



**KEY**

media kit

# what our advertisers are **saying** about us



## **Dan Rodgers, Grand Ole Opry**

The Key staff has provided excellent service and has worked to help us deliver our message to a target audience.

## **Katy K, Katy K's Designs**

I always ask new customers how they heard of Katy K's. Inevitably, they say Key Magazine or word-of-mouth. Key Magazine is the only printed ad that brought significant results.

## **Kelly Hale, Opry Mills**

Opry Mills has advertised with Key Magazine since our opening in 2000. We track all our print advertising with a call-to-action coupon so we're able to monitor effectiveness. Key Magazine performs very well for us in reaching the Nashville visitor.

## **Pearlie B. Scott, Scott Sales/Cotton Eyed Joe**

We get results! People bring in the ad to receive a gift with purchase. We see it every day. Key Magazine is the only advertising we do in Nashville.



## **Jim Bartoo, Nashville Zoo**

I am impressed with Key's ability to find new ways in reaching Nashville's guests. Placing their product in the hands of hotel staff - creating a concierge tool, is brilliant.

# we deliver the **visitors market** to you

## **NASHVILLE VISITOR FACTS**

- **Visitors spent \$2.9 billion last year in Nashville.**
- **Nashville is the #1 visitor destination in Tennessee.**
- **10.5 million people travel to Nashville each year.**
- **Annually, visitors spend approximately \$74 million on shopping, \$53 million on dining and \$32 million on entertainment and attractions.**
- **60% of Nashville's visitors are on vacation or a leisure trip; 21% are here on business or to attend a convention or conference.**
- **Nashville is home to Country Music, The Grand Ole Opry, The Tennessee Titans and The Nashville Predators.**
- **67% of our city's visitors drive to Nashville and 32% fly.**
- **The average length of stay in Nashville is four days and three nights.**
- **81% of our visitors plan to visit Nashville again.**

*information from Perdue Research Group for Nashville Convention and Visitors Bureau, Overnight Visitors Study 2002*

## **NASHVILLE VISITOR ADVERTISING FACTS**

**Most visitors get their exposure to Nashville from these sources:**

- **Nashville's leading visitor publication, Key Magazine**
- **Rack Cards/Brochures (Key is in all racks city-wide)**
- **Information packets from conventions/meetings (Key is supplied)**
- **Online search prior to departure (nashvillekey.com, free listing for advertisers)**
- **Travel Agents (Key magazine is supplied)**

# circulation & distribution

Nashville Key is distributed to 256 locations in and around the Nashville Metro Area. Circulation averages 25,000 copies, with 30,000 copies distributed during peak tourism and convention months.

Supplies are refreshed weekly.

## Airport

Airport information  
Opryland Information Kiosk  
Budget rental car  
Mercury Air Center  
(Stevens Aviation)  
Avis rental car  
Quality Inn

## Briley Parkway

Days Inn  
Ramada Inn  
Clarion  
Royal Inn

## Elm Hill Pike

Marriott- Airport  
Wilson Inn  
Embassy Suites  
Sheraton Music City  
Homestead Village  
Best Suites  
Extended Stay America  
Courtyard by Marriott  
Residence Inn  
Guest Quarters Doubletree  
Ramada Atrium  
Holiday Inn Briley  
Comfort Suites  
Homewood Suites  
Hampton Inn  
Club House Inn  
Donelson Pike  
Hampton Inn  
Super 8

Springhouse Inn by Marriott  
Wyndham Garden  
Baymont  
Holiday Inn Express  
Wingate Inn  
Red Roof Inn  
Tennessee Air Guard

## Music Valley (Opryland Area)

Grand Ole Opry Tours  
Radisson Opryland  
Nashville Nightlife Dinner  
Theatre  
Fairfield Inn by Marriott  
Best Western  
Courtyard by Marriott  
Holiday Inn Express  
Information Cottage  
Grayline Tours  
Stardust Theatre  
Fiddlers Inn  
Budget Host Inn  
Opryland Hotel -  
Magnolia Lobby  
Cascades Lobby  
Opry Mills Mall  
Music Valley Inn  
Country Inn & Suites  
Americasuites  
Shoney's Inn  
Cars of the Stars  
Fairfield Vacations -  
Main Bldg.  
Amenities Bldg

All in One Tours  
Grand Ole Opry Tours  
White Cottage  
Ernest Tubb Record Shop  
Bob Evans Rest.  
3 Newsracks on  
Music Valley Dr.

## Murfreesboro Road

Holiday Inn Express  
Quality Inn  
Executive Inn  
Travelodge  
Ramada Inn-Spence Ln.  
Drake Inn

## Harding I-65

Governor's House Inn  
La Quinta Inn

## I-24

Executive Inn & Suites  
Econolodge  
Drury Inn  
Pear Tree Inn  
Super 8  
Motel 6

## Hickory Hollow

Holiday Inn Mt. View  
Hampton Inn Mt. View  
Days Inn  
Ramada Inn

## Old Hickory Blvd.

The Hermitage  
Ramada Inn  
Comfort Inn  
Holiday Inn Express  
Music City Inn  
The Hermitage Inn-  
Lebanon Rd.  
Red Roof Inn- Sidco Dr.  
Quality Inn-Bell Rd.  
The Quarters Bell Rd.

