

**About The Sourcebook**

Now in its 18th edition, **The Sourcebook** is a lush, full-color, magazine-style guide packed with everything anyone might want to know about Cookeville and Putnam County. That's why it's the No. 1 marketing tool of your Cookeville-Putnam County Chamber of Commerce.

- The **Sourcebook** targets newcomers, visitors, retirees, industrial prospects, professionals, site selection and relocation officials, and decision-making CEOs, COOs and CFOs.
- Filled with photos, charts, maps and compelling copy, **The Sourcebook** beautifully describes and illustrates the advantages of living, working and doing business in Cookeville and Putnam County, not to mention the Highlands of Tennessee and the rest of the 14-county Upper Cumberland region — just the kinds of things you want your prospective customers/clients to know.
- Your Chamber distributes **The Sourcebook** in this region and in other parts of the U.S. and the world. Local real estate agencies, hotels and other companies find it particularly useful to share with their prospects . . . so more than one organization is distributing the magazine that contains your ad.
- By advertising in **The Sourcebook**, you increase the effectiveness of your media mix and encourage new customers for months. Your presence in **The Sourcebook** also makes a strong statement about your business and your commitment to progress in our community.
- Only Chamber members are eligible to advertise in this publication.
- An award-winning publication, **The Sourcebook** is designed and produced by WDSStone & Associates, a longtime Chamber member.

**Advertising Rates/Sizes**

Please see box at right or refer to inside pages for more information.

**Acceptable Formats**

- One-color ads: scannable camera-ready, high-resolution hard copy. **High-resolution PDF files are preferred.**
- Multicolor ads: electronic files on CD or DVD. **High-resolution PDF files are preferred.**

**Macintosh Platform**

We support: QuarkXPress, Adobe Photoshop, Adobe Illustrator and Adobe InDesign.

**Printing Specifications**

- Specifications for Web Offset Publications (SWOP) apply. **The Sourcebook** is printed on white, coated, 80# text stock. Screen requirement: 150-line. Binding: saddle-stitched. PMS ink matches are achieved with process colors.
- Trim Size: Trims to 8 1/4" x 10 3/4".
- Bleeds: Only full- and three-fourth-page ads may bleed. For bleeds, please allow 1/8" beyond trim size. Please keep essential elements of the live image 3/8" away from trim size. The inboard edge of the ad abuts the centerfold.

**Digital File Checklist**

- Enclose with your disk a hard copy composite and separations. **High-resolution PDF files are preferred.**
- Include all screen and printer fonts (including fonts in your EPS files).
- Include all graphic images and photos.
- Correctly establish the digital links between your page layout files and all graphic image and photo files.
- Change and save color graphic images and photos as CMYK.
- Apply appropriate traps to abutting colors.
- Specify identical sizes for page layouts and the final trimmed document.
- Provide for bleeds.

**Design Services Provided**

- Straightforward ads containing only copy and simple line art will be designed free by WDSStone & Associates. However, only one round of changes will be permitted. All other changes will be charged at Agency's hourly rates.

- For more complex ads, we provide complete design services — including writing and photography — at a discounted rate to **The Sourcebook** advertisers. We will be happy to quote you a price.
- "Piggyback" ads are not permitted.

**Agency Commission**

A 15% advertising agency discount is allowed only to agencies whose ads meet format and other specifications.

**Payment**

- **Billed rates.** Terms are 30 days net.
- **Prepay rates.** A 5% **prepay discount is offered.** Payment and materials are due when advertising contract is signed; otherwise, billed rates will apply.
- Please make checks payable to WDSStone & Associates.

**For More Information**



114 N. Washington Ave.  
Cookeville, TN 38501  
931-525-6020  
931-525-6550 (Fax)

sourcebook@wdstone.com  
www.YourSourcebook.com

*We look forward to working with you.*

**Advertising Rates**

**BILLING RATES**

Size	Black Only	Black +1 Color	Full Color
1/16-Page	\$193	\$213	\$234
1/8-Page	\$348	\$383	\$422
1/4-Page	\$619	\$680	\$749
1/2-Page	\$1,084	\$1,193	\$1,313
3/4-Page	\$1,393	\$1,533	\$1,686
Full-Page	\$1,548	\$1,703	\$1,874

**PREPAY RATES**

Size	Black Only	Black +1 Color	Full Color
1/16-Page	\$183	\$202	\$222
1/8-Page	\$331	\$365	\$401
1/4-Page	\$588	\$646	\$711
1/2-Page	\$1,030	\$1,134	\$1,247
3/4-Page	\$1,324	\$1,456	\$1,601



