

Mid-Atlantic Koi* DIGITAL MAGAZINE Advertising

Mission Statement

Mid-Atlantic Koi magazine is the digital membership magazine of the Mid-Atlantic Koi Club (MAKC). MAKC is an organization of koi hobbyists located primarily in New York, New Jersey, Pennsylvania, Maryland, Delaware, Virginia, West Virginia and Washington, D.C. MAKC is an active and friendly club for people who are interested in the study and enjoyment of Koi, Goldfish and outdoor ponds. Monthly meetings provide a variety of activities, including lectures, pond tours and Koi shows, as well as an opportunity to meet other enthusiasts. MAKC offers assistance in all phases of Koi keeping, from pond design and construction, to selecting, breeding, feeding and care of fish, as well as aquatic plant information. MAKC is the largest Koi club in America! Its annual event combines koi and goldfish shows and the largest trade show in the U.S.

Circulation

Mid-Atlantic Koi has a total distribution of approximately 600 to our member families.

Frequency

Mid-Atlantic Koi is distributed 10 x per year – bimonthly with combined issues in Jan/Feb and Nov/Dec.

Limits

The Mid-Atlantic Koi Club retains right to refuse any ad without cause.

Billing and Contracts

Acceptance of the terms stated herein constitutes a contract with the Mid-Atlantic Koi Club. First time advertisers must submit payment for first insertion with placement. **Annual Contracts are available and encouraged; monthly payment plan is available.**

No cancellations will be accepted after closing dates. If an advertiser needs to cancel a contract before completion, the MAKC will bill for the difference between the rate of the original order, and the best rate qualified for by the actual number of ads run, for all ads run under this order.

Bills are sent monthly, except for annual contracts. Net 30. Interest rates of 1 1/2% per month will be charged on all account receivables over 30 days from the date of invoice. Accounts over 30 days will be referred for collection. Collection costs will be taxed to the delinquent advertiser.

Ad Space Requests/Reservations

Advertising space is available on a first come first served basis.

All space requests, insertion orders, and correspondence pertaining to advertising should be addressed to: Susan Boland, 420 Pinnacle Peak Lane, Flat Rock, NC 28731

Questions? makcmag@gmail.com or leave a message at 202-502-2808

Advertising Rates*

[to determine per issue rate divide total cost by frequency]

| Net Rates - Color | 1X | 3X | 6X | 10X |
|--------------------------|---------------|---------------|-----------|------------|
| Full Page | \$350 | \$950 | \$1850 | \$3000 |
| 1/2 Page | \$175 | \$475 | \$925 | \$1500 |
| 1/4 Page | not available | \$250 | \$475 | \$750 |
| Business Card | not available | not available | \$200 | \$300 |

| Net Rates - Black & White | 1X | 3X | 6X | 10X |
|--------------------------------------|---------------|---------------|-----------|------------|
| Full Page | \$200 | \$500 | \$850 | \$1275 |
| 1/2 Page | \$100 | \$275 | \$525 | \$800 |
| 1/4 Page | not available | \$150 | \$275 | \$400 |
| Business Card | not available | not available | \$100 | \$150 |

* **Net Rate** - No additional discounts or commissions available. Rates are for finished ads.

Options: Inquire regarding availability. Premium for inside front or inside back cover add 10%; back cover add 15%.

2011 Advertising Incentives

All ads include a *FREE* listing on the MAKC website's Sponsors, Advertisers & Corporate Members page (www.makc.com/makcdlr.htm). [Over 1,500 hits per month!]

Annual (10x) contracts for a 1/2 page or full page ad qualifies for a *FREE* MAKC Corporate Membership (a \$275 value).

Mechanical Requirements - Dimensions

| | W x H | Bleed |
|---------------|------------------------------------|-----------------|
| Full Page | 7.5" x 10" | 8.625" x 11.25" |
| 1/2 Page | 7.5" x 4.875" | not available |
| 1/4 Page | 3.584" x 4.875" | not available |
| Business Card | 3.5" x 2.0" Limit one per issue | not available |

Final Size 8.5" x 11"

Preferred Materials

All files must be submitted digitally. Tiff files or PDF files only. Files should be RGB or CMYK at a resolution of 300. Submit files electronically transmitted to Cindy Graham. Please contact her for FTP instructions.

Cindy Graham
TC Publishing
112 Gardenside Court
Fallbrook, CA 92028

Technical questions or questions regarding ad submissions?
E-mail Cindy at cindy@tcpubinc.com or call 760-451-1698

Mechanical Charges

Ad rates are for ready to go files only. Any artwork preparations or corrections will be billed separately.

Advertising Schedule

| ISSUE* | CLOSING DATE - AD COPY DUE DATE |
|------------------------------|--|
| January/February (* Jan. 15) | December 15 |
| March | February 1 |
| April | March 1 |
| May | April 1 |
| June | May 1 |
| July | June 1 |
| August | July 1 |
| September | August 1 |
| October | September 1 |
| November/December (*Nov. 15) | October 15 |

*Publication Date is the 1st of each month unless otherwise noted.

January 2011 — Rates Subject to Change Without Notice