



Project Details

ROYALTY: SouthComm offers the best royalty program in the business, sharing as much as 10% of net sales while delivering the highest quality custom publication available.

LOCAL VENDOR OPTION: We are happy to take recommendations for the use of local vendors when appropriate, including photographers, printers and writers.

Added-Value:

DIGITAL VERSION OF THE PUBLICATION: Upon request, all publications are available as a Flash Book 60 days after delivery. You are encouraged to place this Flash Book on your website for maximum community and advertiser exposure. A hyperlink is offered to each advertiser in the Flash Book for a small fee.

AWARD-WINNING ADVERTISING DESIGN: SouthComm's design staff provides exceptional creative and artistic service for each advertiser. Our staffs' design talents are provided to your members FREE utilizing our templating ad system. Custom photography is provided for a small fee.

PICTURE CD: All editorial photographs published by SouthComm will be placed onto a CD and given to the client for complimentary use.

Additional Options:

MEMBERSHIP DIRECTORY: A unique solution and a great Association business tool. Digest size directory (5 3/8" x 8 7/8") includes alphabetical and categorical listings. Supported by value oriented advertising.

BUYERS GUIDE: If the Membership Directory does not provide the adequate solution, then this is the perfect alternative. Include your categorical list inside your magazine as a Buyer's Guide.

ECONOMIC DEVELOPMENT: A great tool to promote your economic development initiatives. You can choose to purchase an 8- or 16-page special section or to produce a special section supported by advertorials.

Program Merchandising:

SouthComm believes communication is an important part of the success of your publication. With that in mind, SouthComm communicates to your members through formal letters, direct phone calls and emails, ensuring that all members have an opportunity to participate.

Project Timeline

Tailor-Made Program:

Each SouthComm program is customized to fit the unique needs of the client. A scheduled conference call shall be made with the project leader to determine the editorial direction of the publication, photo opportunities and color schemes. During the project we design an Editorial Strategy Handbook specific to the Association.

Pre-Project Responsibilities:

- Membership/Board Member Database by Category and Alphabetical listing in Excel or Access.
- Executive's Signature as a JPG or BMP or Illustrator file.
- Client Logo as a JPG or BMP or Illustrator file.

Client agrees to promote publication by completing a mail out to your entire membership one week prior to beginning of sales. Provide additional acknowledgement using client newsletters during sale dates, events, webpage, blast fax, and local media.

Typical Project Timeline:

WEEK	ACTIVITY
1	Sales Begin
5	Creative Meeting
6	Sales End
14	Editorial Complete and Photos to Client
15	Editorial Suggestions to SouthComm
18	Ad Proofing Complete
19	Full Proof to Client
20	Proof Suggestions to SouthComm
21	Complimentary Pre-Press book to Client
22	To Press
26	Delivery

Above information is estimated. Detailed schedules will be presented and updated regularly.



Advertising Information

Advertising Sales:

The highly experienced sales team at SouthComm has been trained through a program we call **AT YOUR SERVICE™** to be an extension of your staff during the sales process.

Each individual is taught to respect the feelings and needs of potential advertisers and no sale is worth a disgruntled member. **AT YOUR SERVICE™** is our guarantee that your members will feel good about our sales force.

Proposed Advertising Rates:

SouthComm examines each market and adjusts advertising prices accordingly. Along with their advertisement each customer receives a number of complimentary magazines.

Typical Community Distribution:

A vital fact to the quality of your publishing program is the quality of your distribution system. SouthComm manages the distribution of magazines to the advertisers. We direct ship to all of our distribution points.

Testimonials

"Entrusting our magazine to SouthComm was like giving my daughter's hand in marriage – kind of frightening! Will we be happy? Can we get along? Will this relationship last? Well, we 'tied the knot' and I am happy to say that the honeymoon continues.

I wanted to be sure that our branding came through, that our FOCUS mast-head remained and that we had complete editorial control. SouthComm came through on all accounts. From sales to editorial to publication and distribution we have been completely satisfied.

We wanted a premium magazine that would set us apart from the others and we got it. I consider SouthComm to be a vital member of our staff – exceeding expectations of performance and professionalism."

DAN MEYER, President
Boone Area Chamber of Commerce

Beginning with the first edition of our community magazine, the professional staff at SouthComm Publishing has delivered a superb publication that has inspired frequent compliments from visitors, newcomers and residents alike. It has been a pleasure working with their staff and the magazine has exceeded our expectations in every detail.

