

ONLINE ADVERTISING 2016

MEDIUM RECTANGLE*

300 pixels W x 250 pixels H

Rotation	Fixed
1 week	\$484
2 weeks	\$436/wk
4 weeks	\$363/wk

HALF PAGE

300 pixels W x 600 pixels H

Rotation	Fixed
1 week	\$303
2 weeks	\$273/wk
4 weeks	\$227/wk

Animation files are allowed
File Types: GIF, JPEG

*Fixed placement is unavailable in these positions

SLUG MAGAZINE TARGETED EMAIL ADVERTISING:

- Inclusion in *SLUG Magazine's* monthly email newsletter: \$242/per inclusion
- Exclusive *SLUG* email blast: \$484/per blast

SOCIAL MEDIA POSTS:

- Facebook, Twitter: \$60/per blast
- Bundle (Facebook & Twitter): \$115/per blast
- Instagram: \$83/per blast
- 20% discount available on *SLUGMag.com* banner ads/eblasts for new or existing *SLUG Magazine* print ad clients

SLUGMAG.COM PROMOTIONAL GIVEAWAY

- Create your own "Enter to win" contest giveaway on *SLUGMag.com*: \$1,726

The screenshot shows the SLUG MAGAZINE website interface. At the top, there's a navigation menu with links for Home, About, Advertise, Contact, and more. Below the menu is a large featured article titled "GODDIE'S OWN" with a photo of two men sitting on chairs. To the left of this article are several smaller article thumbnails with titles like "NIGHT OF THE LIVING DEAD BOO", "NITRO CIRCUS LIVE @ VIVINT SMART HOME ARENA", "SUICIDE LAKE CYCLES ONE-YEAR ANNIVERSARY PARTY", "AN EVENING WITH LUCERO @ THE STATE ROOM", "DISEASE AS COMMODITY: UTAH PRESENTS MERCY KILLERS", "REVIEW: FALLOUT 4", "NEW WORLD DISTILLERY", "DI NOX BEAT", "DENTED BRICK", and "PEACHES". On the right side of the page, there are three vertical boxes labeled "MEDIUM RECTANGLE", "+ MEDIUM RECTANGLE", and "HALF PAGE".

SLUG MAG'S OFFICIAL PODCAST: SLUG SOUNDWAVES

ADVERTISING RATES:

There are two advertising spots available in each episode:

#1: UPFRONT AD before the episode begins - 10 seconds: \$100 per episode.

#2: MID-EPIISODE AD before calendar listings - 30 seconds: \$150 per episode.

DUAL AD - (#1) UPFRONT + (#2) MID-EPIISODE: \$250 per episode.

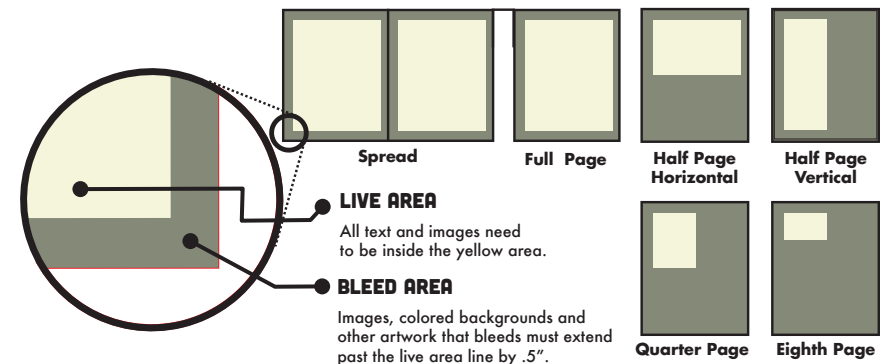
- All scripts are written by *SLUG*, voiced by podcast host or contributor

PRINT ADVERTISING RATES 2016

Frequency	1 Ad	4 Ads	8 Ads	12 Ads
Discounts	0%	10%	15%	20%
Back Cover	\$2,270	\$2,043	\$1,930	\$1,816
Inside Back Cover	\$1,914	\$1,723	\$1,627	\$1,531
Inside Front Cover	\$1,914	\$1,723	\$1,627	\$1,531
Page 3	\$1,914	\$1,723	\$1,627	\$1,531
Center Spread	\$3,092	\$2,783	\$2,628	\$2,474
Spread	\$2,892	\$2,603	\$2,458	\$2,314
Full Page	\$1,648	\$1,483	\$1,401	\$1,318
Half Page	\$921	\$829	\$783	\$737
Quarter Page	\$612	\$551	\$520	\$490
Eighth Page	\$462	\$416	\$393	\$370

* Special placement available upon request for 20% increase on contract price

TECHNICAL SPECS



FULL PAGE:

Image Area: 7.625" (W) x 10.125" (H)
Bleed: 8.625" (W) x 11.125" (H)

SPREAD:

Image Area: 16" (W) x 10.125" (H)
Bleed: 17" (W) x 11.125" (H)

HALF PAGE HORIZONTAL:

7.625" (W) x 4.95" (H)

HALF PAGE VERTICAL:
3.75" (W) x 10" (H)

QUARTER PAGE:

3.75" (W) x 4.95" (H)

EIGHTH PAGE:

3.75" (W) x 2.4125" (H)

FORMATS ACCEPTED:

- All ads must be submitted in CMYK
- TIFF, JPEG, PDF
- 300 dpi or higher
- Illustrator EPS version CC or lower (save all fonts as outlines)
- *SLUG Magazine* will build your ad for an additional fee of \$50
- Ads received after deadline specified will be charged a rush fee of \$75

* Insert pricing available upon request.