

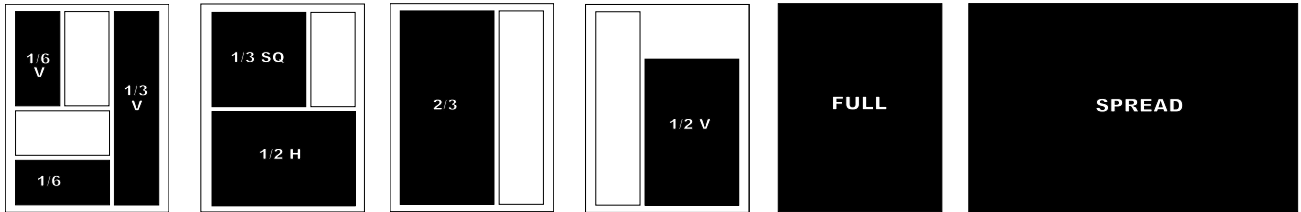
pasiónatletica

Tu Revista en Español



ADVERTISEMENT POLICIES AND SPECIFICATIONS

DIMENSIONS 8 x 10.75 (trim)
DISPLAY 1/6 H 4.625" x 2.25" | 1/6 V 4.625" x 2.25" | 1/3 V 2.25" x 10" | 1/3 SQ 4.625" x 4.875" | 1/2 V 4.625" x 7.375" | 1/3 H 7" x 4.875"
 2/3 V 4.625" x 10" | FULL 7" x 10" (live) 8.25" x 11" (bleed) | SPREAD 15.125" x 10" (live) 16.25" x 11" (bleed)



ALL ADVERTISEMENTS

- These policies and specifications apply to all advertisements running in Pasion Atletica.
- Advertisement rates are gross per insertion.
- **Camera-ready advertisements must be submitted as full-scale digital files on CD/DVD shipped to the address above or e-mailed to ads@pasionatletica.com. Maximum e-mail file size is 10MB. Pasion Atletica will only accept PDF, EPS, TIFF or Adobe native formats (e.g. ai, psd, indd) for camera-ready digital files. We cannot accept any Microsoft file formats for camera-ready advertisements. We accept Microsoft Word files for text submissions only.**
- Camera-ready advertisements must use CMYK colors. Do not use RGB, or spot colors.
- Camera-ready advertisements must have crop marks, otherwise will be added (except full-page advertisements). Full-page bleed advertisements must have bleed marks.
- Camera-ready advertisements must be submitted with hard-copy color proof.
- All digital images must be full-scale, CMYK, at least 300dpi, and embedded (or linked to digital files supplied by client).
- All fonts used in camera-ready advertisements must be embedded, submitted, or converted to outlines. We reserve the right to substitute fonts in such cases the fonts are not supplied with the advertisement file. Fonts will be chosen to match as closely as possible.
- Logos should be submitted as vector files for maximum quality (e.g. Adobe Illustrator, Macromedia Freehand). Raster files are OK, but will yield about 1/16th the resolution of vector files.
- Pasion Atletica assumes no responsibility for the quality accuracy of camera-ready advertisements or advertisement components that do not comply with our specifications.
- Pasion Atletica reserves the right to add the word "ADVERTISEMENT" to any advertisement.
- Pasion Atletica reserves the right to reject or cancel any order for any reason at any time including, but not limited to, any advertisement which (in the opinion of Pasion Atletica staff) does not conform editorial or graphic standards.
- Camera-ready advertisements that require prepress work to comply with our specifications will incur fees at the rate of **\$65/hr** (plus any hard costs or subcontractor's fees, if applicable).
- Rush fees will apply to clients who send any advertisement components after the stated monthly production deadline (**\$200 minimum**)
- **2% Discount** for payments received within 10 days of invoice date. **1.5% Finance Charge** will be assessed on overdue balances. **All fees are due within 30 days of dated invoice.**
- Client is responsible for timely payment even if no ad components were submitted for publication.

