

*Welcome
to...*

We are:

- The only lifestyle publication dedicated to serving all of Chatham, Durham and Orange counties
- A quarterly magazine covering everything from Beauty and Style to Hometown Stories
- Dedicated to covering the topics readers want to know about

We cover:

- Communities throughout the region, including Chapel Hill, Durham, and surrounding towns and neighborhoods
- The people and organizations making a difference locally
- Beauty, fashion and health
- Home interiors
- Travel and outdoors
- Green living
- Education
- Food and wine

*We deliver more than 25,000
copies each issue to:*

- The Fifteen501 region's most affluent market
- Residences with combined incomes of more than \$250,000
- More than 400 points throughout Chatham, Durham and Orange counties, including coffee shops, doctors' offices, and grocery stores

Fifteen 501

Connecting Life
in Durham,
Orange and
Chatham Counties



*Reach your target market
through our high-quality,
quarterly lifestyle magazine.*

For advertising information, call

919.870.1722

or visit us online at

www.fifteen501.com

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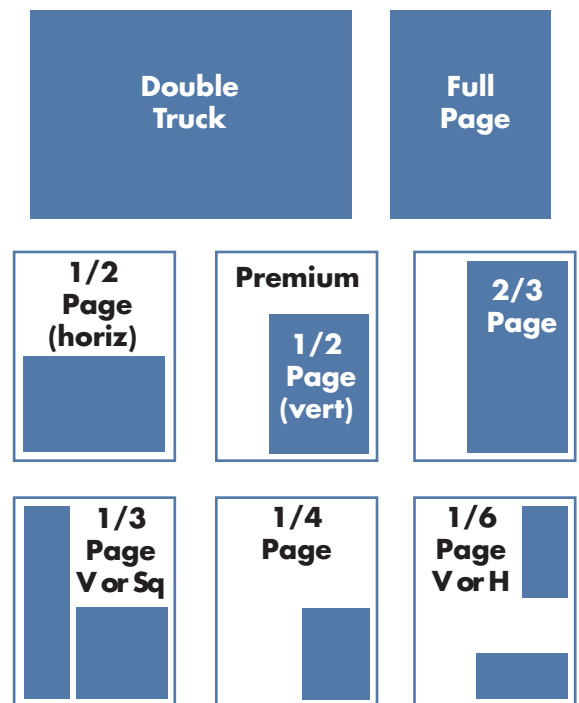
Distribution

PUBLISHED QUARTERLY • 25,000/ISSUE

- With the most diverse distribution of any local publication, *Fifteen501* is direct-mailed to residences with a combined household income of more than \$250,000 and is delivered to more than 400 targeted newsstand locations throughout Chatham, Durham and Orange counties, including Harris Teeter and Whole Foods grocery stores.
- Distribution includes delivery to fine retailers, select grocery stores, hotels, real estate and relocation offices, chambers of commerce, medical offices, day spas, luxury auto dealers, restaurants, coffee shops, bookstores, and libraries.
- *Fifteen501* is displayed prominently at special events and tradeshow, including the Southern Ideal Home Show, Southern Women's Show, and celebrity and charity events.
- The magazine also is distributed at participating advertisers' locations.
- Subscriptions and single copies are available for purchase online at www.fifteen501.com.
- Links are provided to all advertisers via the Web site as well.

2011 Advertising Rates

	1 TIME	2 TIME	4 TIME
IBC	\$3,415	\$3,100	\$2,785
IFC	\$3,415	\$3,100	\$2,785
BC	\$7,080	\$6,430	\$5,775
DT	\$4,550	\$4,100	\$3,630
FP	\$2,750	\$2,475	\$2,195
2/3	\$2,090	\$1,870	\$1,620
1/2	\$1,790	\$1,600	\$1,420
1/3	\$1,350	\$1,210	\$1,075
1/4	\$1,150	\$1,060	\$935
1/6	\$815	\$735	\$660
Internet LANDSCAPE Home Page			\$450
Internet DOUBLE BANNER Home Page			\$420
Internet BANNER Home Page			\$375
Internet LANDSCAPE			\$350
Internet DOUBLE BANNER			\$320
Internet BANNER			\$250



Premium positions billed at 15% above rate.

1/2 Vertical ads billed at 15% above rate.

See sales rep for custom gate folds/BRC cards.

10% multiple-page discount for 2 or more pages.

All rates are net.

Landscape and banner Web advertising available with bundled advertising packages.

Call 919.870.1722 for more information.

Editorial Calendar

Spring Issue

SPECIAL SECTION

Women's Health: We'll consult with a variety of experts from different fields to see what's new and on the horizon when it comes to women's health.

AROUND TOWN

Community Spotlight: Siler City

Fifteen501 Treasure: University Mall, Chapel Hill

Summer Issue

SPECIAL SECTION

Triangle Hospital Update: We'll take a look at the area's largest hospitals, reveal their latest undertakings and profile the top professionals in the field.

AROUND TOWN

Community Spotlight: Downtown Durham

Fifteen501 Treasure: Wool E. Bull, Durham Bulls mascot

Fall Issue

SPECIAL SECTION

Retirement/Senior Living: What are the issues facing today's seniors? We delve into this topic, exploring various local housing and care options available.

AROUND TOWN

Community Spotlight: Historic Hillsborough

Fifteen501 Treasure: Craftique Furniture, Mebane

Winter Issue

SPECIAL SECTION

Holiday Gift Guide: Our annual picks include the top products on the market from area retailers.

