

# 2020 WELCOME CENTER DISPLAYS

More than 14 million travelers visit Tennessee's Welcome Centers each year. **Make sure they know what you have to offer!**

Position your brand prominently through the Welcome Center advertising program, which includes your ads placed on lighted signs in a specific Welcome Center building.

**REACH TENNESSEE TRAVELERS WHEN THEY ENTER THE STATE!**



## ANNUAL RATE

<b>12 MONTH RATE</b>
<b>\$6,630</b>

*\* Plus production and installation*

## PRODUCTION & INSTALLATION COSTS

QUANTITY	STANDARD VERTICAL	SMALL VERTICAL	STANDARD HORIZONTAL
1	\$195.79	\$144.29	\$282.91
2-4	\$167.70/ea	\$121.16/ea	\$262.91/ea
5+	\$144.21/ea	\$111.11/ea	\$216.41/ea

## WELCOME CENTER LOCATIONS

### WEST

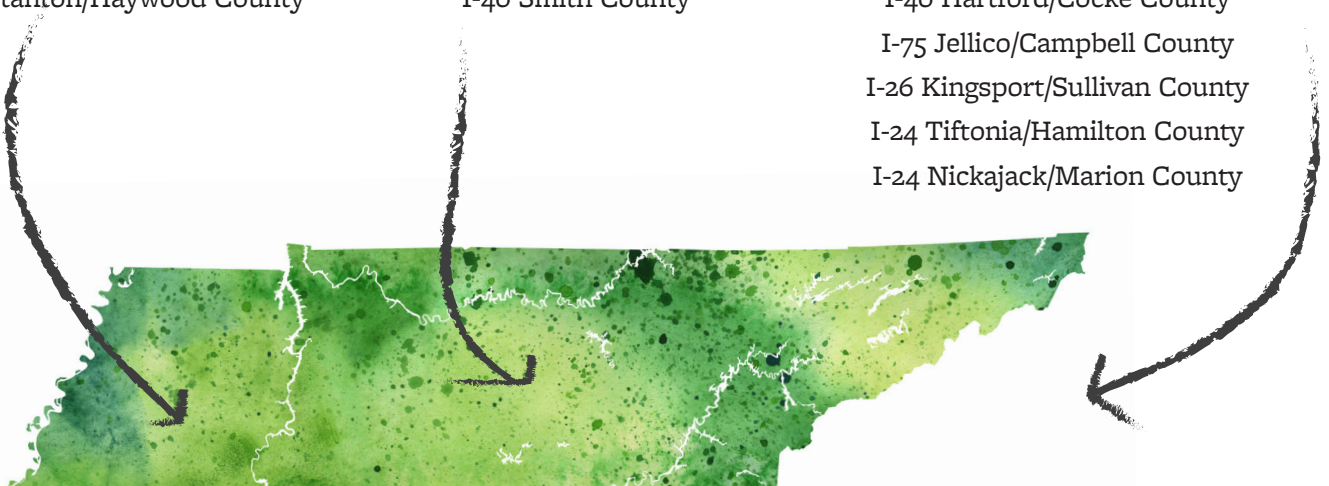
- I-155 Dyersburg/Dyer County
- I-40 Memphis/Shelby County
- I-55 Memphis/Shelby County
- I-40 Stanton/Haywood County

### MIDDLE

- I-65 Ardmore/Giles County
- I-24 Clarksville/Montgomery County
- I-65 Mitchellville/Robertson County
- I-40 Smith County

### EAST

- I-81 Bristol/Sullivan County
- I-75 Chattanooga/Hamilton County
- I-26 Erwin/Unicoi County
- I-40 Hartford/Cocke County
- I-75 Jellico/Campbell County
- I-26 Kingsport/Sullivan County
- I-24 Tiftonia/Hamilton County
- I-24 Nickajack/Marion County



# DIGITAL SUBMISSION GUIDELINES

## FILE REQUIREMENTS

- Please submit your print-ready files as a CMYK, high resolution PDF-X1A @ 300 dpi.
- Set up files at 100% scale.
- Keep all copy within the viewable area.
- Use PANTONE color when choosing spot colors.
- All images and logos must be saved at 300 dpi to ensure quality and minimal pixelation.

