

Be More.

Your Community • Your Options • Your Interests

S.T.E.A.M.

21st Century Skills

College Experience

Liberal Arts

Community Service

Health & Wellness

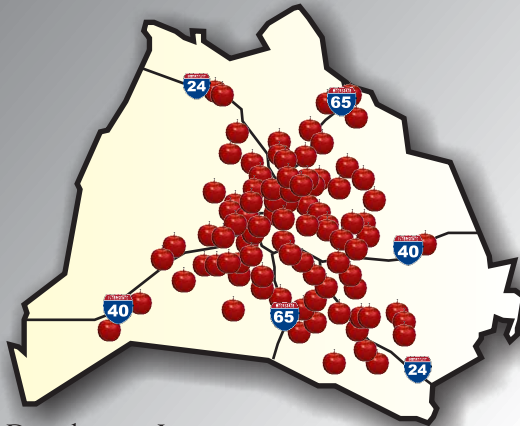


Circulation & Readership

Circulation
80,000

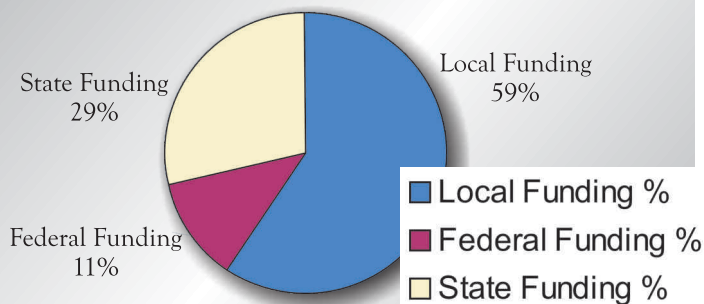
Readership
120,000

Be More magazine is distributed free-of-charge to each student and teacher in schools and select district offices in Metro Nashville Public Schools.



● = Distribution Location
(Over 140 distribution locations.)

Expenditures Per ADA \$12,000 Per Pupil*



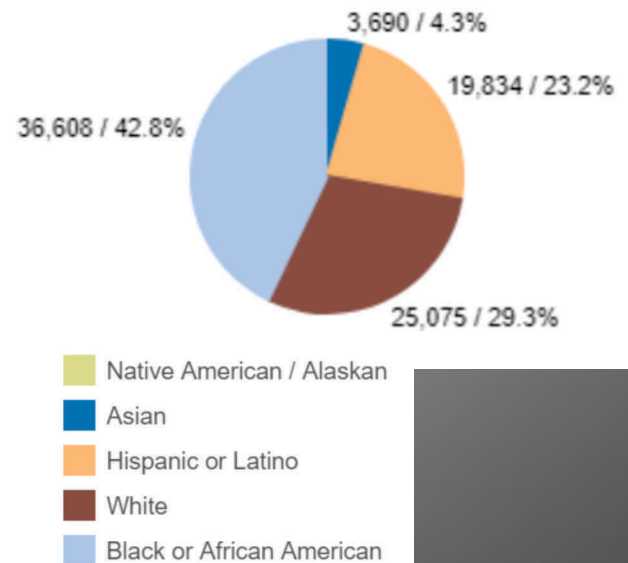
*Expenditures per student provide a comparison among school systems of different sizes which illustrate school systems' annual financial reports, expenditures by the state on behalf of school systems and the value of commodities provided by the U.S. Department of Agriculture for school food service programs. These numbers are based on Average Daily Attendance (ADAs). Tennessee public schools receive funding from three primary sources: local, state and federal. The BEP is the primary source of state funds for local school systems. Local funds for education are raised from two primary sources: property taxes and the local option sales tax. All federal funds are earmarked for specific purposes, such as Career-Technical Education, etc.

Tennessee Department of Education – Report Card 2017

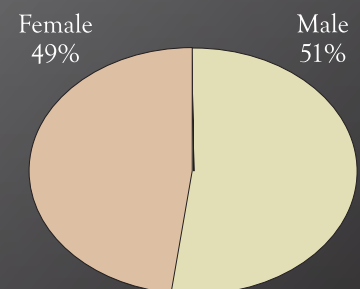
Be More. ^{Nashville}

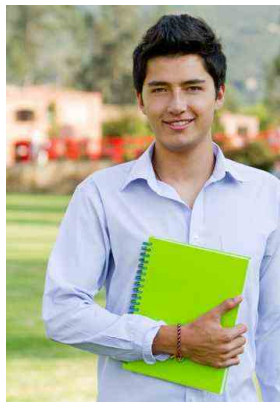
A publication to inform families of youth engagement options in the Nashville area from which students can choose based on their interests.

