



Reach Your Target Market with



Our Company:

Local Trusted • Proven • Engaged

17 years publishing local community-driven magazines

15,750 copies per month (14,400 direct mailed)
TowneLaker

16,500 copies per month (14,300 direct mailed)
Around Walton in the East Cobb Area

All about growing local business, our exclusive customer base

Our Mission:

To be the most effective and affordable resource for you, the local business, to grow your revenues!

Our Methods:

- 1) We listen to you.
- 2) We develop an individualized media plan that fits your business, your needs and your budget.
- 3) We follow up with you, to assess results and adjust, as necessary.

Our Guaranty:

If you are not completely satisfied with your results, we will deploy a new mix of tools, at no charge, until you are. The success of our business is determined solely by our ability to drive traffic to yours.

AroundAbout Local Media, Inc.
 2449 Towne Lake Parkway • Woodstock, GA 30189
 Tel. (770) 615.3322 • Fax: (770) 516.4809
www.aroundaboutmagazines.com
www.townelaker.com
www.aroundaboutwalton.com

Rate Sheet

January 2012

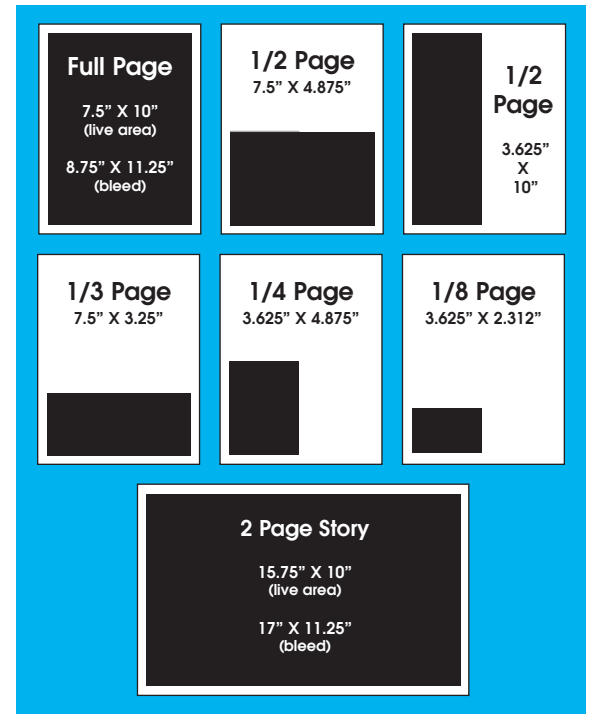
TOWNELAKER

ALL RATES INCLUDE FULL COLOR
NOTE: Rates listed are per month.

		1 Issue	4 Issues	8 Issues	12 Issues
Premium Packages	Front Cover Story <i>(includes 2-page feature spread inside)</i>	3,199			
	Back Cover-Full Page* <i>(2-page feature spread)</i>		1,869	1,799	1,699
	Inside Front Cover-Full Page* <i>(less than full page also available)</i>		1,679	1,639	1,549
	Inside Back Cover-Full Page* <i>(less than full page also available)</i>		1,099	995	899
Premium Pages <small>Full page ad rates for these pages will be quoted and subject to availability.</small>	Page 1 1/2 page		689	669	635
	1/4 page		375	359	345
	Page 3 1/2 page		659	645	609
	1/4 page		355	339	329
	Page 5 1/2 page		629	609	575
	1/4 page		339	323	309
	Page 7 1/2 page		599	579	549
	1/4 page		325	309	295
Page 9	1/2 page		569	555	525
	1/4 page		309	293	285
Page 11	1/2 page		549	535	505
	1/4 page		299	283	275
Standard Pages	Full Page		829	799	759
	1/2 Page		515	499	469
	1/3 Page		379	369	349
	1/4 Page		279	269	259
	1/8 Page		169	159	155

Advertising Deadlines:

January	Dec 5	May	Apr 10	September	Aug 10
February	Jan 10	June	May 10	October	Sep 10
March	Feb 10	July	Jun 10	November	Oct 10
April	Mar 10	August	Jul 10	December	Nov 5



Terms & Conditions

Rates. Advertising rates are subject to change without notice. All new contracts or renewals will be subject to rates in effect at that time.

