

GAL

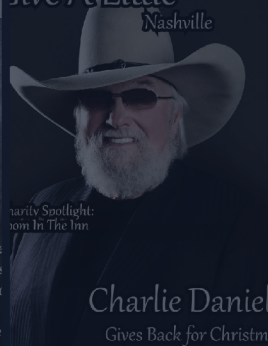
GIVE LITTLE

NASHVILLE

Give A Little
Nashville
JUNE 2014



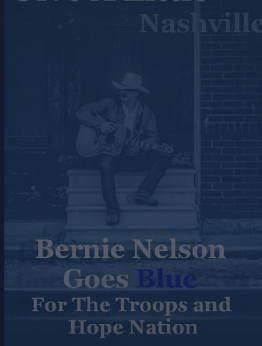
Give A Little
Nashville
INTRODUCING



GAL
GIVE LITTLE
NASHVILLE
OCTOBER 2014



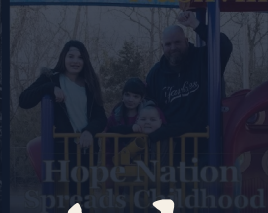
Give A Little
Nashville



Give A Little
Nashville



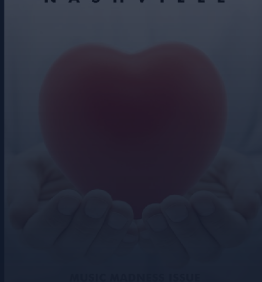
Give A Little
Nashville



Give A Little
Nashville



GAL
GIVE LITTLE
NASHVILLE



Advertise with Heart

Music City's charity-focused magazine
50% of ad sales go to Give A Little Christmas

2026 MEDIA KIT

SINCE DECEMBER 2012

Who We Are

Give A Little Nashville is a music and entertainment magazine from Mt. Juliet, Tennessee, with a purpose. We talk with artists about the causes they champion and with the nonprofits doing the work. Our goal is to make a difference in many lives by giving back all year and encouraging others to do the same.

OUR FOCUS

Country music, Music Row news, new releases, live shows and the charity nights that bring them together. Every story pairs the music with a reason to give, and we never charge the artists we write about.

WHO READS US

Music fans, artists, songwriters and community-minded families across Nashville and Middle Tennessee. Each issue lives online as a flip-through edition, readers can order a printed copy on demand, and our stories run all month on the website.

2012

FIRST ISSUE

52

PAGES IN OUR OCTOBER
ISSUE

\$0

CHARGED TO ARTISTS,
EVER

OUR COVERS SINCE 2012



MONTHLY DIGITAL EDITION

Magazine Ad Rates

A fresh issue every month. Readers flip through it online or order a printed copy through MagCloud. Half of every ad sale goes to Give A Little Christmas.

Business Card	3.5 × 2 in	\$40
Eighth Page	3.5 × 2.25 in	\$60
Quarter Page	3.5 × 4.75 in	\$95
Half Page	7.25 × 4.75 in	\$150
Full Page	8.5 × 11 in bleed	\$250
Inside Front or Back Cover	8.5 × 11 in bleed	\$300
Back Cover	8.5 × 11 in bleed	\$350
Ad Design	any size	\$72

Every digital ad is clickable. Readers tap straight through to your website.

No ad? We'll design it for you for \$72.

50% of every ad sale goes to Give A Little Christmas.

give A little
Christmas

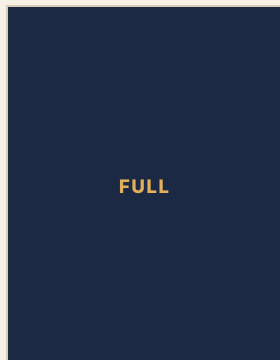
RECENT COVERS



FIND YOUR FIT

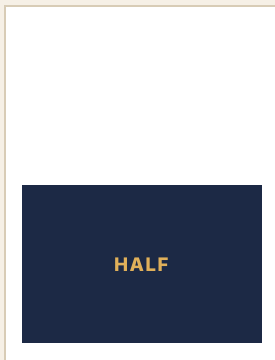
Ad Sizes

Our pages trim to 8.25 × 10.75 inches.



