

MEMPHIS RAP Magazine

MUSIC. ARTS. SPORTS. FASHION. CULTURE. MORE.



Memphis Rap Magazine is a new 'hip' magazine coming to Memphis and the Mid-South. Quarterly readers will explore content not just centered around music but style and culture, sports, fashion, car culture, food and everything that makes the City of Memphis relevant.



Editor-In-Chief Message

Hosea Mays

“Approaching now 20 years, as founder and publisher of MemphisRap.com, I believe in order to fill a void that is missing, Memphis deserves a magazine that recognizes its hip culture and talent covering Arts, Music and more.”

Editorial Mission

As the only magazine in Memphis focused on the ‘hip hop generation,’ Memphis Rap Magazine’s mission is to highlight and support those that have made and is making Memphis one of the hippest and most excelling cities around.

**HIP. RELEVANT.
PROGRESSIVE.
MEMPHIS.**

Issue

Topics

Music & Arts

Lifestyle &
Culture

Sports & Fitness

Fashion

News & Events

Car Culture

Food & Nightlife

2020 EDITORIAL CALENDAR | PRINT

| ISSUE | SPACE CLOSING | MATERIALS DUE | AVAILABLE TO READERS |
|--|---------------|---------------|----------------------|
| APRIL | 01/27/20 | 02/03/20 | 03/24/20 |
| <i>19 Year Anniversary</i> | | | |
| JULY | 04/27/20 | 05/04/20 | 06/23/20 |
| <i>Best of The Summer</i> | | | |
| OCTOBER | 07/27/20 | 08/03/20 | 09/22/20 |
| <i>Best of 2020</i> | | | |
| <i>Rolling Into The New Year</i> | | | |
| JANUARY | 10/26/20 | 11/02/20 | 12/15/20 |
| <i>Preview 20th Anniversary</i> | | | |
| APRIL | 01/25/21 | 02/01/21 | 03/23/21 |
| <i>20 Year Anniversary</i> | | | |
| JULY | 04/19/21 | 04/26/21 | 06/22/21 |
| TBA | | | |
| OCTOBER | 06/28/21 | 07/05/21 | 09/21/21 |
| TBA | | | |



2020 RATES

Memphis Rap magazine will be available for free in the Mid-South region as well as digitally for all countries on Amazon Kindle, Barnes & Nobles Nook, iBooks and others.

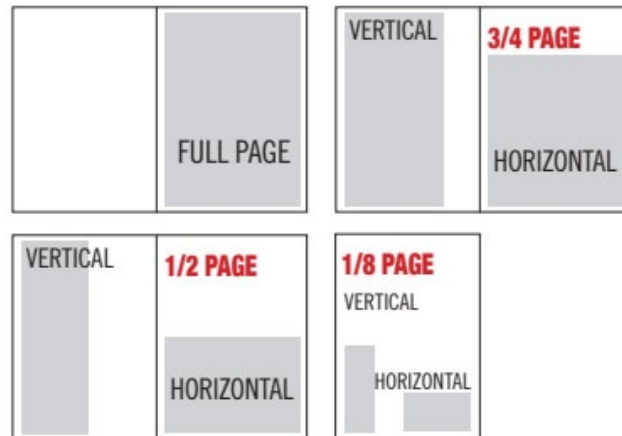
| Size | 1x insertion | 2x insertion | 4x insertion |
|--------------------|---------------------|---------------------|---------------------|
| Full Page | \$1,400 | \$1,260 | \$1,050 |
| Half Page | \$840 | \$775 | \$630 |
| Quarter Page | \$500 | \$450 | \$375 |
| Eighth Page | \$300 | \$270 | \$225 |
| Back* | \$2,100 | \$1,890 | \$1,575 |
| Inside back* | \$1,650 | \$1,485 | \$1,240 |
| Inside front *(x2) | \$1,650 | \$1,485 | \$1,240 |

*Back, inside back, and inside front (2 available) must be full pages. Back is full bleed.

