

***Mid-Atlantic Koi* MAGAZINE**

Advertising*

Mission Statement

Mid-Atlantic Koi magazine is the 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.; this year, *Koi America 2010* will be held the weekend of September 24-26 in Westminster, MD.

All *Mid-Atlantic Koi* advertisers are listed *for free* with a hyperlink at www.makc.com/makcdlr.htm.

Circulation

Mid-Atlantic Koi has a total distribution of approximately 1,000 – 800 to our member families or other koi clubs; the remaining are distributed to potential members throughout the year.

Frequency

Mid-Atlantic Koi is published 10 x per year – monthly, except the January/February and November/December are combined issues. The monthly issues are delivered during the first week of the month of the cover date of the magazine; the combined issues are delivered the week of November 15 or January 15.

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
 3920 Shaker Ct.
 Montclair, VA 22025
 FAX: 703-730-1424
 Questions? makcmag@comcast.net 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	\$625	\$1825	\$3575	\$5800
1/2 Page	\$350	\$950	\$1850	\$3000
1/4 Page	not available	\$475	\$925	\$1500
Business Card	not available	not available	\$350	\$500

Net Rates - Black & White	1X	3X	6X	10X
Full Page	\$375	\$950	\$1650	\$2500
1/2 Page	\$195	\$500	\$850	\$1275
1/4 Page	not available	\$275	\$525	\$800
Business Card	not available	not available	\$175	\$250

* **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%.

Other Colors: One standard process color can be added to a black and white ad for an additional \$50. Please specify color as CMYK percentages.

Incentives: [All ads include a FREE listing on the MAKC website's Sponsors, Advertisers & Corporate Members page \(www.makc.com/makcdlr.htm\).](http://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 Trim Size 8.5" x 11" - Saddle-Stitched

Preferred Materials

All files must be submitted digitally. Tiff files or Press Ready PDF files only. Files should be CMYK at a resolution of 300. Submit files should be electronically transmitted to Cindy Graham. Please contact her for FTP instructions. Or, ads can be submitted on CD to:

Cindy Graham
Gardenside Publications
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 print ready materials 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.

November 2009 — Rates Subject to Change Without Notice