AROUND TOWN

Community Spotlight: Carrboro

Fifteen501 Treasure: Historic Stagville, Durham

Department Descriptions

AROUND TOWN

This section covers what makes the towns and cities of Durham, Orange and Chatham counties tick. From the streets of downtown Durham to UNC's University Mall and Chatham County's countryside, we'll focus on what's hot and happening along the U.S. Route 15/501 corridor.

HOMETOWN STORIES

This section features the people making a difference in Durham, Orange and Chatham counties, from celebrities making their homes here to residents with compelling stories to share.

PAY IT FORWARD

This section showcases the philanthropic individuals and organizations making a difference in our community.

CULINARY CORNER

Get to know some of the area's finest eateries in our Restaurant Spotlight. Whether it's a four-course meal or a tapas experience you're seeking, Durham, Chatham and Orange counties serve up a variety of tasty dining options. You'll also find original recipes from area chefs, wine selections to fit every taste, and expert tips on preparing delicious entrees.

HEALTH WATCH

The Triangle's high quality of life has a lot to do with a genuine concern for the well-being of its citizens. The variety of health resources offered here, as well as some of the finest research facilities in the world, ensure that we'll never run out of health topics to cover.

BEAUTY & STYLE

Keep your style all your own, but check out our Beauty & Style section, which features articles on the latest trends in fashion, from clothing to shoes.

HOME INTERIORS & TECHNOLOGY

This section offers articles on home interiors and improvement projects, featuring the latest trends in home automation and technology that help beautify your home and simplify your life.

TRAVEL & OUTDOORS

The Triangle region contains a rich variety of outdoor entertaining venues, from state parks to amphitheatres. Step outside the area and you'll also find pristine beaches, quaint inns, bountiful wineries, and verdant mountain hideaways. This section highlights them all.

GOING GREEN

This section features the many ways Triangle area professionals and residents are incorporating sustainable living into their lives, whether it be through water conservation, recycling, adaptive re-use, or other environmental methods. The section also offers environmental tips for every homeowner.

EDUCATION

This section touches on the local issues facing students and their parents as they journey through their school years.

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2011 Advertising Deadline Schedule

Issue	Space Reservation Deadline	Camera Ready Materials	Delivery Date*
Spring	Jan. 14	Jan. 21	Feb. 10
Summer	April 15	April 22	May 12
Fall	July 15	July 22	Aug. 11
Winter	Oct. 14	Oct. 21	Nov. 10

*Exact dates may vary depending on holidays.

Ad Specifications

AD SIZES:

- * Double Truck: 16.75" x 10.875" trim
- * Full Page: 8.375" x 10.875" trim
- Half Page (Horiz.): 7.375" x 4.875"
- Half Page (Vert.): 4.875" x 7.375"
- * Back Cover: 8.375" x 10.875" trim
- * **add .125" Bleed, allow .5" Safe Area**
- 2/3 Page: 4.875" x 9.875"
- 1/3 Page (Vert.): 2.375" x 9.875"

- 1/3 Page (Sq.): 4.875" x 4.875"
- 1/4 Page: 3.562" x 4.875"
- 1/6 Page (Horiz.): 4.875" x 2.375"
- 1/6 Page (Vert.): 2.375" x 4.875"

Internet Ads

- Landscape: 420 x 150 pixels
- Double Banner: 150 x 308 pixels
- Banner: 150 x 150

PRINTING SPECS:

- Printing: Web offset,
4-color process
- Cover: UV coated
- Paper: Text: #3/50#
Cover: #3/100#
- Trim Size: 8.375" x 10.875"
- Screen: 175 line screen
- Binding: Perfect

Ad Design Specifications & Guidelines

Ad design rate includes the following services:

1. Design and layout of advertiser-supplied ad materials.
2. Supplied photos scanned on high-end scanner; all photography must be supplied by advertiser.
3. Two rounds of corrections/changes to designed advertisements.
4. Final color PDF proof sent to advertiser for approval.

Ad design rate DOES NOT INCLUDE the following services:
photography, logo design, copy writing

Suggested format requirements for advertiser-supplied photography and artwork:

- 300 DPI (high resolution) Digital Photography*
Must be supplied at 300 DPI resolution at least 100% of desired photo size to ensure highest reproduction quality.
- 4" x 6" glossy prints, positive film or *4" x 5" transparencies
*Transparencies are highly recommended, as they ensure the highest reproduction quality.
- Logo
Must supply camera-ready (black & white) logo or digital file at 300 DPI.

*Supplied Digital Output Specifications

Digital files must be supplied with the following requirements:

1. All files must be in Macintosh format.
Accepted programs: InDesign CS2, QuarkXpress 6, Photoshop CS2, Illustrator CS2 or lower, and high-res PDF
2. Fonts: All used fonts must be supplied. ONLY Mac postscript fonts accepted.
3. Photos: All photos must be 300 DPI @ 100% of desired photo size to ensure the highest quality.
 - Photos must be CMYK
 - Format Tiff or EPS (high-res jpegs may be acceptable)
4. Color: All colors must be CMYK value. PMS spot or RGB colors are not accepted.
5. Proof: **Color or black and white proof must accompany digital files.**

SEND ARTWORK TO:

Fifteen501 Magazine
189 Wind Chime Ct., Suite 104
Raleigh, N.C., 27615
919.870.1722
ccarley@whmags.com
or upload files at
weissandhughespublishing.com
password: magazine08

*If an advertiser submits materials that do not meet the above requirements, Weiss & Hughes Publishing Inc. will not be held responsible for any quality discrepancies.