Contract Length. One issue advertising is reserved for date sensitive or special event ads. Minimum contract term is four months.

Placement. Placement is only guaranteed for premium pages. All other ads are placed at the discretion of the publisher ("Run of Book").

Ad Design. We do not charge an ad design fee. However, a surcharge, based on the ad size, will apply should you exceed two (2) revisions to an ad we design for you.

Artwork. Camera ready artwork can be submitted on Flash Drive, CD or DVD, or it can be e-mailed to michelle@aroundaboutmagazines.com. Please ask for an Ad Specifications list of acceptable file types. Changes and new artwork are due by the deadline of the month prior to publication. Reminders will be sent to the advertisers via email. The publisher is not responsible for ensuring that artwork submitted after the ad deadline is printed. Every effort to honor the request will be made but cannot be guaranteed.

Copyright. The advertiser represents that it has ownership of or rights to use all of the logos, artwork, photographs, text, images, design concepts, and any other elements used to produce the advertisement. The advertiser shall indemnify and hold the publisher harmless from any loss or expense that may arise out of publishing that advertisement.

Acceptance. The publisher may, at its sole discretion, reject any advertisements. The publisher reserves the right to not run any advertisement that is not in accordance with the company's policies.

Payment Terms. Upon signature of the contract, payment is due as follows: **1X** - total amount in advance. **4X** - two (2) issues in advance. **8X** - three (3) issues in advance. **12X** - four (4) issues in advance. The remaining balance will be billed monthly and is due prior to production.
Invoice terms: Net 15. Payment may be made by cash, check or credit card. Make checks payable to **AroundAbout Local Media, Inc.**

Cancellations. Industry experience is conclusive that print ads work over time, and that four(4) consecutive months should be the minimum of any ad campaign. Consequently, cancellations prior to a four(4) consecutive issues, will be subject to a cancellation fee equal to one contracted issue rate. Any contract changes must be submitted in writing by the ad deadline of the scheduled issue. Advertisers may not cancel orders after Advertising Insertion Deadline Date.

Delivery. The publisher is not liable for delays in magazine delivery and/or non-delivery in the event of an act of God, action by any governmental agency, fire, flood, accidents, strikes, labor or material shortage, transportation interruption, work slowdown, or any circumstance beyond the control of the publisher.