## SUPPLIED FILES POLICY

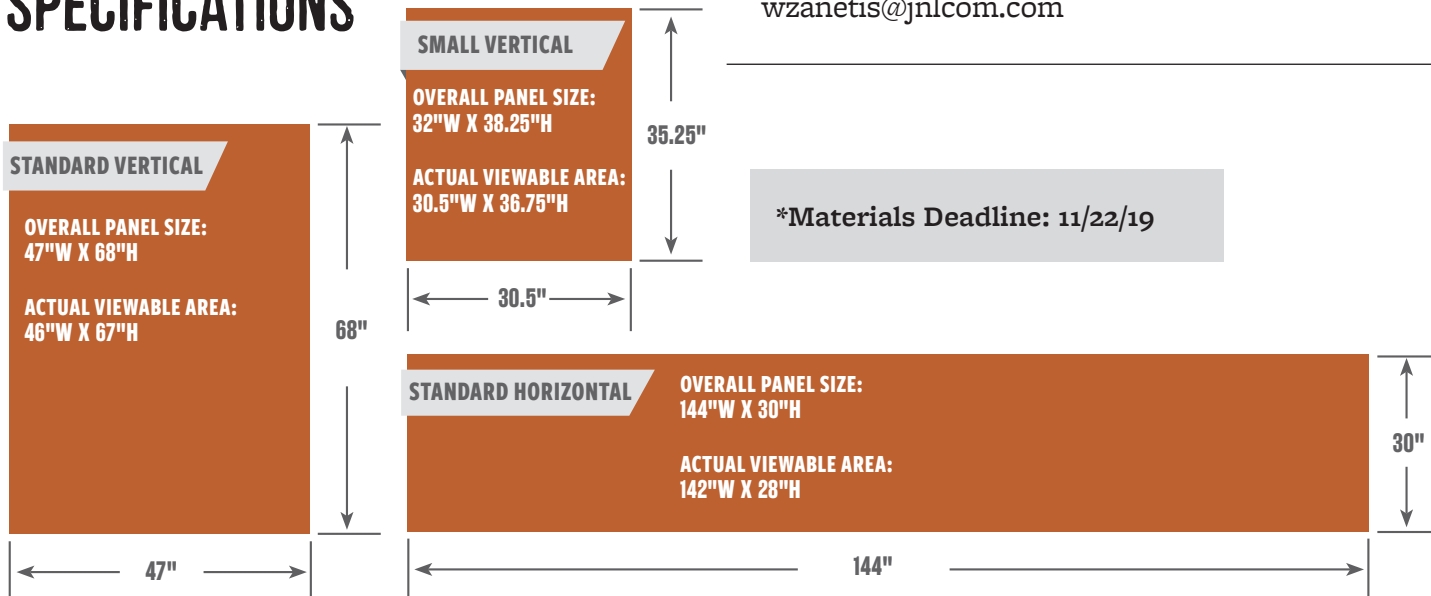
For submitted files, our free services include checking advertiser- and/or agency-submitted files to ensure they meet our specifications for guide printing. Journal Communications is not responsible for enhancing your digital files or proofreading for spelling and grammatical errors.

If files deviate from the size or specifications on the submission guidelines form, the files must be resubmitted. Please proof your ad carefully before submission. Resubmitted files will be subject to a \$50 processing fee.

We do not provide a proof for ads we did not produce. It is understood that the files are set up as the advertiser intended and were approved prior to submission.

Any extra charges incurred by Journal Communications due to problems with supplied files will be billed to the advertiser with a detailed explanation of the problem.

## DURATRANS LIGHTBOX SPECIFICATIONS



## SEND YOUR FILES TO

## JOURNAL COMMUNICATIONS

### AD RESOURCE CENTER:

[jnlcom.com/tvg](http://jnlcom.com/tvg)

- Upload your print and added value materials.

Questions? Contact your sales representative or email [ads@jnlcom.com](mailto:ads@jnlcom.com).

### FTP:

<http://jnlcom.com/ftp>

Username: ads

Password: client

Upload files and complete the contact information form. Once files are uploaded, a message indicating a successful transfer will be posted.

Detailed FTP instructions are available from your sales rep.

### EMAIL:

Email files to [ads@jnlcom.com](mailto:ads@jnlcom.com)

- Please include your business name, magazine name (TVG) and ad size in your email message.



## EAST TENNESSEE

Will Zanetis

(615) 668-1207

[wzanetis@jnlcom.com](mailto:wzanetis@jnlcom.com)