

# information

## Publication

The Mississippi 811 magazine is mailed to more than 14,500 stakeholders each quarter. The addresses are confirmed as deliverable by the USPS each mailing. The Mississippi 811 magazine deals primarily with Mississippi issues by focusing on its people, solutions and innovations. The focus of every issue is people working together so as to keep Mississippi a safer place to live and work. In addition to the mailing, the magazine is distributed at damage prevention and safety meetings across the state.

## Readership

Our mailing list is the people you are trying to reach. The bulk of the list belongs to Mississippi 811 and includes the members and users of the one call system. Additionally other stakeholders are included in the list outlined below.

### Members

Owner/operators of utility systems across the state, including gas pipeline/distribution, water/sewer, communications, electric and the locators who protect the underground facilities.

### Users

The excavators (in many cases different departments of some of the largest utility companies) who call before they dig are on the mailing list. These excavators range from the largest contractors to some of the smallest across the state, but are defined as calling at least once a month, in other words a professional excavator who buys, rents or maintains equipment.

### Other stakeholders

Every county supervisor by name  
Every mayor by name  
State legislators  
State and Federal regulatory personnel

## Questions

Should you have any questions about advertising, email Freddie Shows at [sales@811magazines.com](mailto:sales@811magazines.com) or he can be reached by cell phone at 501-472-0115.



# advertising rates

Size	1x	2x	3x	4x
2 page spread	5,717	5,431	5,145	4,859
Full page	3,465	3,292	3,118	2,945
1/2 page	2,356	2,238	2,120	2,003
1/2 page island	2,633	2,502	2,362	2,230
1/3 page	1,906	1,811	1,715	1,619
1/4 page	1,663	1,579	1,497	1,413
Back cover (+30%)	4,505	4,279	4,054	3,829
Inside front cover (+20%)	4,158	3,950	3,742	3,534
Inside back cover (+15%)	3,985	3,785	3,586	3,387
Opposite table of contents (+15%)	3,985	3,785	3,586	3,387



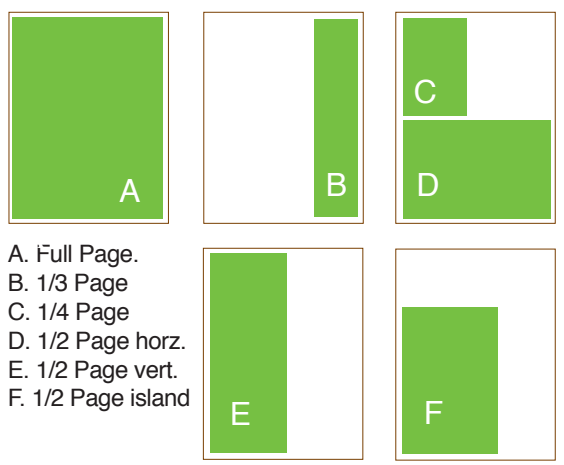
# advertising specs

Magazine trim Size - 8.25 x 10.8125 inches

Printed offset, CMYK, 150 line (300 dpi)

**Standard Ad Sizes (Non-bleed)**

- Full Page..... 7.4" x 10"
- Third Page.....2.25" x 10"
- Half Page, horizontal.....7.4" x 4.875"
- Half Page, vertical.....3.70" x 9.875"
- Quarter Page.....3.55" x 4.85"
- Half Page, island..... 4.75" x 7.4"

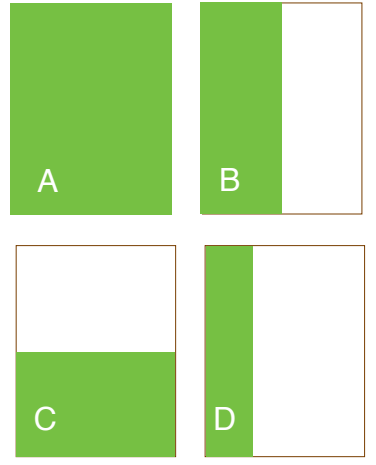


- A. Full Page.
- B. 1/3 Page
- C. 1/4 Page
- D. 1/2 Page horz.
- E. 1/2 Page vert.
- F. 1/2 Page island

**Standard Ad Sizes (Bleed)**

Bleeds trim 1/8" (0.125) on all bleed sides  
Keep live images & text 1/4" (0.25") inside all trim areas

- Full Page (including bleed)..... 8.5" x 11.062"
- Trim size is 8.25" x 10.8125" - max live area is 7.75" x 10.3125"
- Half Page, vert. (including bleed).....4.125" x 11.062"
- Trim is 0.125 on top, bottom, & one side
- Half Page, horz. (including bleed) .....8.5" x 5.40"
- Trim is 0.125 on both sides & top or bottom
- Third Page vert. (including bleed) .....2.85" x 11.062"
- Trim is 0.125 on top, bottom & one side



- A. Full Page bleed
- B. 1/2 Page vert. bleed
- C. 1/2 Page horz. bleed
- D. 1/3 Page vert. bleed

Email **press quality** pdf files to: [randy@aligningchange.com](mailto:randy@aligningchange.com)

ACTS  
PO Box 644  
Conway, AR 72033  
[www.aligningchange.com](http://www.aligningchange.com)



For quotes on ad design and production:  
Randy Smith  
[randy@aligningchange.com](mailto:randy@aligningchange.com)  
ACTS  
888-548-6363  
fax 501-548-6969