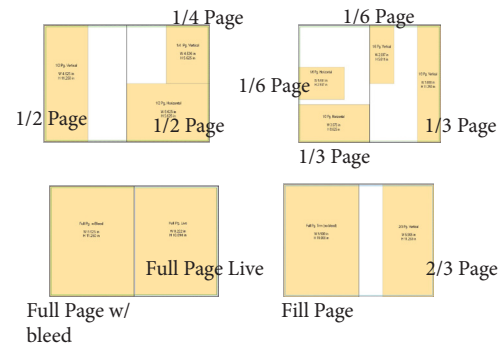


Rate Card for Magazine

Ad Type:	Per Month	3-6 Months	7-9 Months	10-12 Months
Full Page	\$1,750	\$1,500	\$1,250	\$1,000
2/3 Page	\$1,500	\$1,250	\$1,000	\$850
1/2 Page	\$1,000	\$900	\$800	\$700
1/3 Page	\$850	\$800	\$750	\$625
1/4 Page	\$650	\$600	\$550	\$500
1/6 Page	\$400	\$375	\$350	\$300
Back Cover	\$2,500	\$2,250	\$2,000	\$1,750
Inside Cover (f)	\$2,750	\$2,500	\$2,250	\$2,000
Inside Cover (b)	\$2,250	\$2,000	\$1,750	\$1,500



Ad Size Specifications

	Width	Height
Full Page w/bleed	8.750	11.250
Full Page non-bleed	8.200	10.700
2/3 Page	5.800	11.250
1/2 Page Vertical	4.625	11.250
1/2 Page Horizontal	8.625	5.625
1/3 Page Vertical	3.000	11.250
1/4 Page Vertical	4.536	5.625
1/6 Page Vertical	2.937	5.625
1/6 Page Square	3.750	4.375

	Per Month	3-6 Months	7-9 Months	10-12 Months
Banner Ads:	\$600	\$575	\$550	\$500

Electronic Marketing Packages:

\$200 Gold

External link button
 Comments button
 Download button
 Information button
 Image gallery button
 Email button
 Product purchase button
 Flash content (embedded or button)
 Video content (embedded or button)
 Audio button

\$150 Silver

External link button
 Information button
 Image gallery button (4 images)
 Email button
 Product purchase button
 Flash content (embedded or button)
 Audio button

\$100 Bronze

External link button
 Information button
 Image gallery button (4 images)
 Email button
 Audio button

Video Production for Website and Magazine

\$300	15 - 30 seconds
\$500	30 - 60 seconds
\$750	60 - 120 seconds

Video Production for Live Events / Commercials

\$1000	15 - 30 seconds
\$1500	30 - 60 seconds

Final Trim Size: 8.5 x 11 in

Full Bleed 17.344 (w) in x 11.250 (h)
 Full Trim: 17.094 (w) x 11.000 (h) includes spine 0.094 (w)
 Live Area: 16.750 (w) x 10.750 (h)
 Trim .125 included in sizes
 ALL BLEEDS MUST EXTEND PAST TRIM EDGE NO IMAGES OR TEXT IN THIS AREA
 Live Area Begins .125 inches from Trim
 ALL IMAGES AND TEXT MUST BE INSIDE THE LIVE AREA
 Images Resolutions and File type
 PDF, JPEG, TIFF, PNG High Resolution ONLY
 High Resolution files created in InDesign, Photoshop or Illustrator are preferred.
 ALL digital images and illustrations must be 300 dpi CMYK (if RGB is supplied in house color corrections apply)
 All fonts must be embedded (no subsets)
 All ads that have requested interactive media MUST provide, links, video, voice over etc., (digital ads only)

See calender for ad deadlines

Additional Interactive Web Add-Ons

\$5 per link
 Link to Site, Comments Button,
 Download Button,
 Information box, *Image Gallery.
 \$10 per file
 Product Purchase Button
 Email Links
 \$15 per file
 *Video or *Flash Content (button or embedded)
 \$15 per file
 Audio Button (Mp3 files only)

*swf file must support flash 10 settings
 *flv, mp4, mov, youtube/vimeo id (30 secs)
 * per image



Rate Card for Website/Newsletter

Banner Ads (Monthly)

- \$750 Home Page (Can be shared by 5 companies in rotation for \$150 each)
- \$625 Events Calendar (Can be shared by 5 companies in rotation for \$125 each)
- \$500 Food & Wine (Can be shared by 5 companies in rotation for \$100 each)
- \$500 Fashion/Lifestyle (Can be shared by 5 companies in rotation for \$100 each)
- \$500 Photo Gallery (Can be shared by 5 companies in rotation for \$100 each)

Video Production for Website and Magazine

- \$300 15 - 30 seconds
- \$500 30 - 60 seconds
- \$750 60 - 120 seconds

Video Production for Live Events / Commercials

- \$1000 15 - 30 seconds
- \$1500 30 - 60 seconds

Ticket Outlet

- \$2 Processing fee per ticket sold

Directory (Annual listing)

- \$100 1 - 3 locations (standard listing - name, address, phone, email)
- \$150 4 & Above

Additional Pricing for Annual Directory Link

- \$50 Link to business website

Additional Pricing for Annual Directory Link

- \$50 Link to business website

Calendar Ads

- \$75 Naming Rights (Signature Day)
- \$25 Calendar listing (includes interactive link to your website or static info)
Maximum 50 listings sold per date

Website/Newsletter Ad Space Specifications

Additional Services

- Lyonesse POS Systems
- Website advertising & promotion
- Event planning, production, marketing & promotion
- Newsletter/Magazine subscriptions
- Membership club & services
- Affiliate programs & partnerships
- Licensing/Branding agreements
- Merchandising
- Social media marketing & promotions
- Sponsorship & Vendor opportunities
- On-site event advertising

Celebrate Paradise Inc.