SIZES & SPECIFICATIONS

2020 MEMPHIS RAP MAGAZINE ISSUES

| UNIT | DIMENSION |
|----------------------------|--------------|
| Full with bleed | 8.75 x 11.25 |
| Full Page without bleed | 7.5 x 9.75 |
| Half Page Vertical | 3.625 x 9.75 |
| Half Page Horizontal | 7.5 x 4.75 |
| Quarter Page Vertical | 3.625 x 4.75 |
| Quarter Page Horizontal | 7.5 x 2.25 |
| Eighth Page Horizontal | 3.5 x 2.25 |
| Back Cover with bleed | 8.75 x 11.25 |
| Inside back with bleed | 8.75 x 11.25 |
| Inside back without bleed | 0 |
| Inside front with bleed | 8.75 x 11.25 |
| Inside front without bleed | 0 |



Materials received after the regular closing date, whether on extension or not, do not go through the pre-press inspection process, and reproduction quality is at the advertiser's risk.

SUBMITTING YOUR AD:

Ads may be supplied in one of two ways:

1. E-mail files to: memphisrapdotcom@gmail.com (compress files into a ZIP file).

2. Post to a file sharing site (e.g. Google Drive, Microsoft One Drive, etc.).

* Full Bleed Sizes will trim 1/8" (0.125") on each side of artwork.

SPECIFICATIONS:

Trim Size/Crop Area: 8.5 x 11

Type Safety Area: 8.375 x 10.875

Live Area: 7.5 x 10

Allowed File Formats: Flattened .PDF, .TIF or non-compressed JPG (convert all fonts to outlines).

Resolution: 300 DPI

Color Mode: CMYK

All cover positions must be approved 4 weeks prior to ad close.

AD DESIGN BY MEMPHIS RAP: If you do not have an existing ad that meets our specs, our design department can create original artwork for you. For clients on a 2x or longer contract, ad rates include one hour of design time at no charge. Any design or revision required to an ad after approval deadline will be invoiced at the standard rate of \$75 per hour.

Memphis Rap offers a number of opportunities to promote your campaign:

Just a few of our advertising options.

- ▶ **Print**
- ▶ **Web**
- ▶ **Digital Radio**
- ▶ **Events**
- ▶ **Sponsorship**



Memphis Rap Demographics

MemphisRap.com visitors represent an affluent and diverse audience with proven spending habits.

Audience

| | |
|---------|-----|
| 13 – 17 | 9% |
| 18 – 24 | 10% |
| 25 – 35 | 23% |
| 35 – 44 | 27% |
| 45 - 54 | 19% |
| 55- 64 | 9% |
| 65+ | 3% |

Education

| | |
|-------------|-----|
| No College | 45% |
| College | 43% |
| Grad School | 12% |

Gender

| | |
|--------|-----|
| Male | 45% |
| Female | 55% |

Ethnicity

| | |
|------------------|-----|
| Caucasian | 49% |
| African American | 36% |
| Hispanic | 10% |
| Other | 5% |

Household Income

| | |
|---------------------|-----|
| \$0 – 50,000 | 59% |
| \$50,001 – 100,000 | 27% |
| \$100,001 – 150,000 | 9% |
| \$150,001+ | 5% |

Social Media



3,331 Like



1,839 Followers



118 Followers



690 Subscribers

Site Visitors

300K+

Per Month

3M+

Yearly

10K

MAGAZINE
CIRCULATION

3x

Readership
Factor

\$1K-\$4K

MOST POPULAR
PRICE POINT

Memphis Rap has a 19 -plus year history of award winning journalism and content.

Build

Align your brand with our content reaching those not only in Memphis and the Mid-South but also across the country. Memphis Rap elevates brands with exciting and trendsetting advertising opportunities and custom integrations.

