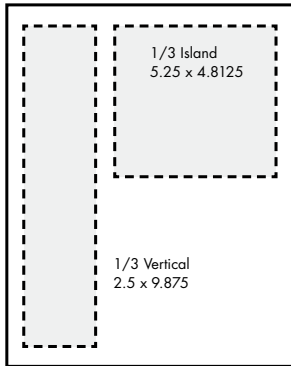
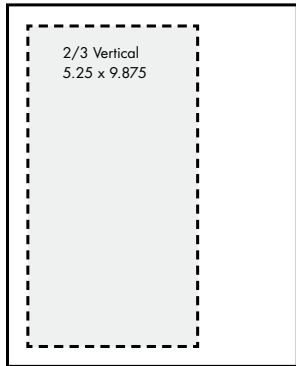
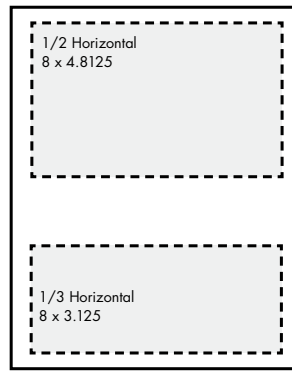
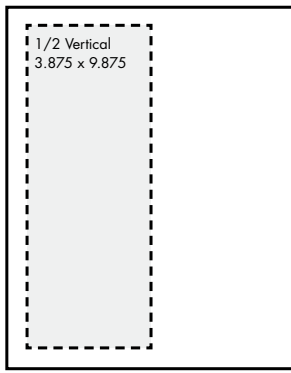
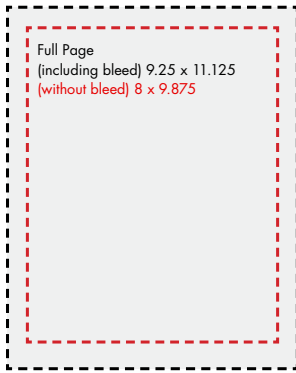
- Lee County and surrounding areas have a population of 130,000 and growing.
- The county's per capita income is among the state's highest. More than 60 percent of Tupelo residents own their homes.
- Lee County ranks seventh in the state for gross retail sales, with more than \$280 million spent in Lee County.
- A tourism industry anchored by Elvis Presley and the Natchez Trace Parkway pumps \$46 million into the local economy, drawing more than 100,000 visitors annually.
- Tupelo's North Mississippi Medical Center is the city's largest employer and the largest non-metropolitan hospital in the U.S., attracting patients from all over the south.
- Northeast Mississippi is a furniture industry hub, with company payrolls over one-half billion dollars annually.
- The Toyota plant in Blue Springs is expected to bring an additional 2,000 jobs to the area, further defining the city as a manufacturing center.

2012 AD SPACE DEADLINES

February: Made in Mississippi Jan. 25	August: Back to School July 25
March: Women of Distinction Feb. 14	September: Football Aug. 23
April: Gumtree Festival March 21	October: Women's Health Sept. 20
May: Home & Garden April 2	November: Saluting Service Oct. 24
June/July: Bridal May 23	December/January: Holiday Nov. 21

2012 INVITATION SIZES AND RATES

Magazines



AD SIZES

Full Page including bleed: 9.25 x 11.125

Full Page without bleed: 8 x 9.875

2/3 Vertical: 5.25 x 9.875

1/2 Vertical: 3.875 x 9.875

1/2 Horizontal: 8 x 4.8125

1/3 Island: 5.25 x 4.8125

1/3 Vertical: 2.5 x 9.875

1/3 Horizontal: 8 x 3.125

1/6 Vertical: 2.5 x 4.8125

1/6 Horizontal: 5.25 x 2.2813

AD RATES

SIZE	10 ISSUE	5 ISSUE	3 ISSUE	1 ISSUE
1/6 Page	185	265	340	375
1/3 Page	280	400	525	640
1/2 Page	550	730	975	1045
2/3 Page	600	870	1100	1200
Full Page	900	1300	1550	1800
Inside Cover	1150	1400	N/A	N/A
Back Cover	1250	1400	N/A	N/A
*1/3 Horizontal Special Placement	325	455	595	700

AD REQUIREMENTS

Invitation Magazines offer design services for all advertisers and also accept fully designed ads via CD or email. We accept digital files in Adobe Illustrator, InDesign, Acrobat or Photoshop. All graphics must be 300 dots per inch and in CMYK format. Ads sent by email must be high-resolution PDF, tiff or jpeg formats. Please include the company name and ad size in the message when submitting by email. All camera-ready submissions must include or embed all supporting files, including graphics, photographs and fonts. Camera-ready ads should be sent to the account executive.

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