



# GULFSCAPES

MAGAZINE

# 2009 ADVERTISING RATES AND SPECS

• **Wal-Mart** stores and Sam's Club have 7,800 locations and serve more than 100 million customers per year. We're authorized in 1,900 Wal-Mart stores along the Gulf coast. **TX, LA, MS, FL, AL, GA, OK, CO.** Spot locations in New England States and California.

• 310 **HEBs** covering the entire state of **Texas** and **Northern Mexico**.

• **Books-A-Million** is the third largest book retailer in the nation and also sells on the Internet at [BOOKSAMILLION.COM](http://BOOKSAMILLION.COM). The Company presently operates over 200 stores in 19 states and the District of Columbia.

• **Kroger** is one of the nation's largest grocery retailers, with fiscal 2007 sales of \$70.2 billion. There are 16 flagship store lines across US.

## FOUR COLOR DISPLAY - NET RATES

SIZE	1x	2-5x	6x
2 Page Spread	5,000	4,500	4,000
Full Page	3,100	2,650	2,200
2/3 Page	2,325	2,040	1,750
1/2 Page	1,750	1,525	1,300
1/3 Page	1,300	1,150	1,000
1/4 Page	1,100	1,000	900
1/6 Page	825	725	625
COVERS	1X	3X	6X
Inside Front	5,100	4,650	4,200
Inside Back	4,200	3,750	3,300
Back Cover	6,200	5,700	5,200

- Rates effective January 1, 2009.
- Guaranteed preferred position add 15% to rate
- Bleeds add 10% to rate
- Insert rates available on request.
- Rates are commissionable to recognized agencies.
- Credit cards accepted.
- Digital files required. See specs next column

## FTP INSTRUCTIONS

Please do not use your internet browser. Use Fetch, Transmit or equivalent. Address: [ftp.gulfscapes.com](http://ftp.gulfscapes.com); **username: ads; password: ads.** Place in appropriate publication folder. File name must NOT have spaces or special characters! Please email your sales rep with the file name once you've successfully uploaded it.

**FILE FORMATS** - Native or PDF files are accepted. Include, embed or outline all fonts.

**RESOLUTION** - All images must be 300 dpi at 100% print size. **TOTAL INK DENSITY** - Total ink density should not exceed 280%.

## PRODUCTION CHARGES

**Ad Design & layout:** 2 PS: \$150 • FP: \$100 • 2/3 or 1/2: \$75 • 1/3 or less: \$50

**Stock Images:** \$50 each

**Custom Photography:** \$75 per hr (2 hr min. on location)

**Revisions, Updates, and Photo Manipulation:** \$65 per hr

**Camera-Ready files copied:** \$25 per ad/per instance copied to CD or emailed. (48 Hr. Turnaround)

## AD SIZES FOR BLEEDS

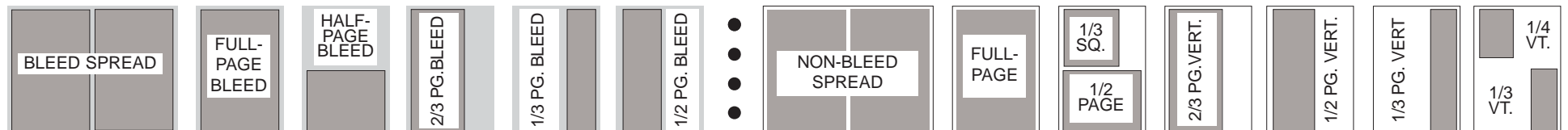
Bleed Unit	Width	x	Depth
Bleed Spread	18"	x	11 1/8"
Page Bleed	9 1/8"	x	11 1/8"
2/3 page vert. bleed	5 3/8"	x	11 1/8"
1/2 page vert. bleed	4"	x	11 1/8"
1/2 page hort. bleed	9 1/8"	x	5 3/8"
1/3 page vert. bleed	3"	x	11 1/8"

Full-page bleed dimensions allow for 1/8" trim on all four sides to allow for right-hand or left-hand positioning. In addition to this trim allowance, we require 1/4" safety on all four sides for live matter (type and important information). Use safety size 8 3/8" x 10 3/8" for bleed pages.