DESIGN SERVICES

Design Services include the following:

- 1. Typesetting, image processing and design layout** (according to Pasion Atletica WORK ORDER).
 - 2. Stock photography from Photos.com** (for Pasion Atletica use only; publication elsewhere is subject to additional licensing fees).
 - 3. Three revision cycles.** (Pasion Atletica reserves the right to approve advertisements for publication for clients who have not given written or verbal approval by the press date.
- Any advertisers who request services beyond what is included with Design Services will incur fees of **\$65/hr (plus any hard costs or subcontractors' fees, if applicable)**.
 - **Digital files submitted by the client must be camera-ready (see specifications above for ALL ADVERTISEMENTS).**
 - Advertisement proofs will be e-mailed to the client as low-resolution PDF files. Proofs sent via fax are available by request, but Pasion Atletica assumes no responsibility for the quality or accuracy of advertisements that are approved from a fax proof. Upon request, Pasion Atletica will e-mail one high-resolution camera-ready PDF file to client after publication.
 - Client responsibility for any licensing fees applicable to components submitted for publication in Pasion Atletica (e.g. images, fonts, etc.)
 - Design fees are taxable.
 - All source files used to create advertisements are the property of Pasion Atletica. All rights reserved. All other copyrighted components remain the property of their respective holders.
 - **Design Services are available for other publications (subject to the terms and conditions above).**

Advertising Rates

Standard Placement (all ads full color)

Size	1x	3x	6X (every issue)
Full page	\$1100	\$990	\$880
2/3 page	\$820	\$738	\$656
1/2 page	\$770	\$693	\$616
1/3 page	\$540	\$486	\$430
1/6 page	\$270	\$243	\$216

Specific Placement

Size	1x	3x	6X (every issue)
back cover	\$1320	\$1220	\$1100
inside back	\$1188	\$1069	\$950
inside front	\$1188	\$1069	\$950
opposite TOC	\$1188	\$1069	\$950
2 page spread	\$1900	\$1710	\$1520

Publishing Schedule

July - August 2009

Space Deadline: June 1, 2009

Art Deadline: June 12, 2009

On sale: July 3, 2009

September - October 2009

Space Deadline: August 3, 2009

Art Deadline: August 14, 2009

On sale: Sept 4, 2009

November - December 2009

Space Deadline: October 2, 2009

Art Deadline: October 12, 2009

On sale: November 6, 2009

January - February 2010

Space Deadline: December 4, 2009

Art Deadline: December 11, 2009

On sale: January 6, 2010

Terms: All invoices become due upon proof of insertion and in all cases must be paid within 30 days and/or prior to printing of publication

Contracts: Contracts and/or insertion order must be signed and returned prior to space deadline. Rates are based on number of insertions in a 6 issue/12-month period. An advertiser who does not complete a committed schedule will be subject to a short rate at cancellation. Credits earned for increased frequency during a contract year apply to future ad space.

Collection: If advertiser and/or agency defaults (past due more than 30 days), a 1.5% per month service fee will be applied to balance not to exceed 18% per annum. In the event of non-payment (past 90 days) collection will be referred for legal action. All legal fees and collection costs are the responsibility of the advertiser or agency placing the advertising. Advertiser and agency are jointly liable for all fees and sums charged by collection agency and/or attorney's fees, plus court costs incurred by publisher in the event of judicial, probate or bankruptcy proceedings in the collection of such bills.

Cancellations: Absolutely no cancellations or alterations of ad size accepted after space closing date. Publisher reserves the right to repeat a previous ad or prepare an ad without prior approval of copy or layout by the advertiser if ad files/materials are not received by published deadlines.

Disclaimer: Publisher reserves the right to refuse any advertising and shall not be held liable for damages if for any reason he fails to publish an ad. Advertisers and agencies assume all responsibility for content of ads (including illustrations, logos representations, text and photographs) placed and printed, are liable for any claims arising against the publisher, and agree to hold publisher harmless for any claims or actions based on or arising out of such ads. All ads are positioned at the direction of the publisher. Ads resembling editorial may be marked "advertisement" by the publisher.