FULL PAGE \$250

8.5 × 11 with bleed, or 7.25 × 9.75 without



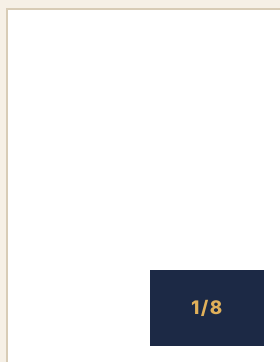
HALF PAGE \$150

7.25 × 4.75



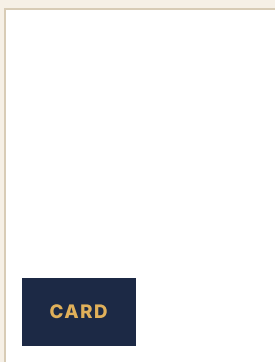
QUARTER PAGE \$95

3.5 × 4.75



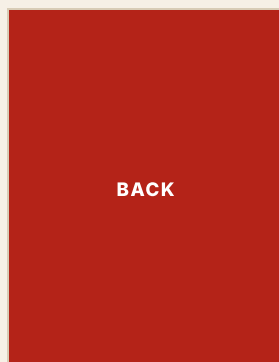
EIGHTH PAGE \$60

3.5 × 2.25



BUSINESS CARD \$40

3.5 × 2



BACK COVER \$350

8.5 × 11 with bleed

Full-Page Ads



Live Music

Dance through the night to our jazz quartet
Jules & The Yules w/ special guests
Oliver Steele & Olivia West



SCAN ME

12TH NOV

Cocktails WITH

Santa

& MRS. CLAUS

Benefit for
give A little Christmas
bringing a new,
unwrapped joy

Nov. 12th
Capitol Theatre
110 West Main St.
Lebanon, TN

LIVE MUSIC/ Heavy Hors d'oeuvres/Drinks
/Silent Auction/Toy Drive/Cash Bar
ENTRY \$75 individual/ \$140 couple/ VIP \$125
5:30 PM - 9:30 PM
WWW.GIVEALITTLECHRISTMAS.ORG





















GIVE A LITTLE CHRISTMAS

51

A MESSAGE FROM GIVE A LITTLE CHRISTMAS

Some of the scariest things this season aren't ghosts.

A house fire. A layoff. A hospital stay. An empty space under the tree.



give  little Christmas

When an emergency hits a family, Christmas can feel out of reach. That's where we come in, because every kid deserves Santa to find them.

15th	8,000+	4-5
CHRISTMAS THIS YEAR	KIDS SERVED SINCE 2012	GIFTS PER CHILD, PLUS A WISH FROM THEIR LETTER TO SANTA

NEED HELP?

Family applications open Nov. 1 at givealittlechristmas.org under "Get Assistance." The deadline is Dec. 15, and we handle true emergencies as late as Christmas Eve.

WANT TO HELP?

Join the 7 For Santa Club for \$7 a month, drop off new toys at Shiloh Music Center or Huntington Learning Center by Dec. 15, or come to Cocktails With Santa on Nov. 12 at the Capitol Theatre in Lebanon.

givealittlechristmas.org

BACK COVER • \$350

Website Ads

Banners run month to month, so you can start or stop anytime.

Readers tap straight through to your website.

Top banner · every page	970 × 90	\$125/mo
Homepage banner	970 × 90	\$100/mo
On Stage sidebar	300 × 250	\$75/mo
Story banner · every article	970 × 90	\$60/mo
Section banner	970 × 90	\$50/mo
Footer banner · every page	970 × 90	\$40/mo
Slideshow banner · shared	970 × 90	\$30/mo
Banner design		\$36

Send a JPG or PNG at the size listed, plus an optional 320 × 100 phone version, and the web address it should link to. Slideshow banners share one spot with up to 4 other businesses and rotate every 8 seconds.

FROM THE ARCHIVE



WHERE YOUR AD GOES

One Ad, Many Doors

Every issue reaches readers several ways.

1

FLIP-THROUGH EDITION

Readers turn the pages online on phone, tablet or computer.

2

PRINT ON DEMAND

Readers can order a printed copy of any issue through MagCloud.

3

WEBSITE

Each story runs on givealittlenashville.com with photos, all month long.

4

NEWSLETTER AND SOCIAL

New issues and stories go out to our readers by email, Facebook and YouTube.



50% to Give A Little Christmas. Half of every ad sale goes to Give A Little Christmas, which has given Christmas to more than 8,000 Middle Tennessee kids since 2012. Every story pairs an artist with a cause, and we never charge the artists we cover.

GETTING IT RIGHT

Ad Requirements

FILES

Print-ready PDF preferred. High-quality JPG or PNG also accepted, at 300 dpi at the final size, with fonts embedded or outlined.

FULL-PAGE ADS

8.5 × 11 inches, which includes .125 inch bleed on every side and trims to 8.25 × 10.75. Or 7.25 × 9.75 inches with no bleed. Keep text and logos at least .375 inch inside the trim.

SMALLER ADS

Build to the exact size listed. Include the web address your ad should link to.

NO AD? NO PROBLEM.

We'll design it for you for \$72. Website banners are \$36.

AD POLICY

We review every ad before it runs and reserve the right to decline, edit or remove any ad we deem inappropriate.

Deadline: ask us for the next issue's ad deadline

Website banners: start any day of the month

Send artwork to: givealittlenashville@gmail.com





Let's Talk

Reserve your space, ask about a custom package, or get help with your ad.

givealittlenashville@gmail.com

615-829-2312

Publisher Krys Midgett · Mt. Juliet, Tennessee