

Macrobiotics Today

Advertising Rates

Rate Card #10

Circulation

Advertising rates are based on an international circulation of 5,000 (20,000 readers, estimate). Single copies are \$5.50. Subscription price is \$30.00 per year. Published bimonthly.

Ad Space Costs

Page size	1 time	3 times	6 times
Full Page	\$475	\$445	\$415
2/3	\$330	\$300	\$270
1/2	\$270	\$250	\$230
1/3	\$145	\$130	\$115
1/6	\$90	\$75	\$60
1/12	\$70	\$55	\$40

Note: Production charge estimates for non-camera-ready ads are available on request.

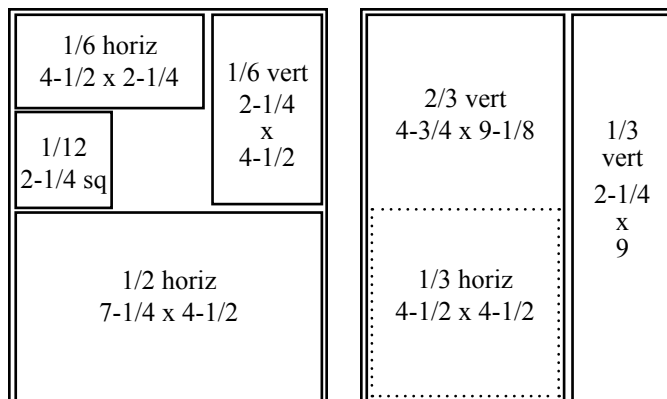
Specifications

- PDF (or other file) transfer of ad to gomf@earthlink.net preferred.
- All camera-ready advertising must be submitted to the exact size.
- Photostats, screens, and halftones are charged to the advertiser at cost.
- Black and white screens up to and including 100 line are usable.
- Page trim size: 8-1/8 x 10-3/4
- Each page is three columns; each column 2-1/4 inches wide.

Closing Dates

Issue	Reservation	Camera-ready
Jan/Feb 2010	Nov 10, 2009	Nov 24, 2009
Mar/Apr 2010	Jan 12, 2010	Jan 26, 2010
May/June 2010	Mar 12, 2010	Mar 26, 2010
Jul/Aug 2010	May 12, 2010	May 26, 2010
Sep/Oct 2010	Jul 13, 2010	Jul 27, 2010
Nov/Dec 2010	Sep 13, 2010	Sep 27, 2010
Jan/Feb 2011	Nov 12, 2010	Nov 26, 2010

Ad Sizes: Full page ad 7-1/4 wide x 9 deep



Terms and Conditions

1. The publisher reserves the right to reject any advertising which is not in keeping with the publisher's standards.
2. New advertisers must prepay until credit is established. Foreign remittance must be made in U.S. funds drawn on a U.S. bank.
3. Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.
4. Positioning of advertisements is at the discretion of the publisher.
5. Advertising rates subject to change.

To place an ad or for further information call 530-566-9765; fax 530-566-9768; or email gomf@earthlink.net