ISSUE 1 2020

MEMPHIS RAP

magazine



COMING SOON...
Don't miss out on Advertising in Memphis Rap Magazine

www.memphisrap.com

MEMPHIS RAP

magazine



COMING SOON...
Don't miss out on Advertising in Memphis Rap Magazine

Every issue of Memphis Rap Magazine will end with a crowd-pleasing list of our editors' absolute favorite things about Memphis, from hidden gems to people you should know.

DON'T MISS OUT

Contacts

Hosea Mays, Director

E-mail address: magazine@memphisrap.com

(901) 881-0795

Charla Littlejohn, Online Media

E-mail address: media@memphisrap.com



fb.com/memphisrap



instagram.com/memphisrap



twitter.com/memphisrap



pinterest.com/memphisrap

+1 (901) 881-0795

memphisrap.com/magazine

TERMS & CONDITIONS

Terms of Sales: Net thirty (30) days from invoice date upon approval of credit. All contracts will be accompanied by first payment. Payment in advance is required from all new advertisers or one-time insertion orders until credit has been established at Publisher's discretion.

Advertising Agency: Submission of insertion order by advertising agency on behalf of advertiser constitutes agency's agreement to pay all invoices for placement of advertising in the Magazine pursuant to such insertion order. Notwithstanding the foregoing, submission of insertion order constitutes agreement that advertiser guarantees prompt and full payment for such advertising in the event of material default by agency. Agency and advertiser are jointly and severally liable for the payment of all invoices arising from placement of advertising in the Magazine.

Digital Ad Placement: On select platforms, visible URL's in the ad will be hyperlinked in Memphis Rap's online magazine at no additional cost. Unless otherwise specified by the advertiser, Memphis Rap will pick-up print creative and run it exactly as it appears in the Magazine. Advertisers also have the option to opt out or provide alternative creatives for the digital magazine.

Cancellations: Notice of cancellations of advertising must be received, in writing, before magazine closing date. Any advertising canceled by advertiser before closing date will be subject to a short-rate fee equal to 20% of the applicable space and rate of canceled ad. Advertisers billed at special contract will be billed at the Publisher's discretion for the difference to reflect the rate that is actually earned.

Publisher expressly reserves the right to reject or cancel for any reason at any time any insertion order or advertisement without liability, even if previously acknowledged or accepted.

Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine. The rates and conditions of advertising in the Magazine are subject to change without notice.

Publisher's Liability: Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed pursuant to an insertion order that is caused by, or arising from, an act of God, accident, fire, strike, terrorism or other occurrence beyond Publisher's control. Publisher is not liable for any failure or delay in publishing in the Magazine for any advertisement submitted to it. Publisher does not guarantee positioning of advertisements in the Magazine, is not liable for failure to meet positioning requirements and is not liable for any error in key numbers.

The liability of Publisher for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the advertising space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special, or incidental damages, including, but not limited to, lost income or profits.

Miscellaneous: Advertising agency and advertiser each represents and warrants that each advertisement submitted by it for publication in the Magazine contains no copy, illustrations, photographs, text or other content that may result in any claim against Publisher. Advertising agency and advertiser each shall indemnify and hold harmless Publisher from and against any damages and related expenses (including attorneys' fees) arising from the content of advertisements, including, but not limited to, claims of invasion of privacy, unauthorized use of names or pictures of living persons, trademark infringement, copyright infringement, libel, and misrepresentation.

Publisher's acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised.

No advertiser or agency may use the Magazine's name or logo without Publisher's prior written permission for each such use.

The word "advertisement" will be placed above all advertisements that, in Publisher's opinion, resemble editorial matter.

This agreement shall be governed by and construed in accordance with the laws of the State of Tennessee without regard to its conflicts of laws provisions. Any civil action or proceeding arising out of or related to this agreement shall be brought in the courts of record of the State of Tennessee in Shelby County or the U.S. District Court for the Western District of Tennessee. Advertiser and agency consents to the jurisdiction of such courts and waives any objection to the laying of venue of any such civil action or proceeding in such courts.