

Sovereign Mind Magazine



RATE CARD 2009/2010 & ADVERTISING GUIDELINES

STANDARD AD SIZE	OPEN	3X 5%	6X 10%	9X 12%
Full Page (4 color)	2490.00	2365.50	2241.00	2191.20
Full Page	2241.00	2128.25	2016.19	1972.08
2/3 Page(4 color)	1950.00	1852.50	1814.50	1716.00
2/3 Page	1800.00	1710.00	1620.00	1584.00
1/2 Page(4 color)	1275.00	1211.25	1147.50	1122.00
1/2 Page	1150.00	1082.50	1035.00	1012.00
1/3 Page(4 color)	950.00	902.50	855.00	836.00
1/3 Page	825.00	783.75	742.50	726.00
1/4 Page(4 color)	755.00	712.50	675.00	660.00
1/4 Page	675.00	641.25	607.50	594.00
1/6 Page(4 color)	525.00	498.75	472.50	462.00
1/6 Page	470.00	446.50	423.00	413.60
1/8 Page(4 color)	390.00	370.50	380.00	343.20
1/8 Page	340.00	323.00	306.00	299.20
1/10Page(4 color)	300.00	285.00	270.00	254.00
1/10 Page	260.00	247.00	234.00	228.80
PREMIUM POSITIONS	OPEN	3X	6X	9X
INSIDE FRONT	3690.00	3505.50	3321.00	3247.20
INSIDE BACK	2950.00	2802.50	2655.00	2596.00
BACK COVER	3990.00	3791.50	3591.00	3511.21
ADDITIONAL CHARGES		BLEED STANDARD	RESERVED SPACE	AD PRO SERVICES
		+15%	+25%	+50%

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Market/Marketing Information

Welcome to *Sovereign Mind Magazine*, SMM is a cutting edge publication designed to:

- 1) *Stir change in corporate thinking*
- 2) *Deliver an inside look at corporate actions generally kept out of the main stream media.*
- 3) *Provide information on science and the latest discoveries in technology and their impact on our world*
- 4) *Steps that can be taken in creating a more holistic environment.*
- 5) *Spiritual concepts intertwined with scientific discoveries of the spirit, mind, body interaction*
- 6) *This holistic approaches to health*

SMM is on the horizon, bringing thought provoking, informative articles. We aim to bring awareness to the human potential through cutting edge scientific discoveries of our interaction as human beings with the overall environment. We present interviews from researchers, scientists, corporate strategists, and many more possessing insight to upcoming changes in our world. Many of whom are interviewed on Sovereign Mind Radio as well. SMM is a bimonthly magazine seizing the attention of both the readers and advertisers.

Our readership targets a wide age range from 20 - 75 in throughout Southern California. SMM places emphasis on the importance of returning to a more natural way of life. Through a more natural approach we can more easily neutralize the emotional and physical stress experienced in fulfilling the demands of our daily lives.

SMM readership is 150,000 + The magazine is a Newsstand/Bookstore and Subscription based publication. Main distribution zones are the East Coast and West Coast. Our international subscribers are located in London, Australia and Canada. There is also an online subscription issue.

Advertising Guidelines

Acceptable Advertising: In the interest of maintaining standards of accuracy and good taste, the publisher of SMM reserves the right to refuse or cancel advertising at any time. We cannot accept local brokered space. Any advertising designed to imitate news material must have the words **“Paid Advertisement”** set in bold type above the ad. The publisher reserves the right to add such notification as deemed necessary without prior consent of the advertiser.

Advertising Agencies: All rates are net. Payment for insertion(s) is due in advance. Rendering invoice to advertising agency does not relieve advertiser of financial responsibility in case of return or default of payment by agency. In the event the advertising agency defaults on payment, the advertiser is financially responsible for payment regardless if they have paid the agency for invoice(s) in question. Liability for payment is joint and several.

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Advertising Rights: All advertisements are accepted and published upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter. In acceptance by the publisher, the agency and/or advertiser will indemnify and hold the publisher

harmless from and against any loss or expense resulting from claims or suits based upon the contents or subject matter of those advertisements including, without limitation, claims or suits of libel, violation or rights of privacy, plagiarism and copyright trademark infringement. All verbal instructions regarding contracts, insertions and key numbers (i.e., dates, prices, phone numbers or addresses) must be confirmed in writing.

Circulation: Sovereign Mind Magazine is a bimonthly publication with a print distribution of 70,000. Current distribution covers East and West Coast with an international base in London, Australia and Canada.

Deadlines: Sovereign Mind Magazine is published bimonthly. Reservations and copy close are on the 15th of the prior month of publication date. Cancellations are not accepted after the closing date as stated above. When no acceptable copy is furnished by the closing date for space scheduled, publisher reserves the right to repeat most recent advertisement, if applicable, or to charge for reserved space.

Publisher's Rights: Publisher's liability for an error shall not exceed the cost of that

portion of the space occupied by such an error. Claims for adjustment must be made within seven days of publication. Publisher accepts no responsibility for losses sustained as a result of selling merchandise or services at an incorrect price. Publisher reserves the right to reject or cancel any advertising for any reason at any time, without notice.

Terms: All advertisers - All advertisements are on a pre-pay basis only. Payment of half (50%) of ad cost is due when space reservation made and/or ad copy is received. Payment of the remaining balance (50%) is due upon proofing of ad or closing date, whichever occurs first. Payment must accompany all advertising prior to insertion. Liability for payment is joint and several. Ad cost indicated on advertising agreement and/or rate card are on a cost per issue basis.

Cancellation: Advertising may be cancelled at any time prior to deadline, however there will be a minimum charge of \$50 and /or at a per hour basis for any ad assembly/layout work done. This amount will be deducted from the deposit with a detailed accounting. Advertising may not be cancelled after the deadline. There is no credit or refund.



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