

# mamalode®



## *rate card* *print*

size	single ad
full page	\$1000
1/2 page	\$750
1/3 page	\$550
1/4 page	\$450
1/9 page marketplace	\$350

## *print-premium*

one per issue	single ad
back cover	\$1750
inside front/back cover	\$1500
double truck - 2 page spread	\$1800

## *web*

size	1 month	1 year (-10%)
large square	\$200	\$180 / month
sky scrapper	\$180	\$162 / month
vertical banner	\$100	\$90 / month
button	\$50	\$45 / month
sponsorship	regular writers : costs vary	

## *design*

If you need design we charge a flat rate of \$65 per print and \$35 for web. Includes two revisions - MUST HAVE A DIGITAL VERSION OF YOUR LOGO, CONTENT AND IMAGERY. See design card for details.

# additional discounts

(cannot be combined):

**5% for prepay of entire annual print or web contract**

**10% nonprofit discount**

## POLICIES: *print:*

Ads must be in by deadline or will not be run in that issue. You will only receive a 50% refund if you miss your issue.

We do our best to separate competitor's ads; however this does not apply to marketplace sections.

Placement request fee - \$25.

## *web:*

Web ads are guaranteed 20% of page views.

Additional 10% rich media (flashing once—additional flashes are an additional 5%.)

Web ads will be determined by the dates on the contract.

We cannot extend the run dates if your ad is late.

- Mamalode reserves the right to place or reject ads for any reason.

## PAYMENT:

Payments are due upon receipt of invoice.

Annual contract have the option of being billed monthly or quarterly.

**Prepay for an entire annual contract will be -5% discount.**

Credit cards accepted.

There is a flat \$250 fee to break your contract.

THEME	COMMIT	ART
Flow	February 14	February 21
Humor	May 7	May 14
Balance	September 7	September 14
Capacity	November 7	November 14