Membership Directory & Buyers Guide  
of the Cookeville-Putnam County Chamber of Commerce



**FULL-PAGE** (Actual Size Shown)**Non-bleed size:** 7<sup>1</sup>/<sub>4</sub>"W x 9<sup>3</sup>/<sub>4</sub>"H**Bleed size:** 8<sup>3</sup>/<sub>8</sub>"W x 11"H (The Sourcebook trims to 8<sup>1</sup>/<sub>4</sub>" x 10<sup>3</sup>/<sub>4</sub>". Allow <sup>1</sup>/<sub>8</sub>" beyond trim size on outside edges for bleeds. Inboard edge of ad abuts against centerfold. Keep essential elements <sup>3</sup>/<sub>8</sub>" away from trim size.)**Billing rates**

\$1,548	Black only
\$1,703	Black plus 1 color
\$1,874	Full color

**Prepay rates**

\$1,471	Black only
\$1,619	Black plus 1 color
\$1,780	Full color

*No extra charge for bleed**(Top of 3/4-Page)***3/4-PAGE** (Actual Size Shown)**Non-bleed size:** 7<sup>1</sup>/<sub>4</sub>"W x 7<sup>1</sup>/<sub>4</sub>"H**Bleed size:** 8<sup>3</sup>/<sub>8</sub>"W x 7<sup>7</sup>/<sub>8</sub>"H (The Sourcebook trims to 8<sup>1</sup>/<sub>4</sub>" x 10<sup>3</sup>/<sub>4</sub>". Allow <sup>1</sup>/<sub>8</sub>" beyond trim size on bottom edge and outside edge for bleeds. Inboard edge of ad abuts against centerfold. Keep essential elements <sup>3</sup>/<sub>8</sub>" away from trim size.)**Billing rates**

\$1,393	Black only
\$1,533	Black plus 1 color
\$1,686	Full color

**Prepay rates**

\$1,324	Black only
\$1,456	Black plus 1 color
\$1,601	Full color

*No extra charge for bleed*

# Ad Rates & Sizes

(See Mechanical Requirements on back)

**1/16-PAGE** (Actual Size Shown) 3<sup>1</sup>/<sub>2</sub>"W x 1<sup>1</sup>/<sub>8</sub>"H**Billing rates**

\$193	Black only
\$213	Black plus 1 color
\$234	Full color

**Prepay rates**

\$183	Black only
\$202	Black plus 1 color
\$222	Full color

**1/8-PAGE** (Actual Size Shown) 3<sup>1</sup>/<sub>2</sub>"W x 2<sup>1</sup>/<sub>4</sub>"H**Billing rates**

\$348	Black only
\$383	Black plus 1 color
\$422	Full color

**Prepay rates**

\$331	Black only
\$365	Black plus 1 color
\$401	Full color

**1/4-PAGE** (Actual Size Shown)

- **Vertical** (shown here)  
3<sup>1</sup>/<sub>2</sub>"W x 4<sup>3</sup>/<sub>4</sub>"H
- **Horizontal** (not shown)  
7<sup>1</sup>/<sub>4</sub>"W x 2<sup>1</sup>/<sub>4</sub>"H

**Billing rates**

\$619	Black only
\$680	Black plus 1 color
\$749	Full color

**Prepay rates**

\$588	Black only
\$646	Black plus 1 color
\$711	Full color

**1/2-PAGE** (Actual Size Shown)

- **Horizontal** (shown here): 7<sup>1</sup>/<sub>4</sub>"W x 4<sup>3</sup>/<sub>4</sub>"H
- **Vertical** (not shown): 3<sup>1</sup>/<sub>2</sub>"W x 9<sup>3</sup>/<sub>4</sub>"H

**Billing rates**

\$1,084	Black only
\$1,193	Black plus 1 color
\$1,313	Full color

**Prepay rates**

\$1,030	Black only
\$1,134	Black plus 1 color
\$1,247	Full color

**Rates For Guaranteed Positions & Premium Pages****Guaranteed position on non-premium pages**

1/2, 3/4, &amp; Full-Pages only      Add 25% to ad rate

**Premium pages (full-page, full-color only)**

Inside front cover	Add 35% to full-page rate
Page 3	Add 35% to full-page rate
Centerspread (both pages)*	Add 35% to two full-page rates
Outside back cover	Add 35% to full-page rate

\*Centerspread non-bleed size: 15<sup>1</sup>/<sub>2</sub>" x 9<sup>3</sup>/<sub>4</sub>"      *No extra charge for bleed*  
Centerspread bleed size: 16<sup>3</sup>/<sub>4</sub>" x 11"