AROUNDABOUT

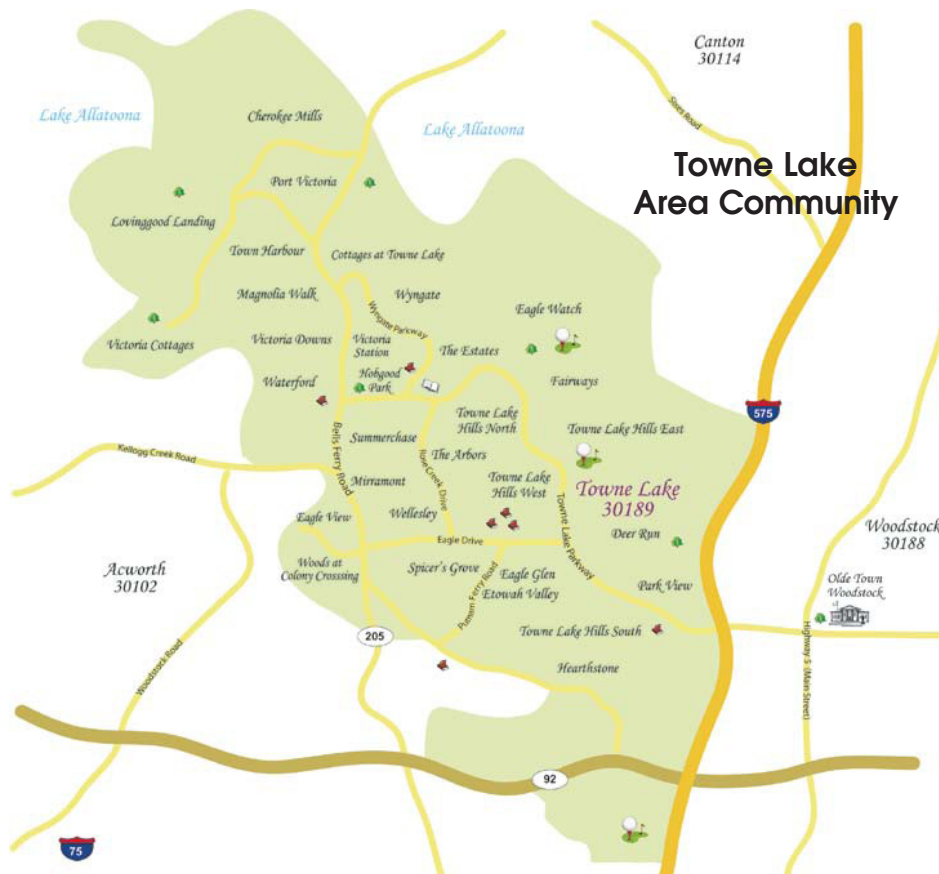
The Voice of Your Town

Local Media

Map & Demographics

January 2012

TOWNELAKER



Distribution Territory

AroundAbout TowneLaker is mailed directly to more than 14,300 homes and businesses in the master planned community of Towne Lake and surrounding neighborhoods. An additional 1,100 are distributed in racks at high volume locations throughout the Towne Lake area. The selection criteria for our mailing routes allow our advertisers to get their messages out to the most sought-after demographics.

Distribution Area & Quantities

Towne Lake and surrounding neighborhoods in 30189

Total: 15,750 Direct Mailed: 14,400 Racks: 1,350+

ASK ABOUT OUR
ONLINE TOOLS!



Patty Ponder, Market Director
770.615.3322
patty@townelaker.com

AroundAbout TowneLaker

AroundAbout TowneLaker is currently in its 16th year of publication and is a hyper-local focused, direct-mailed dual-medium community magazine for the Towne Lake area community. Our print magazine is complemented by our proprietary social media-based website, townelaker.com.

Our editorial content is reader-driven, thus enabling AroundAbout TowneLaker to provide our readers with information that is relevant, informative and interesting to them. The prototypical reader of our magazine is female and is often the primary "buying decision maker" in the family. Our predominant readers are comprised of mothers with children, their children, their parents, and retirees. Our philosophy has enabled us to create a loyal readership and following in the Towne Lake area community, and as a result, our advertisers and contributors have experienced much market recognition and success.

Our mission is "to help build stronger communities through the content of our magazines and to help our customers grow their business by providing a conduit through which they can gain market recognition."

About Towne Lake

Towne Lake is a 3,600 acre Master Planned Community in southwest Cherokee County located approximately 35 miles north of downtown Atlanta with shopping, great schools, churches, dining — you name it! It's one of Atlanta's premier communities with homes ranging from the low \$100Ks to more than \$1 million. There are approximately 5,800 homes in approximately 20 unique neighborhoods with great amenities, pools, tennis courts and playgrounds. Towne Lake also has several apartment, townhome and condominium complexes, which brings the total community to approximately 7,700 households.

