

BROWNEYEZ

M A G A Z I N E

WWW.BROWNEYEZMAG.COM
INFO@BROWNEYEZMAG.COM

Standard Advertising Rate Card
Effective 3.30.15- 6.30.15

COMMUNITY BASED BUSINESS (UP TO 25K/YEAR)

	OPEN	3x	6x
Half Page	\$95	\$75 (each)	\$65 (each)
Quarter Page	\$45	\$35	\$25

SMALL BUSINESS (25K -100K YEAR)

	OPEN	3x	6x
Spread	\$700	\$620(each)	\$580 (each)
Full Page	\$450	\$400	\$380
Half Page	\$200	\$150	\$120
Quarter Page	\$100	\$50	\$30

CORPORATE BUSINESS (100K AND OVER YEAR)

	OPEN	3x	6x
Spread	\$1600	\$1500 (each)	\$1470 (each)
Full Page	\$900	\$835	\$780
Half Page	\$700	\$645	\$580

ADDITIONAL RATES (Corporate ONLY)

First Page	\$1200 (each)
Back Cover	\$1300 (each)
Right Side Page Preference additional	\$80

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Mechanicals: Trim Size/Bleed trim: 10” x 14”. Bleeds are 1/8” beyond trim. All vital bleed material must be kept 1/2” from edge

Materials: Digital required in .EPS or PDF files in CMYK format. We accept most formats with a minimum of 300dpi resolution, fonts or post-processed files like EPS Preferred format is Acrobat PDF at 300 dpi and 100% scale with fonts and images embedded.

Material Storage: All materials will be stored for 6 months, and then destroyed unless advised otherwise in writing.

Models: All models for photos used in display ads in *Brown Eyez Magazine*TM are to be of African descent (Black) with “natural” hair and style. Images of other models will be considered but are not guaranteed to appear. *Brown Eyez Magazine*TM has models and images available.

Color/Art/Logos: All color in files must be CMYK values and set for process separation. Advertiser may provide color separations. Include all graphics in JPEG or .TIF format at 300-dpi resolution.

Issue Reservation Dates: All images and materials to be submitted by the first of each month.

Closing Dates/Cancellations: No cancellations will be given after the 8th of the month.

Printing Materials: All materials should be clearly marked. Conversion of advertising material furnished in other than digital format will be \$100 (non-commissionable). Any conversions of positives, furnished art, mechanical or reproduction proofs will be an additional charge. Please call *Brown Eyez Magazine*TM to verify material submission options.

Terms and Contract Regulations

1. Rates, conditions, and space units may change without notice.
2. Non-standard sizes are subject to publisher’s approval
3. *Brown Eyez Magazine* will not be bound by conditions of any nature appearing on order blanks or copy blanks or copy instructions submitted by or on behalf of the advertiser when such conditions conflict with any provision contained within its rate card or with magazine’s policies.

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4. The advertiser and its agency, if there is one, each represent that it is fully authorized and/or licensed to publish the entire contents and subject matter contained in its advertisements including: (1) the names, portraits, and/or pictures of living persons; (2) any copyrighted material; (3) any testimonials contained in any advertisements submitted to and published by *Brown Eyez Magazine*

In consideration of *Brown Eyez Magazine's* acceptance of such advertisements for publication, the agency and the advertiser will indemnify and save harmless **Brown Eyez Co.** publisher of *Brown Eyez Magazine*, against all loss, liability, damage, and expense of any nature arising out of copying, printing, or publishing of its advertisement, including without limitation attorney's fees resulting from claims or suits for libel, violation of rights of privacy, plagiarism, and copyright and trademark infringement.

5. *Brown Eyez Magazine* reserves the right to reject or cancel at any time any advertising that the publisher deems unacceptable for any reason.
6. All orders are accepted subject to labor disputes, accidents, fires, or other contingencies beyond the publisher's control (whether like or unlike any of those enumerated herein) that prevent the publisher from partially or completely producing, publishing, or distributing *Brown Eyez Magazine*. Further, the publisher shall not be liable for damages if there is failure to publish an advertisement for any reason.
7. *Brown Eyez Magazine* is not responsible for errors in key numbers or other typesetting done by the publisher.
8. All advertisements must be clearly identifiable as such with a trademark or signature of the advertiser, or the word "Advertisement" shall be placed with copy on any advertisement, which, in the publisher's opinion, resembles editorial copy.
9. Failure to make insertion orders correspond in price or otherwise with the rate schedule is regarded only as a clerical error and publication is made and charged for upon the terms of the schedule in force without further notice.
10. Advertising agency agrees to pay the charges for advertising published at its direction. Upon agency's written request, publisher may bill advertiser direct, provided agency guarantees payment.
11. Position specifications stipulated on insertion orders will be treated as a request only, subject to the right of the publisher to determine actual positions, and will not be binding on the publication. No allowances will be granted if position requests are not met.

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12. Digital Material Requirement

Acceptable file formats: PDF (press-optimized), PDF X1A
(All Fonts Embedded, All 4/c Images CMYK and 300 DPI)

MEDIA: CD and e-mail

ACCEPTABLE PROOFS:

- Black & White Ads: laser proof
- Color Ads: digital proof made to SWOP standards (i.e. Kodak, Iris, or Epson)
- Proofs for bleed ads must be ruled up to indicate position for trim
- Laser proofs are unacceptable guidance for color ads.