## Stewarts Ferry area

Family Inn-I-40  
Howard Johnsons-I-40  
Days Inn I-40  
Best Western I-40  
Sleep Inn-Percy Priest  
Nashville Shores-Percy Priest

## Gallatin/Madison

Gallatin Chamber of Commerce  
Comfort Inn  
Madison Square Inn

## Long Hollow

Motel 6  
Baymont  
Red Roof  
Comfort Inn

## Hampton Inn

## Goodlettsville/Rivergate

Comfort Inn  
Days Inn-Two Mile Pkwy  
Super 8- Two Mile Pkwy  
AAA Auto Club- Rivergate  
Holiday Inn  
Goodlettsville Chamber  
of Commerce

## Hendersonville

Hendersonville Inn  
Summer Suites  
Holiday Inn  
Hendersonville Chamber  
of Commerce

## Dickerson Pike

Deluxe Inn  
Scottish Inn  
Congress Inn  
Sleep Inn I-65  
Days Inn I-65

## Brick Church Pike

Econolodge  
Liberty Inn  
Knights Inn  
Baymont Inn

## Downtown

Gaylord Entertainment Center  
Ryman Auditorium  
Renaissance Hotel  
Hilton Downtown  
Hermitage Hotel  
TPAC on Deaderick  
Doubletree  
Westin Hermitage  
Sheraton Downtown  
Days Inn Convention Center  
17 Newsrack locations on 2nd  
& Broadway  
Courtyard on 4th Ave.  
Dept. of Tourism Development  
The Stockyard Rest.  
Best Western/Metro Inn  
Days Inn Coliseum  
Ramada Inn Coliseum  
Nashville Convention Center  
Market Street Emporium  
Club House Inn  
Union Station Hotel  
Shoney's Inn  
Hallmark V-Charlotte Pk  
Maxwell House Hotel  
Hampton Inn Suites- Bellvue  
Natchez Trace Texaco  
Day Stop Inn-White Bridge  
Baymont -White Bridge

## West End/Music Row



# circulation & distribution

Days Inn Vandy  
 Guest House Med. Center  
 Courtyard by Marriott  
 Marriott West End  
 Hampton Inn Vandy  
 Loews Vanderbilt Hotel  
 Embassy Suites West End  
 Hampton Inn Elliston Place  
 Holiday Inn Vandy  
 Vanderbilt Credit Union  
 Vandy/ International  
 Student Services  
 David Lipscomb University  
 Student Center  
 Quality Inn Hall of Fame -  
 Music Row  
 Spence Manor - Music Row  
 Mall at Green Hills -  
 Customer Service  
 AAA Auto Club- Green Hills  
 Upper Room Chapel

## Franklin

Howard Johnsons  
 Super 8  
 Best Western  
 Days Inn  
 Comfort Inn  
 Baymont Inn  
 Holiday Inn Express  
 Ramada LTD  
 Goose Creek Inn

## Cool Springs

Mc Carther Sanders Realty  
 ERA Realty  
 Hampton Inn Suites  
 Country Inn Suites  
 Amerisuites  
 Marriott  
 Conference Center  
 Red Roof Inn  
 Sleep Inn

## Brentwood

Wilson Inn  
 Steeplechase Inn  
 Amerisuites  
 Comfort Inn  
 Hilton Suites  
 Crye Lieke Realty  
 ERA Realty  
 Residence Inn  
 Candlewood Suites  
 Legacy Properties  
 Baymont Inn  
 Homewood Suites  
 ERA Realty -Franklin Rd.  
 Travelers Rest Inn  
 Holiday Inn  
 Hampton Inn  
 Courtyard by Marriott  
 Brentwood Chamber of  
 Commerce

## Murfreesboro

Holiday Inn- Lavergne  
 Days Inn -Smyrna  
 Wyngate Inn-I-24  
 Microtel-I-24  
 Comfort Inn-I-24  
 Garden Plaza -I-24  
 Super 8-I-24  
 Country Inn Suites-I-24  
 Red Roof Inn-I-24  
 Baymont Inn-I-24

## Lebanon

Countryside Campground  
 Days Inn  
 Prime Outlets Mall  
 Timberline Campground  
 Shady Acres Campground  
 Knights Inn  
 Comfort Inn  
 Holiday Inn Express  
 Best Western Inn  
 Scottish Inn  
 Shoney's Inn

## Dickson

Hampton Inn  
 Baymont Inn  
 Dickson Station  
 Comfort Inn East  
 Super 8  
 Econolodge

## White House

Holiday Inn  
 Comfort Inn  
 Days Inn

## Kingston Springs

Days Inn  
 OK Campground Clarksville  
 Fairfield Inn  
 Red Roof Inn  
 Holiday Inn Express  
 Fort Campbell Army Base -  
 Travel Office  
 Exit 4- Welcome Center  
 EconoLodge