There are two signature golf courses, Eagle Watch — which is renowned for its Arnold Palmer design, and Towne Lake Hills — designed by Arthur Hills. Much of Towne Lake borders Allatoona Lake, one of the most frequently visited recreational lakes in the state. Located within an easy commute to Atlanta's major corporate centers, Towne Lake has easy access to I-575 and I-75. Towne Lake is a whole "towne" of shopping centers, daily services, medical facilities, restaurants and entertainment centers. In fact, every conceivable convenience from childcare to medical services to a 16-screen movie theater can be found here.

The area surrounding Towne Lake also boasts many wonderful neighborhoods. Residents and visitors alike can enjoy the many conveniences of a Master Planned Community that Towne Lake offers.

Towne Lake Demographics

Towne Lake's primary zip code is 30189. Demographic information is as follows (onboard.com):

Average Home Value	\$186,500
Average Household Income	\$91,739
Average Family Size	3
Gender:	
Female	49%
Male	51%
Median Age	
Female	33.3 years
Male	33.5 years

Rate Sheet

January 2012

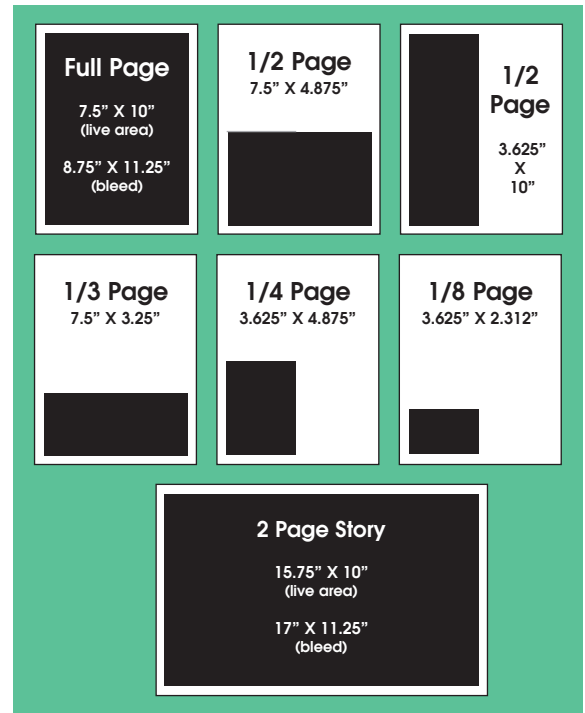
Walton
in East Cobb

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AROUNDABOUT Local Media

The Voice of Your Town

AroundAbout Walton

AroundAbout Local Media is excited to be launching our newest magazine title, AroundAbout Walton in July 2011 (previously *AroundAbout East Cobb*, it's 4th year of publication!)

AroundAbout Walton is for and about the Walton community. We are committed to building a stronger community through hyper-local and relevant content. A monthly publication, *AroundAbout Walton* will be direct mailed to homes in the Walton Community as well as distributed in racks and businesses in the area. From community and school news to who is celebrating a birthday or anniversary, *AroundAbout Walton* is the primary source for relevant information specific only to the Walton community.

Additionally, we are the only local publication to serve the community with a dual medium product. We have an exciting and interactive web presence, as well as being active in the popular social media platforms Facebook and Twitter. Our online presence compliments our printed magazines, allowing us to provide timely information between issues as well as furthering a sense of community within the Walton district.

