



**Arts Alliance Mountain Empire**  
P. O. Box 94, Bristol, TN 37621  
*Publisher of A! Magazine for the Arts*  
[www.artsmagazine.info](http://www.artsmagazine.info)

*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 18th year, *A! Magazine* has been published monthly since February 2004 by the **Arts Alliance Mountain Empire**, a nonprofit service organization 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 month of issue. Approximately 3,500 additional copies are distributed 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 them know you can deliver the quality they want and the service they demand. Your advertising dollars also help fund expenses related to *A! Magazine* and assist in furthering the work of the Arts Alliance.

### **ADVERTISING AGREEMENT (effective August 2011)**

**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 15th of each month and must be paid in full by the 10th of the following month.

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 advertising in a prior issue(s) has 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 can 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 or mail all copy to **Leslie Grace** (contact information below) 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 (phone 423-383-4495 or email [artsmagazine@aamearts.org](mailto:artsmagazine@aamearts.org)) within 24 hours of receiving the proof. If no corrections are received in 24 hours, the ad will appear per the emailed proof.

All advertising is subject to approval. The Publisher reserves the right to reject any advertising which is 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 which may arise against Publisher from their advertising.

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

##### **To reserve advertising space:**

Ann Holler, 423-652-7462, FAX 423-968-4949, email [aholler@btes.tv](mailto:aholler@btes.tv)

OR Ben Jennings, 276-739-2447, email [bjennings@vhcc.edu](mailto:bjennings@vhcc.edu)

**To submit advertising art:** Leslie Grace, 423-383-4495, or email [artsmagazine@aamearts.org](mailto:artsmagazine@aamearts.org)

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