

## ADVERTISING RATE CARD

JAN. 2010

### GENERAL INFORMATION

**Publication:**

Santa Cruz Magazine is published quarterly  
Spring, Summer, Fall, Winter.

**Deadline date for reserving space:**

30 days preceding the issue date.

**Art, copy, formatted disk:**

Must be in our hands no later than 30 days preceding the issue date.

**Electronic Data:**

Santa Cruz Magazine is printed digitally. Questions concerning artwork submission should be directed to the Sales Department at (831) 429-2434.

**Formats** (In order of preference)

**Press Ready (Pre-built Ads):**

1. Send as PDF - (high-quality), CMYK, built to size with all fonts embedded.

**Components for ads to be built by SCMag Design team:**

1. Images: Send 300 dpi at 100% scale for CMYK or grayscale images; 600 dpi - 1200 dpi for bit-mapped images.

2. Text, verbage: Send as Microsoft Word File attached to e-mail.

**Production Charges:** Additional copy changes after first proof to advertiser will be billed at \$75.00 per hour. One hour minimum.

**Images:**

300 dpi at 100% scale for CMYK or grayscale images; 600 dpi-1200 dpi for bit-mapped images.

**Fonts:**

Must include both printer and screen fonts.

**Color Proof:**

Please supply high end color proofs such as a Matchprint.

**Submission:**

1. CD ROM, Zip, FTP (for information call your sales representative).
2. E-mail files 10MB or less to your Sales Representative or your SC Magazine Design Team member.

**Billing and Terms:**

New accounts will pay their first insertion in advance and supply a credit application. On approval of the client's credit, accounts are billed immediately upon issue, with net due within 10 days after billing.

**Agency Commissions:**

Fifteen percent (15%) commission is granted to recognized advertising agencies only. To earn this commission, agencies must sell and service the client, provide formatted electronic data on disk and pay in full within thirty (30) days of the billing date.

ADVERTISING RATES	1x	3+x
Full	2,400	2,000
2/3	2,100	1,750
1/2	1,600	1,350
1/3	1,100	900
1/6	550	475
1/9	375	325

PREMIUM POSITIONS		
Full Page before TOC	2,800	2,400
OBC	3,200	2,800
IBC	2,500	2,100

### SPECIAL GIFT GUIDE SECTION

1/6 Page Special	300	250
Pick up with other ad	100	100

### SIZE REQUIREMENTS

Publication Trim Size: 8 7/8" X 10 7/8" (8.875 X 10.875)

Ad Size	Inches	Decimal
Full Page	7 1/2" X 9 5/8"	7.5 X 9.625
2/3 Page (v)	4 15/16" X 9 5/8"	4.95 X 9.625
1/2 Page (h)	7 1/2" X 4 3/4"	7.5 X 4.75
1/3 Page (h)	4 15/16" X 4 3/4"	4.95 X 4.75
1/3 Page (v)	2 3/8" X 9 5/8"	2.375 X 9.625
1/6 Page	2 3/8" X 4 3/4"	2.375 X 4.75
1/9 page	2 3/8" X 2 1/4"	2.375 X 2.25

**Size Requirements:**

Publication Trim Size: 8 7/8" X 10 7/8" Please note that an 1/8" bleed is required for all full page ads designed with bleed. "Bleed" is any image that exceeds our trim size and bleeds off the page.

**Live Area Size:**

7 1/2" X 9 5/8" (7.5 X 9.625). All text in your ad needs to be designed within this live area in order to be placed in our magazine.

**Upcoming Deadlines**

- Feb. 24, 2010 issue – deadline 1/24/10
- May 26, 2010 issue – deadline 4/26/10
- Aug. 25, 2010 issue – deadline 7/26/10
- Nov. 24, 2010 issue – deadline 10/24/10

Placement of advertising will be subject to and governed by the terms, specifications and rate schedule contained in the current rate card. Each applicable rate is incorporated by reference. The advertiser will use the minimum space per the signed Agreement within one year from the effective date. All contracts are automatically renewed unless cancelled in writing.

The extension of credit is at the discretion of the accounting department.

All invoices are due upon receipt. If any invoice is not paid within the terms established, Santa Cruz Magazine reserves the right to reject ads at any time and cancel the Agreement without notice. In this event, all charges for advertising published prior to such cancellation shall immediately be due and payable at the Santa Cruz Magazine regular rates.

