

Print Advertising Rates

Effective with the November 2011 issue

Four Color

	1x	3x	6x	12x
2-Page Spread	\$3,000	\$2,890	\$2,790	\$2,650
Back Cover	2,733	2,487	2,231	2,106
Inside Covers	2,515	2,390	2,140	1,980
Full	1,878	1,784	1,688	1,596
2/3	1,497	1,418	1,346	1,278
1/2	1,315	1,263	1,193	1,126
1/3	812	775	740	686
1/4	621	590	552	512
1/6	437	422	402	291

Black & White

	1x	3x	6x	12x
Full	\$1,315	\$1,257	\$1,184	\$1083
2/3	1024	980	923	847
1/2	913	871	818	752
1/3	554	532	500	461
1/4	416	394	365	344
1/6	293	277	264	240
1/12	145	140	131	115

All premium positions and preferred placement are earned rate plus 20% premium position charge.

ISSUE RUN DATE

CONTRACT DUE DATE

January	Nov. 20
February	Dec. 20
March	Jan. 20
April	Feb. 20
May	Mar. 20

June	Apr. 20
July	May 20
August	June 20
September	July 20
October	Aug. 20
November	Sept. 20
December	Oct. 20

Camera Ready Due

Monday of the last full week of the month

Print Production Charges

Typeset \$50 - \$200

Classified advertising in Market Square: \$3.50 per word, \$70 minimum (20 words). 10% discount for running identical ads in three consecutive issues. No agency commissions. A 1-inch ad is also available for \$70.

Web Advertising Rates and Specs

Virtual online magazine sponsorship:

\$800 per month and \$1,000 for the September 200 Best Issue

Premium Web Positions — Homepage, Show Listings, Subscribers Only & Forum Pages

Banner or Badge: \$300 per month.

Prices based on the purchase of a 1/4 page print ad or larger at rate card. Internet only is priced at \$450 per month with a 3 - month minimum.

All other pages:

Banner or Badge: \$150 per month with the purchase of 1/4 page print ad or larger at rate card. (3 month minimum)

Internet only is priced at \$300 per month with a 3 - month minimum.

Newsletter Sponsorship: \$250

Banner, Badge & Web Production:

Design: \$50

Banner ad size is 468 pixels wide x 60 pixels tall | Forum banner size is 728 pixels wide x 90 pixels tall

Badge size is 300 pixels wide x 250 pixels tall



Short Rates

Advertising ordered at the frequency discount rate and not earned within one year will be billed at the rate actually earned (short rate).

Cancellations

In the event of cancellation 30 days (or more) prior to the published closing date of an issue, the advertiser will be assessed a fee of one-half the cost of the ad. WITHIN 30 days prior to the published closing date of an issue, advertisers are liable for the full cost of their ad. Preferred and cover positions may NOT be canceled.

Agency Liability

Advertising agencies assume and agree to pay the charges for advertising published at their direction. Publisher will bill an advertiser directly upon an agency's written request; however, such billing will not relieve an agency of its obligation as set forth herein. Advertiser and agency are jointly and severally liable for all charges incurred, including finance charges and costs of collection, if any. This agreement supersedes and voids the provisions of any "dual liability" clause contained in any advertiser/agency transmittal or contract.

Payment

Credit terms are NOT available. All advertising must be prepaid and payment received in the Publisher's office by the issue closing date. A finance charge computed at 1.5% per month will be levied on all balances remaining unpaid 30 days after the invoice date. An order may be canceled by the Publisher if the advertiser or agency fails to pay any invoice when due. Orders containing incorrect rates will be regarded as clerical errors, and insertions will be billed at the current rate.

Copy Responsibility

Submission and accuracy of copy is the responsibility of the advertiser. Copy from the most recent insertion will be run if new copy is not received by the issue closing date for a scheduled insertion. If no previous insertion is available, advertiser is liable for the cost of contracted space not used.

Copy Authorization

All advertisements are accepted and published by the Publisher upon representation that the agency and/or advertiser are authorized to publish the entire contents and subject matter thereof. In consideration of the Publisher's acceptance of such advertisements, the agency and advertiser will indemnify and hold the Publisher harmless from and against any loss or expense resulting

from claims or suits for defamation, libel, violation of privacy, plagiarism or infringement on trademark or copyright. The Publisher is released from all liability once the advertisement has been approved by advertiser. No credit will be given toward errors directly resulting from magazine printer, i.e., color, clarity or SA ad requirement specifications, such as fonts, image files and CMYK. The Publisher's liability for any other error will not exceed the cost of the ad space.

Copy Acceptance

The Publisher reserves the right to decline or reject any advertising for any reason, at any time, without liability, even though previously acknowledged and accepted. Orders specifying special positions are accepted subject to the Publisher's right to determine actual positions. All insertion orders are accepted, subject to acts of God, fire, strikes, accidents or occurrences beyond the Publisher's control that prevent the Publisher from partially or completely producing, publishing, or distributing the publication.

Copy Standards

Sunshine Artist advocates original artwork and hand-made craft; therefore, we do NOT accept advertising for partially completed arts and crafts kits, manufactured crafts, manufactured furniture or imported artwork. Advertising for photo-mechanical art reproductions is acceptable. Advertising that resembles editorial matter may be marked "Advertisement" by the Publisher.

Contracts

Insertion contracts must specify a definite schedule of insertions, issues and ad sizes for a specific advertiser. Otherwise, each insertion will be billed at the one-time rate. Mixed ad sizes may be specified in an insertion contract.

Contract Year

Advertising must be inserted within one year of first insertion to earn frequency discount rates. No contract will be accepted for a period longer than one year, except by prior written agreement with the Publisher. Advance orders will be billed at the rates prevailing when the advertisement is published if no previous contract exists.

Rate Changes

Advertisers with executed contracts will be protected through the full term of their contract in the event of a rate change. For new and non-contract advertisers, rates are effective as of the publication of the new rate card.