



SEEA THE MAGAZINE  
2008 PRESS KIT



The organizers of the Southern Entertainment Awards would like to introduce you to the newest addition to the SEA brand.

SEA The Magazine will feature some of the SEA nominees, winners, sponsors and upcoming talent in the South. This magazine will premiere bi-yearly; once during nominations (May) and then again when it's time for the people to place their votes (September)

The primary objective of this magazine is to inform, educate and update people about the Southern Entertainment Awards, Nominees, Winners and other industry tidbits from an Independent Perspective.

#### Distribution for Magazine:

#### Available at the following locations:

Music N More: Birmingham AL - Soldier Soundz: Hollywood, FL - Earwax Records & Tapes: Atlanta, GA  
Midsouth Ent. & Music Marketing 1-Stop: Lawrenceville, GA - Backstage Music: Riverdale, GA  
O-City Source: Oklahoma City, OK - The Shoe Connect: Houma, LA - Traffic: New Orleans, LA  
Misty's Urban Apparel: Moss Point, MS - Flava Factory: Charlotte, NC - Digiwaxx: New York, NY  
The Remix: Akron, OH - CD Warehouse: Clarksville, TN - R. Sole: Memphis, TN - Man Alive: Memphis, TN  
Hang Time: Nashville, TN - Phat Kaps: Nashville, TN - Cat's Records & Tapes: Nashville, TN  
Traffic: Carrollton, TX - T-Town Music: Dallas, TX - 467 Street Store: Houston, TX  
Hata Proof Records: Houston, TX - Urban City: San Antonio, TX

\*In addition to various outlets in IL, MI and VA

\*\* Release Dates: May 1st, Sept. 1st and Jan 15th

# AD RATE CARD

## Ad Specs      Non Bleed      Bleed

Full Page	5.5 x 7.5	5.75 x 7.75
1/2 Vertical	2.25 x 7.75	2.5 x 8
1/2 Horizontal	5.5 x 3.75	5.75 x 4
1/4 Vertical	2.25 x 3.85	N/A
1/4 Horizontal	3.875 x 2.25	N/A

\*Ad deadlines: April 15th, August 15th, & January 1st

## Rates

Back Cover w/ 1 page article	\$1000
Inside Back Cover w/ 1 page article	\$750
Inside Cover w/ 2 page article/story	\$1500
Full Page	\$500
Half Page	\$250
1/4 Page	\$150

\*Rates are subject to change and are non-negotiable

## Featured Sponsors

Platinum Bound Records  
Rap Coalition  
Intapriz Entertainment  
GTT Entertainment  
Liquid Thoughts Publishing  
Mastermind Music  
Type A Marketing  
Swisha House  
MemphisRap.com  
Concrete Magazine  
Obtuse Music  
HipHopFriends.com  
Serato Scratch  
Yarbrough Music  
Gametime Athletics  
M8kngeez Clothing  
Get'em Magazine

and many more....



# AD SPECS

**Format:** Mac, Zip, Jazz or CD

**Applications:** Mac Quark 3.32 or greater, Photoshop 4 or greater, Illustrator 7.0  
**Fonts:** All fonts must be Adobe Type 1 Postscript fonts.

**Hi Resolution:** All Hi Resolution Images must not exceed 300dpi, and must be converted to CMYK

**5th Color:** Must be arranged in advance with sales rep. If not it will automatically be converted to CMYK. (5th colors are available at an extra charge)

**Trapping:** All trapping is the responsibility of the advertiser

**Proofing:** Two match points or digital proofs they must accompany the file. Color "Xeroxes" are not accepted for final color

**Alignment:** Perfect alignment of type or design across the gutter of two facing pages can not be guaranteed. Please be sure that all files, Hi Resolution Images, fonts, EPS images, etc. are included on the disk

**Insert:** A mock sample must be sent to the SEA Production Director at the following address for bindery approval, prior to the insert being printed. Shipping instructions available upon request.

Email ads to: [desmick@southernentawards.com](mailto:desmick@southernentawards.com)



# DEMOGRAPHICS

## General Readership

Male 65%  
Female 35%

## Employment Status

Full Time 63.8%  
Part Time 26.2%  
Unemployed 10%

## Occupations

Administrative Support 28.7%  
Executive, Administrative & Managerial 8.2%  
Handlers & Laborers 7.4%  
Machine Operators & Assemblymen 2.3%  
Precision Production & Craft Repair 4.7%  
Professionals & Specialty Occupations 5.2%  
Sales 12.7%  
Service 11%  
Technicians & Support Staff 2.8%  
Transportation & Material Moving 5.5%

## Education

Less than 12th Grade 11%  
High School Graduate 43%  
Some College 33%  
College Degree or More 13%

## Demographic Breakout

Age 18-24 53.8%  
Age 25-34 39.2%  
Over 35 8%

Men & Women ages: 21-35

Income: 50k+ /year

Entertainment Industry Professionals

Readership: 100,000