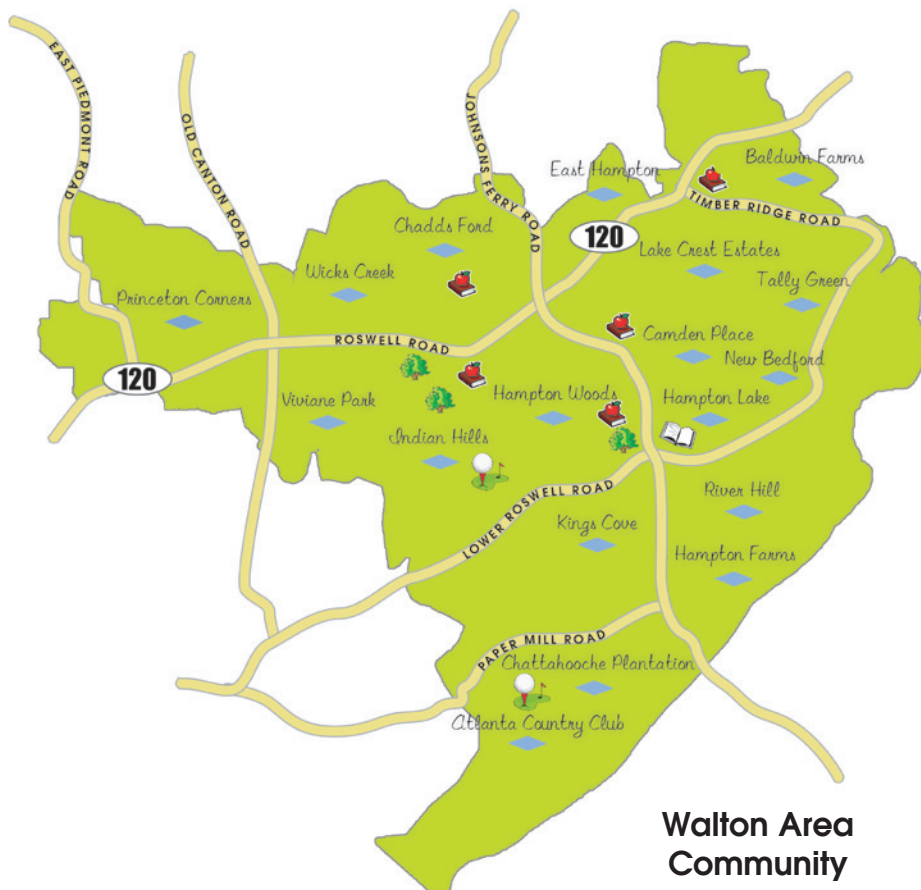
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Map & Demographics

January 2012

Walton in East Cobb



Distribution Territory

AroundAbout Walton is mailed directly to more than 13,400 homes and businesses in the Walton High School district neighborhoods. An additional 3,100 are distributed in racks at high volume locations throughout the Walton area.

Distribution Area & Quantities

Walton High School district area neighborhoods in 30062, 30067 & 30068.

Total: 16,500 Direct Mailed: 13,300 Racks: 3,200

ASK ABOUT OUR
ONLINE TOOLS!