Student Demographics



Student Gender Demographics





Deadlines

Closing Date
September 20, 2018

Materials Due Date
September 21, 2018

Online Version (Publish Date)
September 28, 2018

Distribution Date (Publish Date)
October 8, 2018

Topical Categories/Departments

Do College: College Experience—Among the listings of activity resources in this category, there are articles about preparing children for college and sometimes a heartfelt testimonial from a freshman's college orientation experience.

Do Arts: Liberal Arts Program—Among the listing of liberal arts program opportunities, there is an article that helps guide parents and students in discovering/identifying true interests.

Do Service: Community Service Projects—Tips and ideas for finding the best community service projects in the area and highlighting award-winning organizations will be among the listing of Community Service Projects.

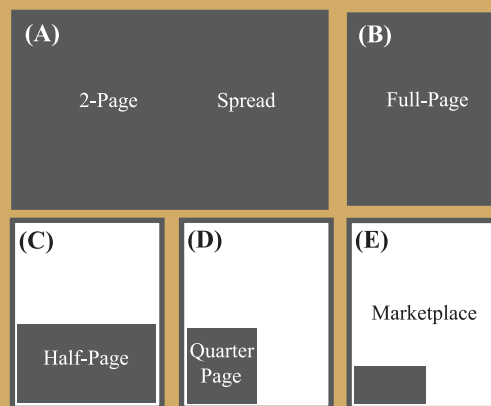
Do Health: Health & Wellness—Discover why Nashville has healthcare as one of its 5 major industries. In this category, you'll find several options for doing more!

Top 10 Reasons to Advertise

- We are the only magazine that reaches both parents and teachers.
- Your magazine ad will be posted online also. Be More is distributed to the readers free of charge.
- Our readers will pick up Be More to make decisions about what to do at home
- Advertising in Be More is a more cost-effective method of reaching this market than any other method (i.e., billboards, other magazines).
- Be More is a slick-glossy lifestyle magazine, which is more attractive to parents and students than newspaper-type publications.
- More personal, credible, and informative than any other medium.
- Be More engages readers and builds relationships which generate response.
- Your ad exposure lasts well beyond the 15, 30 or 60 seconds that television offers.
- Magazine advertising affects sales.

Prices Are Per Issue

	Print Version Feb. 11	Online Version Jan. 21	Both Versions
Back Cover	\$2500	\$1250	\$2925
Inside Covers	\$1500	\$750	\$1755
2-Page Spread (A)	\$2000	\$1000	\$2340
Full Page (B)	\$1100	\$550	\$1287
Half Page (C)	\$750	\$375	\$875
Quarter Page (D)	\$450	\$225	\$525
Marketplace (E)	\$250	\$125	\$300



Advertisement Dimensions

2-Page Spread (w/bleed)	17.25" X 11.25"
2-Page Spread Trim Size	11" X 17"
Full Page (w/bleed):	8.75" X 11.25"
Full Page Trim Size:	8.5" X 11"
Half Page	8" X 5.25"
Quarter Page	3.875" X 4.875"
Marketplace	4" X 2"

Digital Requirements

The preferred file type for advertisements is JPEG (.jpg) file with fonts and images embedded. Please provide files through cloud service or through email.

All artwork must have a resolution of 300 dpi at 100% size for print, and please save as CMYK. Line art images should be at 1200 dpi (eg. illustrations in bitmap mode). Send all artwork to:

Michael Thompson
michael@michaeldavidmedia.com
CITY EDUCATORS
P.O. Box 331395 | Brentwood, TN 37203
615.832.5388 Tel | 615.832.1040 Fax





Be More. Nashville Partnership

Metro Nashville Public Schools



Metropolitan Nashville Public Schools serve nearly 79,000 students with the goal of being the first choice for families in Nashville and Davidson County. The governing body for MNPS is the Metropolitan Nashville and Davidson County Board of Public Education, a nine-member group elected by residents of Metropolitan Nashville. For more information, please visit www.mnps.org.

The intersession model should be inclusive for all MNPS students, and that quality programming exists to make learning opportunities attractive and appealing to our students and community.

Be More Goals:

To promote services and support for students that would benefit from extended learning opportunities.

To promote extended learning opportunities and experiences for students beyond the traditional classroom.

To provide students with a menu of options that meets their civic, recreational, and creative interest.

Alignment Nashville



Alignment Nashville (AN) is a unique and scalable framework for developing community schools. The mission is to bring community organizations and resources into alignment so that their coordinated support of Nashville's youth has a positive impact on public school success, children's health, and the success of our community as a whole.

Alignment Nashville also serves as the Regional hub for Ford Next Generation Learning, the Nashville Davidson County P-16 Council, and the local convener for America's Promise Alliance. "Alignment Nashville is a vital and effective link in our efforts to ensure success for all children in Nashville. I fully support the work of Alignment and appreciate the valuable contribution the organization makes to improving education and children's health in Nashville."

