



MID-ATLANTIC KOI CLUB

Susan Boland - Advertising
 3920 Shaker Court, Montclair, VA 22025
 Phone: 202-502-2808
 Fax: 703-730-1424
 E-mail: makcmag@makc.com

Mid-Atlantic Koi Ad Rates*

the membership magazine of the Mid-Atlantic Koi Club

		<u>Black/White</u>	<u>2-color (red)</u>	<u>4-color</u>
1 page 7.5" x 10"	1 issue	\$325. (325/issue)	\$ 350. (350/issue)	\$ 625. (625/issue)
	3 issues	880. (294/issue)	935. (312/issue)	1825.** (609/issue)
	6 issues	1400. (234/issue)	1595. (266/issue)	3575.** (595/issue)
	10 issues	2100. (210/issue)	2360. (236/issue)	5800.** (580/issue)
½ page 7.5" x 4.875"	1 issue	185. (185/issue)	210. (210/issue)	350. (350/issue)
	3 issues	420. (140/issue)	495. (165/issue)	950. (317/issue)
	6 issues	700. (117/issue)	845. (141/issue)	1850. (308/issue)
	10 issues	1055. (106/issue)	1265. (127/issue)	3000. (300/issue)
¼ page 3.584" x 4.875"	1 issue	not available(n/a)	n/a	n/a
	3 issues	250. (83/issue)	n/a	n/a
	6 issues	450. (75/issue)	n/a	n/a
	10 issues	675. (68/issue)	n/a	n/a
Business card 3.2" x 1.9" limit one ad per issue	1 issue	n/a	n/a	n/a
	3 issues	n/a	n/a	n/a
	6 issues	150. (25/issue)	n/a	n/a
	10 issues	200. (20/issue)	n/a	n/a

* **Ad rates are effective immediately!**

** **Premiums for inside front or inside back cover add 10%; back cover add 15%**

Prepayment required: Please send your check or money order payable (in U.S. dollars) to Mid-Atlantic Koi Club and along with your ad to Susan Boland, *Mid-Atlantic Koi Advertising*, 3920 Shaker Court, Montclair, VA 22025. Online credit card payments and/or bank drafts are also available. Please inquire regarding these options.

Print Run: Minimum 1200/month and includes 950 paid member families plus coverage to all Koi clubs within the Associated Koi Clubs of America and many overseas koi societies. Published ten months of the year with November/December and January/February issues combined.

Deadline: All ads must be camera ready copy and be prepaid no later than the 1st of the month before the ad is scheduled to run (may vary for combined issues). Ask if you need ad layout assistance and we can refer you to a graphics company.

Proof copies: We will send you a copy of each magazine that contains your advertising. \$30/year (in addition to applicable ad fees) brings you a copy of all issues for one year.

Notes: Format: Full bleed available – page size: 8.625" x 11.25". We can accept separated negatives up to 150 line screen. Digital files should be in .tiff format; all digital ads must be 300 dpi. CMYK is required for 4-color ads.

All *Mid-Atlantic Koi* advertisers are posted at www.makc.com/makcdlr.htm. Other advertising opportunities available.

Questions: E-mail Susan at makcmag@makc.com or call 202-502-2808

*Dated: June 2006
 Rates Subject to Change*