### Terms & Conditions:

Santa Cruz Magazine retains all rights of ownership in and to all advertisements designed or created by Santa Cruz Magazine. Advertiser grants Santa Cruz Magazine a nonexclusive license to publish all camera-ready advertisements provided to us. Santa Cruz Magazine is not obligated to return ads or ad materials, and is not responsible for any damage or loss to any ads, copy, drawings, art or any other materials provided.

The Santa Cruz Magazine name and logo is the property of Santa Cruz Magazine, and any reproduction or use without the permission of authorized representatives is prohibited.

### Late Ads:

Advertising copy must be submitted to Santa Cruz Magazine prior to the published deadlines. Santa Cruz Magazine reserves the right to omit all late copy when not received in time to conform to our schedules.

### Rights Regarding Copy:

Santa Cruz Magazine reserves the right to revise, alter or reject any advertisement for any reason, or to omit advertisements without notice. No change in advertising copy will be made without Advertiser's prior consent. Santa Cruz Magazine has the right to cancel any ad at its sole discretion, even if it was originally accepted for publication.

### Copy:

All mail order advertising requires prior approval of copy, advertised items, receipt of financial disclosure and references. Advertisements submitted after proof deadlines are submitted at Advertiser's own risk and Santa Cruz Magazine assumes no liability for errors or omission in such advertisements. Santa Cruz Magazine is not responsible for errors in copy once the advertiser has approved a proof. Santa Cruz Magazine cannot guarantee a proof for any ad that is submitted after the proof copy deadline.

### Payment:

Advertiser guarantees that Advertiser is solvent and that the payment due under the Agreement will be paid in full. Advertiser will be responsible for the entire amount owed and Santa Cruz Magazine may look to Advertiser and/or assigned agents to collect the entire debt. In the event of a filing by or against Advertiser of a Petition under the Bankruptcy Code, Santa Cruz Magazine may in addition to collecting all amounts due, discontinue ads, demand advance payment and/or terminate all Agreements.

### Rates:

Santa Cruz Magazine reserves the right to revise rates, terms, deadlines and specifications contained in the current rate card upon thirty (30) days written notice to contract Advertiser.

### Cancellation/Short Rate:

Any cancellation of the Agreement must be made in writing. Advertiser may cancel the Agreement prior to the effective date of any rate revision. If Advertiser continues to place ads after the new rates go into effect, Advertiser thereby accepts the new rates under all terms of the agreement. If Advertiser cancels the Agreement for any reason other than rate revision and thereby fails to meet the minimum space order under the Agreement, the cost of all advertising space under the agreement, retroactive to the first placement of ads under the Agreement, may be charged at the Santa Cruz Magazine regular schedule of rates.

### Premium Positions:

Special position for advertising with or without a premium paid is not guaranteed.

### Unavoidable Non-Performance:

Santa Cruz Magazine is not liable for failure to publish ads or distribute the magazine because of floods, fire, riots, strikes, shortages of materials, orders of government, failure of transportation, acts of God, war, accidents or other causes beyond our control. In such an event, the Agreement will be suspended during the period of inability to perform and the terms extended for a like period. Neither party shall have liability to the other party because of suspension.

### Liability of Publisher:

Santa Cruz Magazine will not be liable by any reason for any error, for which it may be responsible, beyond liability for the cost of actual space occupied by the item in which the error occurred. In the case of typographical errors or omissions, Santa Cruz Magazine shall not be liable beyond the cost of the advertisement. Notice of errors must be given in time for correction before additional insertions are made. Claims for error adjustments must be made within thirty (30) days of the error date. Santa Cruz Magazine is not liable for copy corrections not provided in writing or for corrections made by telephone.

### Obligations of the Advertiser:

Advertiser and agent(s) agree to indemnify and hold Santa Cruz Magazine harmless for any and all costs, claims, damages, or liability resulting from the publication of any ad copy submitted. Advertiser guarantees that any copy submitted is truthful and within compliance with all copyright laws and all other applicable laws and regulations. If Advertiser fails to begin using advertising space within sixty (60) days from the signing date, Santa Cruz Magazine may elect to cancel the Agreement.

The party signing the Agreement on behalf of the Advertiser guarantees that he/she has full power and authority to enter into and perform the Agreement and has been properly authorized to do so. The Agreement shall cover only advertising of the firm signing the Agreement and is not assignable by the Advertiser. If Advertiser contracts with an advertising agency or other agent, Advertiser remains obligated to pay Santa Cruz Magazine for all advertising purchases.