

GUERNICA / a magazine of art & politics

www. guernicamag.com

RATE CARD EFFECTIVE AUGUST 1, 2010

Online Advertising Rates

Highlights from *Guernica* 2010 Web Analytics:

Average number of visits (per day): 1,625

Percentage of unique visitors: 68.83 per cent

Average page views (per visit): 1.65

Average time on site: 1:28

Pricing:

Location A (Top Banner, Center)

File Size: 728 pixels wide x 90 pixels tall

Price: \$1,225 per month; \$800 bi-weekly

Issue Dates: 1st and 15th

Location B (Sidebar Rectangle, Right Column)

File Size: 300 pixels wide x 250 pixels tall

Price: \$825 per month; \$550 bi-weekly

Issue Dates: 1st and 15th

Acceptable Materials:

File Requirements: Digital-ready (Animated or Static); GIF or JPG; 50K maximum; 6/8 quality range

Rotation: Monthly with bi-weekly options

Deadline: 5 business days prior to issue upload

Note: Digital files must be 100 per cent of the *Guernica* advertising size (see File Size)

Newsletter Advertising Rates

Highlights from *Guernica* 2010 Newsletter Analytics:

Circulation: approx. 6,500

Open Rate: 20 percent

Clicks: 28.6 percent

Pricing:

Location A (Top Box, Right)

File Size: 250 pixels wide x 250 pixels tall

Price: \$500 per issue

Issue Dates: 1st and 15th

Location B (Middle Box, Left)

File Size: 250 pixels wide x 250 pixels tall; GIF, JPG or PNG; 50K maximum; 6/8 quality range

Price: \$335 per issue

Issue Dates: 1st and 15th

Acceptable Materials:

File Requirements: Static

Rotation: Bi-weekly

Deadline: 5 business days prior to issue upload

Note: Digital files must be 100 percent of the *Guernica* advertising size (see File Size)

Animation: Web only, Animated GIFs with 3-time loop maximum

Link Information: Every ad must have an URL

In-House Production Not Available

Send Materials to:

Jill Tardiff, Advertising Manager, at GuernicaMagAds@gmail.com

Terms and Conditions

The Magazine reserves the right to decline any advertiser or specific advertisement at the sole discretion of the Publisher. The Publisher's office reserves the right to reject any advertising for any reason at any time even though a reservation has been previously acknowledged and even though a product or account has been directly solicited by a representative. All advertisements must be clearly and prominently identified by the trademark and/or signature of the advertiser. All advertisements are accepted and published by the Publisher upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof and that the advertiser may rightfully use all trademarks and other intellectual property appearing in the advertisement.

Cancellations or changes in orders will not be accepted after the space reservation deadline. The Publisher's liability shall not exceed 50% of the cost of the space purchased. In the event of any error, the Publisher's liability is limited to a make-good on the advertisement. In consideration of the acceptance of the advertisement (subject always to the terms and conditions of the Magazine Rate Card), the agency and the advertiser must, in respect of the contents of the advertisement, indemnify and save the Publisher harmless against any expense arising from claims or actions against the Publisher because of the publication of the contents of the advertisement. Rates and units of space subject to change by the Publisher. Space orders are due on or before closing date and may not be canceled by the advertiser after that date.

Because the Publisher is a tax-exempt organization pursuant to Section 501(c)(3) of the Internal Revenue Code of 1986, as amended (the "IRC"), the advertiser represents that each advertisement and any URL (uniform resource locator) or other hyperlinks in such advertisement, and any Web site associated with such URL or hyperlink, may not and shall not contain materials which, as defined in Section 501(c)(3) of the IRC, (1) participate in or intervene in any political campaign on behalf of (or in opposition to) any candidate for public office or (2) attempt to influence legislation.

Additionally, first-time advertisers must pay with insertion. Payment must be made within 30 days of invoice date (Net 30). A 1 1/2% service charge per month will be added to overdue accounts after 60 days (Net 60). Fee will be charged for early termination of agreement.