Date _____ Sales Person _____

Company Name _____

Contact Name _____ email _____

Office Phone _____ Fax _____ Cell _____

Billing Address _____ City _____ State _____ Zip _____

Issue	Year	Size / Orientation	Space Deadline	Insertion Rate	Placement	Per Issue Cost
Jan/Feb	2010		Dec 4			
Mar/Apr	2010		Feb 5			
May/June	2010		Apr 2			
July/Aug	2009		June 1			
Sept/Oct	2009		Aug 3			
Nov/Dec	2009		Oct 2			
TOTAL:						

TERMS & CONDITIONS:

1. First -time advertisers must establish credit for future advertising and submit payment of 100%, including production charges, with initial ad. Prepayment is required for all non-credit-approved advertisers.

Make Checks payable to: Pasion Atletica, 545 Shoup Ave., Ste 320 • Idaho Falls, ID 83402

2. Bills become due upon proof of insertion and in all cases must be paid within 30 days, all open balances over 30 days are subject to a 1.5% per month service charge note to exceed 18% per annum. In the event of non-payment, all legal fees and collection costs are the responsibility of the advertiser or agency placing advertising. No ad materials will be returned until bills are paid in full. Credits for errors limited to space occupied by the error. No adjustment will be given on corrections not marked by advertiser on the proof. Publisher not responsible for errors of omission.

3. The publisher reserves the rights to reject any advertising that is not in keeping with the publication standards. All orders accepted on the terms and conditions outlined above.

4. Artwork, typography, separations, haftones, etc. will be billed to the advertiser. This includes advertising submitted from any source that has to be resized to fit our specification. Publisher is not liable for errors in key numbers or in other type set by publisher. All production charges are non-commissionable. Color screens will be matched to the best of our ability. Due to printing and ink variances we cannot guarantee exact color matches unless special ink orders are placed. No rebate will be made in the event of color variances.

5. All rates on this agreement shall be adjusted to the lowest earned rate. In the event of an unearned agreement, advertiser will be billed the short rate at termination of the contract. **RATE PROTECTION:** Proper notification (60 days) will be given of any rate changes. Contracts may be cancelled at the time the rate change becomes effective without a short rate adjustment, provided the contract has been earned up to the time of cancellation.

6. The printed and written provisions of this contract contain all the agreements between either party, and the publisher is not responsible for any oral representations unless incorporated herein. If the advertiser is a corporation, then the individual signing this contract shall be jointly and severally liable with the advertisers for the payment provided for herein. In the event of nonpayment, all costs of collection and attorney's fees shall be borne by the advertiser and the individual guarantor. All sums due hereunder shall be payable at the designated office in Bonneville County. The parties agree that any litigation arising out of this contract shall be brought in an appropriate court in Bonneville County, Idaho. This contract cannot be cancelled without written consent of the publisher. **PUBLISHER RESERVES THE RIGHT TO CANCEL THIS CONTRACT AT ANY TIME.** If publisher cancels this contract Advertiser will only be liable for services rendered and /or advertising that has been published.

CANCELLATION OF SPACE AND COPY REGULATIONS

Cancellation of space after space reservation deadline not accepted. If an advertiser does not meet the copy deadline, the publisher may insert a previous advertisement, or if there has been no previous advertisement, the publisher may prepare and insert and advertisement without prior approval of copy or layout by the advertiser. Acceptance of advertising is subject to the publisher's approval and agreement by the advertiser to indemnify and protect the publisher from loss or expense on claims or suits based upon contents or the subject matter of such advertisements. This includes suits for plagiarism, copyright infringement, and unauthorized use of a person's name or photograph. Publisher reserves the right to cancel any advertiser's contract if payments are not received on a consistent basis or in the event of non-payment.