# nashvillekey.com internet rates

Advertisers in Key Magazine automatically receive a listing on NashvilleKey.com. However, if you are only interested in the internet advertising, listings on NashvilleKey.com are available at the prices listed below:

**\$79 per month**

**50 word text listing**

**\$129 per month**

**50 word text listing,  
 link to your website  
 and banner ad**

- Key is Nashville's only visitor publication.
- Nashville Key magazine has been in print since 1977, making it the city's longest-running [monthly] publication dedicated to the traveling public.
- Key has an exclusive concierge program which encourages local front desk personnel to recommend Key and its advertisers to visitors.
- Convenient digest size encourages people to take it with them for reference and directions.
- It is printed and distributed monthly to ensure up-to-date information and well-stocked locations.
- Key is distributed to over 200 hotels in the Nashville area, as well as kiosks at the airport, downtown, retail outlets and local campgrounds.

## advertising rates

### four color ads

	1x	3 x	6 x	12x	Open
Full Page	\$1,445	\$1,311	\$1,192	\$1,083	\$985
1/2 Page	\$865	\$787	\$715	\$650	\$592
1/3 Page	\$692	\$630	\$572	\$520	\$473
1/4 Page	\$520	\$472	\$429	\$390	\$355
1/8 Page	\$311	\$283	\$257	\$234	\$212

### cover rates

**Front Cover** 20% over monthly rate

**Inside Front Cover** 10% over monthly rate

**Back Cover** 15% over monthly rate

**Inside Back Cover** 10% over monthly rate

### cover content

Cover content must be approved by the publisher and is subject to strict guidelines, including appearance of artwork and Key logo placement. covers are on a first come, first served basis and sell out a year in advance, so early space reservation is encouraged.

### open rate

An open rate allows your ad to run continuously and affords a discounted rate. Cancellation of an open contract must be given in writing 30 days in advance of the upcoming issue's space reservation deadline. (See scheduling page for deadlines.)

### special positioning

Special positioning is not guaranteed unless advertisers purchase a preferred position at a premium rate. However, we make every effort to provide desired location as requested.

### invoicing

Advertisers will be billed on the first of each month for any ad appearing in that month's issue "with net 10 day" terms. A late fee of 1.5% is charged on unpaid balances over 30 days old. Advertisers will be charged for each ad that appears in print.

# advertising specifications

size in inches	width	height
Full Page Bleed (trim size + .125 bleed)	5.5	8.625
Full Page Trim (size of the actual page)	5.375	8.375
Full Page Live (image size of non-bleed ad)	4.875	7.75
Two Thirds Page (Vertical Only)	4.875	5.625
Half Page Vertical	2.375	7.75
Half Page Horizontal	4.875	3.875
Third Page (Horizontal only)	4.875	2.375
Quarter Page Vertical	2.375	3.875
Quarter Page Horizontal	4.875	1.875
Eighth Page	2.375	1.875

## covers

If you are providing a document for the cover, the document needs to be a full bleed and there should be 1.5" from the top of the bleed down allowed for the Key logo, date, so text and important design elements should not go in this space.

## deadlines

Ad space closes the 7th of the month prior to publication date. Ad materials are due the 10th of the month prior to publication date. If either of these dates falls on a weekend, please contact your account representative for the adjusted date.

## material requirements

Nashville Key is printed on 70# glossy text paper, 150 line

screen on Macintosh platform. Ads must be submitted as electronic files.

**applications:** Key is created in InDesign. The preferred format for ad submission is PDF. PDF files must be saved for high resolution, **CMYK printing** with fonts embedded.

## transmittal: Please e-mail PDFs.

FTP is an option for non-PDF files.

YOU MUST E-MAIL WHEN THE TRANSMITTAL IS COMPLETE TO ALERT US TO CHECK FOR YOUR FILE:  
home.moses.com  
username: client-nashvillkey  
password: nkvhst

For more information on specs, e-mail Diana at [diana@nashvillekey.com](mailto:diana@nashvillekey.com)

# how to reach us



## Advertising Account Information

**Colleen Sheppard**

**Publisher and Editor**

**615-354-9370**

**e-mail: [colleen@nashvillekey.com](mailto:colleen@nashvillekey.com)**

## Send art and listings to:

**Diana Springfield**

**Key Production Director**

**615-579-7824**

**[diana@nashvillekey.com](mailto:diana@nashvillekey.com)**

**9 Music Square South, Suite 224 • Nashville, TN 37203**  
**phone: 615-354-9370 • fax : 615-397-3044**

## our commitment to you

Nashville Key is the oldest monthly visitors' publication in the area. For more than 25 years, we have served as the leading source for entertainment, dining, shopping and cultural attractions. We are a resource for business travelers, convention delegates, tourists, families, newcomers and residents. We are committed to producing the highest quality traveler communications products with Nashville Key Magazine and NashvilleKey.com.

## professional affiliations



**Greater Nashville Hotel & Lodging Association**



**NASHVILLE TRAVEL &  
TOURISM PROFESSIONALS**