

## General Advertising Rates – PRINT

Format of the magazine: 8 ¼” x 10 ¾” 72 pages, saddle bound

### Black & White

	<b>X1</b>	<b>X2</b>	<b>X4</b>
Full	\$415	\$382	\$351
2/3 Page	\$340	\$310	\$285
1/2 Page	\$255	\$235	\$216
1/3 Page	\$205	\$189	\$174
1/4 Page	\$165	\$152	\$140
1/6 Page	\$115	\$92	\$85

### Four Color

	<b>X1</b>	<b>X2</b>	<b>X4</b>
Full Page	\$495	\$455	\$419
2/3 Page	\$400	\$370	\$340
1/2 Page	\$310	\$285	\$262
1/3 Page	\$255	\$235	\$216
1/4 Page	\$200	\$184	\$169

### Covers-4 Color

	<b>X1</b>	<b>X2</b>	<b>X4</b>
2,3 (booked permanently)	530	488	449
1/2 Page on 2,3 (booked permanently)	330	300	270
Back Cover	605	557	512

<b>Issue</b>	<b>Reservations</b>	<b>Materials Due</b>	<b>On Sale</b>
January-March 2013	October 31	November 13	December 7
April-June 2013	January 31	February 11	March 8
July-September 2013	May 13	May 27	June 18
October-December 2013	July 31	August 12	September 6

## **Contract Requirements for PRINT**

1. Advertisers must sign an Order Confirmation.
2. Cancellations will not be accepted after the closing dates.
3. The publisher reserves the right to reject or cancel any advertisement which in his/her opinion does not conform to the standards of *Mandala* Publications.
4. Publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
5. The publisher's liability for any error will not exceed the cost of the space unit.
6. The advertiser or advertising agency assumes liability for any and all claims that are a result of advertisements printed.
7. If new copy is not furnished by advertiser by closing date of any issue, then the publisher will repeat the last inserted advertisement.
8. Materials must conform to the specifications described on the current *Mandala* Advertisement Specifications.

## **MANDALA ADVERTISEMENT SPECIFICATIONS – PRINT**

*Mandala* Publications accepts ads via email or on CD. Supported software includes: Adobe Photoshop TIF or JPG (do NOT save "for web"), Adobe Illustrator EPS (please embed images and convert all fonts to outlines) and Adobe Acrobat PDF. Note that PDFs can be exported from many software programs at many different quality levels. We recommend using an optimized PDFx-1a profile setting when distilling from layout software or in Adobe Acrobat. The advertiser is responsible for providing a print-ready high resolution PDF with all fonts embedded.

**All files must be at least 300dpi and submitted in CMYK format** and accompanied by a proof. *Mandala* Publications will not be responsible for errors within your ad. Every effort will be made to match the color proof provided; however, the publisher will not be responsible for color variation which falls within normal commercial printing ranges.

Most sizes can be supplied in either color or black and white, except 1/6<sup>th</sup> page which is black and white only.

<b>SIZE</b>	<b>WIDTH (inches)</b>	<b>HEIGHT (inches)</b>
<b>FULL PAGE BLEED:</b>		
Trim	8	10.75
Bleed	8.5	11.25
Live area	7.5	10.25
<i>FULL PAGE with NO BLEED</i>	7	9.5
1/2 Page Horizontal only no bleed	7	4.625
2/3 Page Vertical only no bleed	4.5	9.5
1/4 Page no bleed	3.375	4.625
1/3 Page Vertical only no bleed	2.25	9.5
1/6 Page B/W only no bleed	2.25	4.625

## *Mandala* Sidebar Banner Ad Rates and Specifications

### Format of the ad: sidebar banner ad

<b>Cost per Month</b>	\$150 USD
<b>Monthly Traffic</b>	24,000 visits
<b>Position</b>	Sidebar of all pages on <i>Mandala</i> Publications' website: <a href="http://www.mandalamagazine.org">www.mandalamagazine.org</a>
<b>Rotation</b>	4 to 6 other ads. 6 ads maximum.
<b>Size</b>	180 pixels (w) x 150 pixels (h)  OR  120 pixels (w) x 240 pixels (h)
<b>File Size</b>	12K to 16K
<b>File Format</b>	GIF, JPG, or animated GIF. No Flash.

#### **Contract Requirements for *Mandala* Homepage Banner Ad**

Statistics can be kept by *Mandala* Publications.

Web advertising must be prepaid before ad is posted to the site. Payments can be made by check or credit card (phone, fax, secure website).

Ads are on a month by month basis.

Start date is the first business day of each month. Cancellations will not be accepted after closing dates.

*Mandala* Publications reserves the right to reject or cancel any advertisement which does not conform to the standards of *Mandala* Publications.

*Mandala* Publications assumes no liability if for any reason it becomes necessary to omit an advertisement. *Mandala* Publications' liability for any error will not exceed the cost of the space unit.

The advertiser or advertising agency assumes liability for any and all claims that are a result of advertisements posted on the *Mandala* website.

If new artwork is not furnished by advertiser by closing date, then *Mandala* Publications will post the last supplied advertisement.

Materials must conform to specifications above.



## Order Confirmation – PRINT AND HOMEPAGE BANNER

**Advertiser:**  
**Contact name:**  
**Address:**  
**Phone:**  
**Email:**  
**Ad Type (Print, Banner):**  
**Ad Size:**  
**B & W or Color:**  
**Total Number of Ads:**  
**Contract Length Beginning:**  
**Contract Length Ending:**  
**Rate per issue:**

**Signature:**

**Date:**

**Please return this form signed at your earliest convenience:**

**Fax: (503) 808-1591**

**Email: [michael@fpmt.org](mailto:michael@fpmt.org)**

**Mail: *Mandala Publications - Advertising***  
**1632 SE 11th AVE**  
**PORTLAND, OR 97216**

**Email all ad materials to (with indication that is it for *Mandala Publications*):**  
**[cowgirl@newmex.com](mailto:cowgirl@newmex.com) and [michael@fpmt.org](mailto:michael@fpmt.org)**

**Terms:**

This contract is an agreement for the advertising schedule listed above. If this contract is not honored by the advertiser, prices will be adjusted according to the number of insertions published.

**Cancellations Policy:**

(See **as rates sheets** for deadlines)

If you need to cancel or change the size of your ad please contact *Mandala Publications* before the ad reservation deadline for the current issue.

**Cancellations will not be accepted after the ad reservation deadline.**

Materials must confirm to the size specifications listed on the ***Mandala Advertisement Specifications – Print*** or ***Mandala Homepage Banner Ad Rates and Specifications***.

All advertisements are subject to approval by the editorial staff at *Mandala Publications*. We reserve the right to refuse any advertisement.