**Arts Alliance Mountain Empire**

P. O. Box 94, Bristol, TN 37621

Publisher of A! Magazine for the Arts

**www.aamearts.org**

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**A! Magazine for the Arts**is a publication for and about the arts, reaching more than 25,000 readers primarily in Northeast Tennessee and Southwest Virginia. **A! Magazine** received the Tennessee Governor's Award for Arts Leadership in 2003, a Pinnacle tourism award in 2007, and three awards in 2009 from the Society of Professional Journalists, Tri-Cities Regional Chapter.

Now in its 25th year, **A! Magazine** has been published monthly since February 2004 by the **Arts Alliance Mountain Empire**, a nonprofit arts council providing services for artists and arts organizations. The **Bristol Herald Courier**continues to print and distribute the magazine as a gift to the community. **A! Magazine for the Arts**is inserted into the Bristol newspaper each month, on the Wednesday on or before the first day of the magazine’s issue. Volunteers distribute approximately 3,500 additional copies to locations in Northeast Tennessee and Southwest Virginia.

Advertising in **A! Magazine** reaches a diverse and informed target market. Our readership includes many patrons of the arts who recognize and appreciate excellent quality. Placing an ad in **A! Magazine** lets readers know you can deliver the quality they want and the service they demand. Your advertising dollars help to fund expenses related to **A! Magazine** and assist in furthering the work of the **Arts Alliance Mountain Empire.**

**ADVERTISING AGREEMENT (effective January 2020)**

**TERMS:** Please make all checks payable to **Arts Alliance Mountain Empire**, and mail to **P. O. Box 94, Bristol, TN 37621**. Full payment must accompany your first ad order and all orders thereafter unless credit has been approved in advance. Once credit is approved, further advertising will be billed on the last day of each month and must be paid in full within 10 days of receipt.

Advertiser and/or Advertising Agency are equally responsible for payment of advertising appearing in this publication. Default by either party does not remove the burden of payment by the remaining party. **A! Magazine** will not accept advertising for an upcoming issue if outstanding invoices have not been paid by the Advertiser and/or Agency. Advertiser and/or Agency hereby agree(s) to pay the published advertising rates in effect on the date of the signed contract; to furnish ad copy no later than the published deadlines; to meet payment schedules and terms; and to hold the Publisher harmless from any and all liability.

Six-month and twelve-month consecutive issue rates are a per-issue cost. Six-month and twelve-month contracts are commitments to place advertising in six issues within a one-year period or twelve issues in a one-year period in order to receive discounted rates. Rates are guaranteed through the contract term. Fractional page ads may be increased in size during the contract period with the appropriate rate adjustment. Repeat Advertisers may make copy changes for each issue *only if* changes are received by **A! Magazine** before the published advertising deadline. If copy is not received by the deadline, previous copy will be used.

**All cancellations must be in writing**. The Advertiser or the Publisher may cancel a contract in writing before the current issue’s scheduled deadline to reserve ad space. If a six-month or twelve-month contract is cancelled before the full period is completed, then cancellation is subject to repayment of any charges previously waived or discounted for any reason.

If it becomes necessary to turn an account over to an attorney or a collection agency for payment of published advertising, the Advertiser will be responsible for paying interest and any fees that result from the collection action.

Advertisers are responsible for the production of photography and copy for ads. **A! Magazine** can suggest a graphic designer if you need assistance with ad design or layout.

Advertisers assume full responsibility to email all copy to **Leslie Grace** at artsmagazine@aamearts.org so that copy is received by each deadline date. When an Advertiser changes ad copy in any issue, a proof of the ad will be emailed to the contact person on file. The Advertiser has the responsibility to notify A! Magazine about any last minute changes (Leslie Grace phone 423-383-4495 or email artsmagazine@aamearts.org) within 24 hours of receiving the proof. If no corrections are received within the 24-hour period, the ad will appear per the emailed proof.

All advertising is subject to approval. The Publisher reserves the right to reject any advertising not in keeping with the publication’s standards. Advertisers and Advertising Agencies assume liability for all content of advertisements printed and assume responsibility for any claims arising against Publisher from their advertising.

Automatic renewal option: the advertising contract allows selection of an option to renew the contract automatically from year to year. This is especially appropriate if the Advertiser repeats the same size ad each month for an extended period. The automatic renewal may be cancelled in writing at any time.

**Contact A! Magazine team members at any time for assistance**

**To reserve advertising space:** Ben Jennings, 276-628-5960, email ben.h.jennings@gmail.com

**To submit advertising art:** Leslie Grace, phone 423-383-4495 or emailartsmagazine@aamearts.org

**A! Magazine for the Arts**is sponsored by **Bristol Herald Courier**and supported in part by the Tennessee Arts Commission.

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