## AD SIZES FOR NON-BLEEDS

Non-Bleed Unit	Width	x	Depth
Non-bleed Spread	16 1/2"	x	10"
Full-Page	7 1/2"	x	10"
2/3 page vert.	4 7/8"	x	10"
1/2 page vert.	3 5/8"	x	10"
1/2 page hort.	7 1/2"	x	4 7/8"
1/3 page vert.	2 3/8"	x	10"
1/3 page square	4 7/8"	x	4 7/8"
1/4 page vertical	3 9/16"	x	4 7/8"
1/6 page vertical	2 3/8"	x	4 7/8"

Magazine trim size: 8 7/8" x 10 7/8"  
 Spread trim size: 17 3/4" x 10 7/8"  
 Spread safety size: 17 1/4" x 10 3/8"  
 Spread gutter safety: 1/4" per page  
 Binding method: Perfect  
 Printing method: Web offset, 4-color



**INDEMNIFICATION AGREEMENT**

All advertisements in Gulfscapes magazine are accepted and published on the representation that both the advertiser and the advertising agency are authorized to publish the entire content and subject matter thereof. In consideration of publication of an advertisement, the agency and the advertiser, jointly and severally, will indemnify and hold harmless the Publisher, its officers, agents, and employees, against all expenses (including legal fees) and losses resulting from the publication of the contents of advertisements, including, without limitation, claims or suits for libel, violation of right of privacy, or publicity, plagiarism, copyright, or trademark infringement, and any other claims or suits that may arise out of the publication of such advertisements.

Ad design, stock photo usage and original photography are additional charges. Any advertisement submitted to Publisher that requires resizing, modification or correcting to fit our specifications will result in additional charges. Due to printing and ink variances we cannot guarantee exact color matches.

All contents of the advertisement are subject to the Publisher's approval. The Publisher reserves the right to reject, exclude or cancel any advertisement, insertion order, space reservation, or position commitment at any time, without liability, even though previously acknowledged or accepted. The Publisher will insert the word "advertisement" prominently into any advertisement that simulates editorial content. The Publisher is not liable for the failure to publish or circulate all or any part of an issue or issues because of Acts of God, strikes, work stoppages, national emergencies, economic circumstances, or circumstances beyond Publisher's control. The Publisher assumes no liability if for any reason it becomes necessary to omit or cancel the advertisement. The Publisher's liability for error will not exceed the charge for the advertisement in question. The Publisher assumes no liability for errors in key numbers or any type set by the Publisher. The Publisher is not liable for any errors unless marked by Advertiser on the proof.

The Advertiser and the Advertising Agency shall be jointly and severally liable for all payments due the publisher for advertising space or production charges. The Publisher will not be bound by any terms or conditions of insertion orders, order blanks or copy instructions inconsistent with this contract. If the Advertiser is a corporation, the individual signing this contract shall be jointly and severally liable with the Advertiser for the payment provided for herein. In the event of non-payment, all costs of collection, including attorney's fees, shall be paid by the Advertiser, the Advertising Agency and all individual guarantors. All sums due hereunder are payable by mailing to the address listed above. The parties agree that any litigation arising from this contract shall be brought in an appropriate court in Nueces County, Texas. Publisher reserves the right to cancel this contract if payments are not received when due, or in the event of non-payment.

Insertion order/contract cancellation will be accepted only upon written notice prior to the published closing date. Advertisers that do not fulfill a multiple-insertion contract will be short-rated.

Gulfscapes Magazine generally does not extend credit. For single insertions, full payment is due upon execution of this contract. For multiple insertions, advance payment is required for the first two insertions, then Advertiser will be billed on or before publication issue date and said bills are payable on receipt. Cash discount: none. Accounts more than 60 days past due will be denied advertising space.

Agency Commission of 15% of the gross charges (excluding production charges). Commissions are not paid on accounts past 30 days late.

Original ad designs, photography, stock photos and original editorial content are the property of Publisher; usage outside Gulfscapes Magazine is prohibited without prior written consent of Victoria Rogers, and is subject to additional charges.

**I have read this contract and understand and agree to its terms. I represent that I have the authority to sign this contract on behalf of the Advertiser.**

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Signature of Advertiser, or authorized representative of Advertiser      Date

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Printed name of Advertiser, or authorized representative of Advertiser      Date

Fax signed contract to: