



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

Back Cover 15% over monthly rate

Inside Front Cover 10% 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

how to reach us



Advertising Account Information

Colleen Sheppard

Publisher and Editor

615-354-9370

e-mail: colleen@nashvillekey.com

Send art and listings to:

Diana Springfield

Key Production Director

615-579-7824

diana@nashvillekey.com

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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**