AD DESIGN AND APPROVAL POLICY

If Publisher is creating ad for Advertiser: Design Proofs will be supplied to advertiser via email. Advertiser is responsible for all the final proofreading and copy. In the event that advertiser fails to approve or make changes to supplied proof/s in time for print deadline, Publisher may insert the latest copy/proof of print ad that was created for advertiser.

COVER POSITIONS ARE NON- CANCELABLE 30 DAYS PRIOR TO SPACE CLOSING. CLIENT WILL BE CHARGED IF CANCELLED AFTER THAT DATE.

I HAVE READ THIS ADVERTISING AGREEMENT AND UNDERSTAND AND AGREE TO ITS TERMS.

Authorized Advertiser _____ Title _____

Signature _____ Date _____

Demographics

Idaho has been one of the nation's fastest growing states, increasing nearly 40% in total population over the past 15 years.

With all the strength that expansion shows, it pales in the face of the dramatic increase in Idaho's Hispanic population—a growth rate four times that of non-Hispanic. As of 2005, the total population in the state of Idaho was 9% Hispanic, at the rapid growth rate in 2009 it is estimated that our Hispanics compose 18% of the population in Idaho. Their impact in the economy is significantly greater in many areas, once being at 2.9 percent in 1990, 4.9 percent in 2005, and estimated 5.5 percent in 2009. (ICHA, 2005)

Pasi3n Atletica has a unique layout that makes it elite in marketing, united with our local and international news on Sports, Health, Community, Politics, Education, and Flourishing Hispanics highlights. Pasi3n Atletica has a very receptive audience; we are the first base of written information for the Hispanic population. One of the significant advantages is that we do not partition in age groups, therefore making our magazine inclusive to all readers. Pasi3n Atletica has earned a loyal active audience who reacts to its advertising messages. We take pride in covering our regional proceedings and endow with information that preserves our readers.

We connect with all of the Hispanic's in Southeast Idaho; according to the 2006 census, there were more than 27,000 Hispanic individuals recorded. A whole 17% of the population of Idaho is a number no business would be reluctant to evade the prospect to attain!

Fact: Magazines drove purchase intent nearly 3x more than TV and 6x more than internet.

Dynamic Logic CrosMedia Studies 2008

Fact: 65 percent of Hispanics feel that their native language is an important aspect of their culture and tradition that is important to preserve.

2005, Yankelovich Inc., Hispanic MONITOR Multicultural Marketing Study,

Fact: Consumers consider magazines a top information source for new products, turning to magazines nearly twice as much as the internet.

MRI Doublebase 2006

Fact: Magazines were more effective than TV or radio in driving people to advertisers websites.

ICOM, American Advertising Federation (AAF) 2006

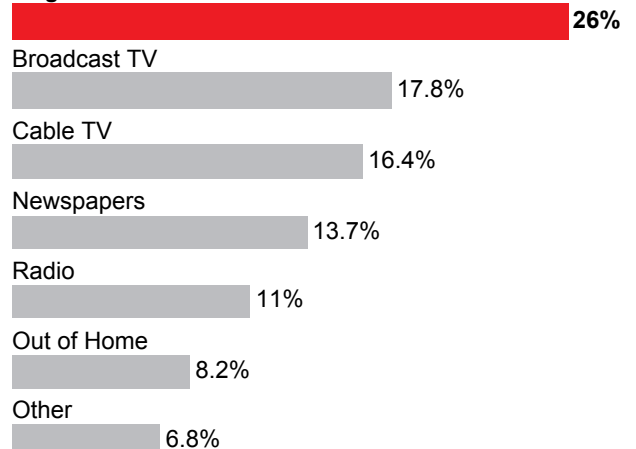
Marketers

Attempting to Meet the Needs of the Hispanic Community should Keep in Mind the Role Language Plays in Establishing Trust and Motivating Purchase Intent.

2002, Yankelovich Hispanic Monitor

Effectiveness of Media at Driving Consumers to the Web

Magazines



ICOM, American Advertising Federation (AAF) 2006