

# ADVERTISING

Below, please find all of our advertising options and specs.

For digital/website ads, we require an image that is a minimum of 72 DPI. For all print ads (program book), we require an image that is a minimum of 300 DPI. Please note that, with the exception of the back cover, program book advertisements are B&W.

Images should be in PDF, TIF, PNG, or JPEG format.

We reserve the right to edit (with your final approval) and curate the included ads. Graphic design services are available beginning at the base price of \$100 for a quarter-page ad.

Program books ads must be correctly submitted by July 31. Ads arriving after this date will likely not be included in the program book and refunds will not be issued. All ads to run on the website or in the newsletter must be correctly submitted a minimum of two weeks before they are scheduled to run.

To reserve your ad, please email us at [contact@killernashville.com](mailto:contact@killernashville.com).

## NEWSLETTER ADS

Our bi-weekly newsletter goes out to over 6,000 opt-in subscribers and has a click-through rate 15% above industry average. Each newsletter ad will be included in two newsletter sends.

### Newsletter Sidebar Ad

150px x 150 px

Static: \$150/run  
Animated: \$200

### Newsletter Banner Ad

600px x 100px

Static: \$200/run  
Animated: \$300/run

## RATES & SPECS

### WEB ADS

Ads purchased on the Killer Nashville website will be published in the sidebar of most pages of our site, including our Blog and Book of the Day posts. Ads will run for one month.

#### Web Sidebar Ad

150px x 225px

Static: \$150/run  
Animated: \$250

#### Web Top Sidebar Ad

200px x 300px

Static: \$250/run  
Animated: \$350/run

### PROGRAMBOOK ADS

Our program book is given to each attendee of the Killer Nashville conference, including agents, editors, and other industry professionals.

#### 1/8 Page Program Ad

4" x 2.625"

Attendees: \$50  
Non-Attendees: \$175

#### 1/4 Page Program Ad

4" x 5.25"

Attendees: \$100  
Non-Attendees: \$200

**1/2 Page Program Ad**  
8" x 5.25"

Attendees: \$175  
Non-Attendees: \$275

**FULL Page Program Ad**  
8" x 10.5"

Attendees: \$250  
Non-Attendees: \$350

**Program Book Inside Spread**  
(8" x 10.5"): 2/2 Currently Available

Attendees: \$400 each page  
Non-attendees: \$500 each page

**Program Book Inside Back Cover (8" x 10.5").....\$500**

**Program Book Inside Front Cover (8" x 10.5") .....\$500**

**Program Book Back Cover (8" x 10.5") COLOR.....\$700**

## DISPLAY TABLES

Vender/Publisher display tables are excellent ways to get one-on-one engagement with the attendees of Killer Nashville and promote your product, organization, etc. Tables are given prominent placement in the conference bookstore area.

### Author Display Table

\$20/hour OR \$160 for entire conference

### Publisher/Vendor Display Table

\$30/hour OR \$250 for entire conference

To reserve your ad or display table, please email us at [contact@killernashville.com](mailto:contact@killernashville.com).