



Survival Quarterly Magazine – Advertising rates

Hoods Woods Media

Rates:
01/01/10

COVERS (7-1/2" X 9-1/2") Color

- Back Cover \$850.00
- Inside Front Cover \$750.00
- Inside Back Cover \$750.00

PAGES

- Full page (7-1/2"x9-1/2") \$630.00
- 2/3 page (5"x9-1/2") \$430.00
- 1/2 page (4-3/4"x7-1/2" or 3-3/4"x9-1/2") \$385.00
- 1/3 page (2-1/2"x9-1/2" or 4-3/4"x5") \$275.00
- 1/4 page (3-3/4"x4-3/4") \$220.00
- 1/6 page (4-3/4"x2-1/2") \$200.00
- 1/12 page (2-1/4"x2-3/8") \$165.00
- 1/24 page (2-1/4"x1-1/18") \$120.00

Multiple Display Ad Insertions: 3 times - Less 10% 4 times - less 15%

DEADLINES

2 weeks before publication date

PUBLISHER'S STATEMENT

Survival Quarterly Magazine is published four times a year, and centers its content around Survival skills both primitive and modern, preparedness, firearms, primitive weapons, outdoor product reviews, Blades and general outdoor activities and skills. It is supported by a large active forum of over 7,000 members and tens of thousands of customers world wide. Our publication is new but it is the result of literally thousands of communications from our customers and fans who want something in a written format that they can share with friends and family and that will supplement the learnings taken from our award winning survival skills video series.

DISTRIBUTION

Survival Quarterly Magazine is distributed by third class mail to subscribers in every state and many foreign countries. It is available in both print and downloadable PDF versions. We print 10,000 copies of each issue for subscription sales only.

AD REGULATIONS

All advertising is subject to Publishers approval and the Publisher reserves the right to reject any advertising. No fraudulent or misleading advertising will be accepted. All advertisement placing including position, separations, facing editorials or content or other stipulations are at the sole discretion of the Publisher. The Advertiser and/or its agency represent that they are properly authorized to publish/use the entire contents of supplied copy materials. Further, the Advertiser and/or its agency represent that there is nothing within the supplied copy materials that is libelous, privacy-invading, or a violation of any anti-discrimination laws.

The liability of the Publisher for errors or omissions in which it may be held responsible will not exceed the cost of the space ordered or occupied by the error. It is further understood that the Advertiser and/or its agency will indemnify and hold the Publisher harmless from and against any loss, expense, or any other liability resulting from any claims or suits that may arise out of the publication of such an advertisement.

All advertisement orders accepted are subject to the above terms. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions, which conflict with this Rate Card or the Publishers policies, shall be binding on the Publisher.

Terms:

ADs must be prepaid with order. Rates are net. Terms are net 15 days. Payment: CC, PayPal, Check

Submission requirements

PDF files must contain only 4-color process images (CMYK).

Survival Quarterly magazine can not be responsible for PDF files prepared incorrectly.

Image Requirements: All images provided for ads should be final, color corrected, hi-resolution (300dpi) CMYK files. TIF or EPS file type recommended. Hi-Res images should not be scaled more than 115% to maintain image quality. JPG high res is acceptable. We will advise you if the quality is not acceptable.