

Print (cost per individual ad)				
Size	1X	2X (-10%)	3X (-15%)	4X (-20%)
Full Page	\$1000	\$900	\$850	\$800
1/2 page	\$750	\$675	\$637.50	\$600
1/3 page	\$550	\$495	\$467.50	\$440
1/4 page	\$450	\$405	\$382.5	\$360
1/9 page Marketplace	\$350	\$315	\$297.50	\$280

Exclusives (1/issue)				
Back Cover	\$1750	\$1575	\$1487.50	\$1400
Inside Front/Back Cover	\$1500	\$1350	\$1275	\$1200
Double Truck (2 page spread)	\$1800	\$1620	\$1530	\$1440

Web (cost per month)			
Size	1 month	3 months (-10%)	Year (-20%)
Large square	\$200	\$180	\$160
Sky Scrapper	\$180	\$162	\$144
Vertical Banner	\$100	\$90	\$80
Button	\$50	\$45	\$40
Resource directory listing	Included with any contract (print or web) Or \$35/year		

2010 Web policies

Ads are guaranteed 25% of page views

Ads are ROS (run of site, not page specific)

Additional 10% rich media

WeTrade is accepted for web advertising (www.wetradenetwork.com)

Additional Discounts (cannot be combined):

10% for prepay of entire annual print or web contract

10% nonprofit discount

Annual contracts can be billed monthly or quarterly

ads@mamalode.com

Design Specifications

Print		
Size	Measurement	Full Bleed
Double Truck	16.25" w x 10.8125"h	16.5" w x 11.0625" h
Full	8.125" w x 10.8125" h	8.375" w x 11.0625" h
1/2 Page	8.125" w x 5.3425" h	
1/3 Page	2.761" w x 10.8125" h	
1/4 Page	4" w x 5.3425" h	
1/9 Marketplace	2.5992" w x 3.5215" h	

All text must be .25" within the trim

- 300 dpi
- Press ready PDF
- CMYK

Web		
Size	Measurement (in pixels)	
Large Square	300 w x 250 h	
Sky Scrapper	160 w x 600 h	
Vertical Banner	160 w x 300 h	
Button	160 w x 60 h	

- Web ads should be 72 dpi with a maximum size of 40 k
- Ads should be in gif, jpg or swf formats
- Filename should contain only alphanumeric symbols, underscores or periods
- Filename should end in .gif, .jpg, .swf
- Please include redirect url (your website that you want the button to click to)
- All ad units must have a border

Mamalode design policies:

- Mamalode reserves the right to place or reject ads at our discretion. +20% placement fee.
- Additional production charges will be incurred if supplied ads do not follow these specifications.
- Mamalode is happy to design your first ad if you supply your logo. Subsequent ads can be altered for content, but full rebuilds will be charged for time at \$50/hour.

We can also recommend designers for your logo, branding/identity.

2010 Schedule				
Issue	Theme	Space reserved	Ads in	Issue Out
Spring	The Village	Jan 20	Feb 1	Feb
Summer	Travel	March 20	April 1	May
Fall	Impact/impressions	May 1	May 10	Aug
Winter	Work	Oct 1	Oct 10	Nov