770.615.3311

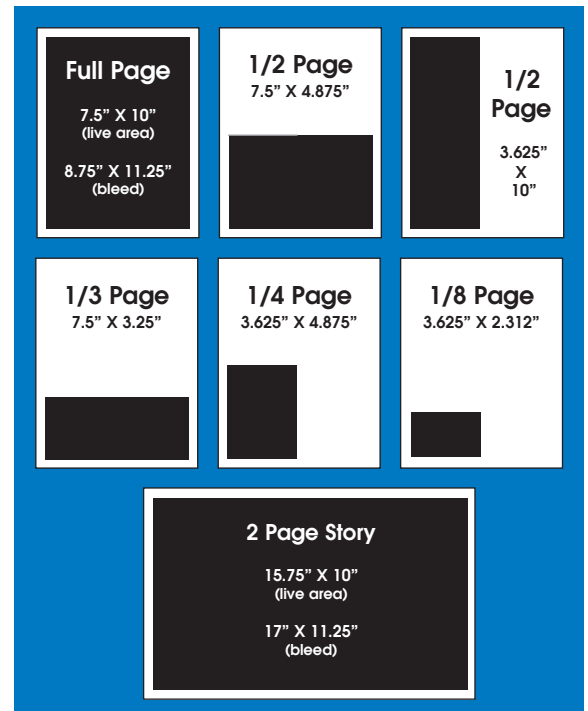
About Walton

Walton school district is a vibrant residential and commercial community located in East Cobb just 10 minutes northwest of Atlanta, just north of the Chattahoochee River. Once a small community, East Cobb is home today to more than 648,000 residents. A suburban megaplex, Cobb County encompasses 340 square miles and six municipalities, the county is divided into regions because of its size. East Cobb is defined as the area east of I-75 and south of Town Center at Cobb. Prosperous and fast-growing, East Cobb remains proud of its historic roots while welcoming modern high-tech companies including IBM and Lockheed Aeronautical. The communities of East Cobb are affluent and residents are well educated, enjoying a sophisticated infrastructure, a strong diversified economy, numerous recreational and cultural amenities, and several excellent public schools. The Cobb County School District is the second largest school system in the state, serving more than 100,000 students. Almost 50 schools within the district have been designated as Schools of Excellence state or nation-wide. East Cobb also maintains more than 40 public parks and The Appalachian Trail is just minutes away. Cultural opportunities are numerous, from the free concerts at Piedmont Park to the Georgia Ballet, the Cobb Symphony Orchestra, the Marietta/Cobb Museum of Art and Theatre in the Square.

REQUIRED AD SPECIFICATIONS FOR "CAMERA READY" ARTWORK

Ad Dimensions

Front/Back Cover	<p>Bleed Size — 8.75" w x 11.25" h Front Cover Live Area* — between 2.5" from top and .25" from bottom due to magazine logo and bottom text bar. Inside Front & Back — 7.5" w x 10" h Back Cover Live Area* — 7.5" w x 10" h NOTE: 4" x 2" mailing indicia area must be provided at top right corner.</p>
2-Page Spread	16" w x 10" h
Full Page (Inside)*	<p>Bleed Size (4 Sides) — 8.75" w x 11.25" h Live Area* — 7.5" w x 10" h</p>
1/2 Page*	<p>Horizontal — 7.5" w x 4.875" h Vertical — 3.625" w x 10" h</p>
1/3 Page*	7.5" w x 3.25" h
1/4 Page*	3.625" w x 4.875" h
1/8 Page*	Horizontal — 3.625" w x 2.312" h
*Text must be contained within the specified dimensions.	



Camera Ready Artwork can be accepted as camera ready if:

- It is the exact measurements for the contracted ad size.
- The color mode is CMYK. Color settings for interior pages: SWOP Newsprint with 30% dot gain.
- The resolution in a minimum of 300 dpi.
- All black text and black shapes are 100% black instead of process black and they have been set to overprint to avoid knockouts.
- The ad is approved and ready for print.

Acceptable File Types:

PDF Files are Recommended — PDF files are recommended. Native Adobe CS3 files with supporting fonts and images are also accepted. Those include PSD, AI, EPS, and Indd files. JPG and TIF files are also accepted with a minimum of 300 DPI. GIF files cannot be accepted.

Photos. Photos should be a minimum of 1,000 pixels wide for a 1/4 Page ad, larger for larger ads. They may be provided in JPG, TIF, or RAW camera file formats.

Logos. Vector based logo files are recommended. These include EPS, AI, and PDF files.

Images on the Web. Images and logos CANNOT be pulled from the advertiser's Website. Web resolution files are too low resolution for print.

Copyrights. The advertiser must have permission to reprint all logos, photos, text, and design concepts provided to us. If you would like us to use an ad from another publication, please request consent to use the artwork it designed.

Microsoft Office Files. We cannot use files for advertisements that were created in any of the software included in the Microsoft Office Suite. This includes Word, Publisher, and PowerPoint. This software is designed for desktop publishing at home, not commercial production.

Submission. All artwork should be e-mailed to michelle@aroundaboutmagazines.com or provided on CD, DVD or Flash Drive. Please provide a hard copy with your ad for proofing purposes. We cannot accept hard copies of ads as "camera ready". If the files are too large for email, call for FTP information (program download required).