HUGH BALL, President
Greater Limestone County Chamber of Commerce

"The staff of SouthComm Publishing made the process of producing our last membership directory run efficiently and smoothly. From the first contact, they made each step a pleasure. They have the ability to take broad concepts and transform them into a polished product. We are so proud of our directory, which is serving not only as a business directory but also a quality of life guide."

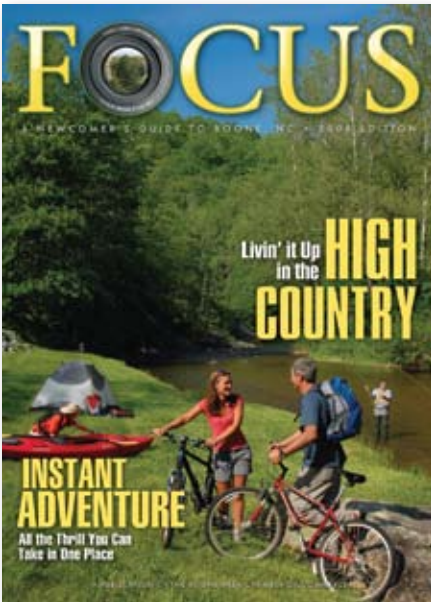
NANCY POOL, President
Halifax County Chamber of Commerce

"We have hugely benefited from our relationship with SouthComm over the last four years. The SouthComm staff always provides excellent customer service. When crises arise, which are usually our fault, the staff at SouthComm have always been ready to fix it. I am always impressed with each new issue of our relocation guide. No matter what kind of question I have, whether it's printing or design related, I always know where to find the experts that are ready to help."

JANELLE BEHR, Senior Manager, Marketing and Communications
Jacksonville Regional

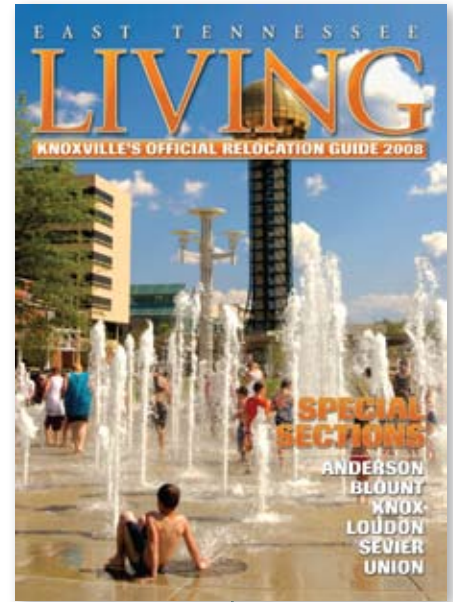
"Working with SouthComm has been the best experience we've had using an outside publisher to date. In fact, our president, Mike Edwards, is recommending SouthComm to several other chamber executives he is close to. I'd recommend SouthComm to anyone in this business."

MARK FIELD, Senior Vice President
Knoxville Chamber Partnership



Boone Area Chamber of Commerce
 North Carolina
 DAN MEYER, President/ CEO
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 danmeyer@boonechamber.com

Jacksonville Regional Chamber of Commerce
 Florida
 JANELLE BEHR, Marketing & Member Development Manager
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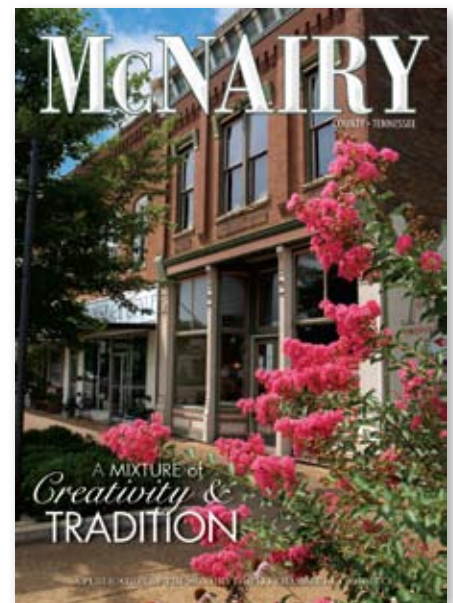
Knoxville Area Chamber Partnership
 Tennessee
 GARRETT WAGLEY, Director of Communications & Government Relations
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Publishing References



Fredericksburg Chamber of Commerce
 Texas
 PEGGY CRENWELGE,
 Executive Vice President
 830.997.6523

Athens-Limestone County Chamber of Commerce
 Alabama
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McNairy County Chamber of Commerce
 Tennessee
 MATTHEW ERNST, Executive Director
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