

# COMICS BUYER'S GUIDE

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## RATE CARD #32 2009/2010



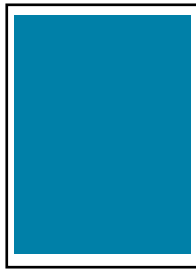
**Tom Polzer**, Advertising Sales  
Ext. 13321

E-Mail: [Tom.Polzer@fwmedia.com](mailto:Tom.Polzer@fwmedia.com)

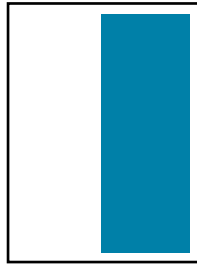
**Lori Hauser**, Advertising Sales Assistant  
Ext. 13239

E-Mail: [Lori.Hauser@fwmedia.com](mailto:Lori.Hauser@fwmedia.com)

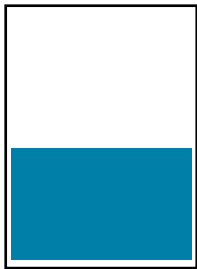
### AD SIZES:



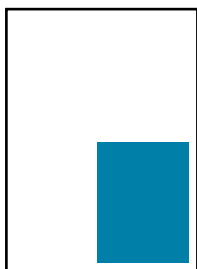
**Full Page**  
7" x 9.1/2"



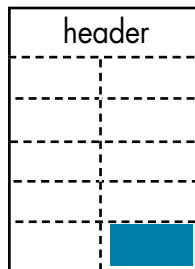
**Half Page Vert.**  
3.3/8" x 9.1/2"



**Half Page Horiz.**  
7" x 4.5/8"



**Quarter Page**  
3.3/8" x 4.5/8"



**Showcase Ads**  
3.1/2" x 1.3/4"

**All B&W Ads  
Available on Newsprint Only.**

### DISPLAY ADVERTISING:

#### Charges/Discounts

- **Guaranteed Position**—additional charge of 15%
- **Camera-Ready**—(1/4 page or larger) discount of 15%

#### Contracts

Costs listed are per ad, per issue, ads must run consecutively. To utilize multiple issue rates, advertisers must sign a display-advertising contract. Advertisers may fulfill their display contract requirements with a single unit ad minimum.

### POSITION RATES: FOUR COLOR ONLY

Covers contracted at 12x only	1X	3X	6X	12X
Back Cover	n/a	n/a	n/a	\$3,089
Inside Front Cover	n/a	n/a	n/a	\$2,760
Inside Back Cover	n/a	n/a	n/a	\$2,616

(The above rates are priced with color & camera ready discounts)

### OPEN RATE—1X RUN

	4-COLOR (gloss only)	2-COLOR (newsprint only)	BLACK & WHITE (newsprint only)
Full Page	\$2,177	\$1,723	\$1,386
Half Page Vert./Horiz.	n/a	\$1,056	\$831
Quarter Page	n/a	\$638	\$470

### 3X CONTRACT

	4-COLOR (gloss only)	2-COLOR (newsprint only)	BLACK & WHITE (newsprint only)
Full Page	\$2,068	\$1,653	\$1,315
Half Page Vert./Horiz.	n/a	\$1,014	\$789
Quarter Page	n/a	\$615	\$447

### 6X CONTRACT

	4-COLOR (gloss only)	2-COLOR (newsprint only)	BLACK & WHITE (newsprint only)
Full Page	\$1,959	\$1,551	\$1,214
Half Page Vert./Horiz.	n/a	\$953	\$728
Quarter Page	n/a	\$580	\$411

### 12X CONTRACT

	4-COLOR (gloss only)	2-COLOR (newsprint only)	BLACK & WHITE (newsprint only)
Full Page	\$1,792	\$1,477	\$1,140
Half Page Vert./Horiz.	n/a	\$908	\$684
Quarter Page	n/a	\$556	\$387

### UNIT ADVERTISING (multiple ads/page):

**SHOWCASE ADS:** Showcase Unit ads are 3-1/2" wide x 1-3/4" high and can be bought in multiples. All typesetting is done by F+W Media and is included in the price. (Cost per ad per issue, ads must run consecutively)

1X	3X	6X	12X
\$122	\$116	\$107	\$100

### DIRECTORY ADVERTISING:

\* **NEW!** Listings appear both within the print pages of CBG and online in our fully-searchable directory, which links directly to your website!

**Only \$33.00 per month (6 month minimum commitment)**

#### COMICS SHOP DIRECTORY

Leads fans and collectors to your cash register! List your store name, address, phone number and 15-words of description. Full payment must accompany ad. It's targeted more to comics enthusiasts than the yellow pages—and it's more cost-effective.

#### WEB DIRECTORY

Choose a category, list your web site and 15-word description. Full payment must accompany ad. Call your representative for details.

## CLASSIFIED DISPLAY:

(Cost per ad per issue, ads must run consecutively)

### Black & White

Ad Size	1x	3x	6x	12x
2-1/4"x3"	\$202	\$192	\$176	\$166
2-1/4"x2"	\$135	\$128	\$118	\$111
2-1/4"x1"	\$67	\$64	\$59	\$55

## DEADLINES:

All advertising copy must be in the offices of Comics Buyer's Guide by 4:00 p.m. Central Time on the deadline day.

Cover Date	Issue #	Ad Deadline	Mail Date
March '10	#1663	12/09/09	January 12, 2010
April '10	#1664	1/13/10	February 16, 2010
May '10	#1665	2/10/10	March 16, 2010
June '10	#1666	3/10/10	April 13, 2010
July '10	#1667	4/14/10	May 18, 2010
August '10	#1668	5/12/10	June 15, 2010
September '10	#1669	6/09/10	July 13, 2010
October '10	#1670	7/14/10	August 17, 2010
November '10	#1671	8/11/10	September 14, 2010
December '10	#1672	9/08/10	October 12, 2010
January '11	#1673	10/06/10	November 9, 2010
February '11	#1674	11/09/10	December 14, 2010

## MECHANICAL REQUIREMENTS:

### TRIM SIZE:

7.3/4" x 10.1/2", Live area 7" x 9.1/2"  
(no "important information" within 1/4" of trim)

### ACCEPTED FILE FORMATS:

TIFF, PDF, EPS, JPEG, PostScript

### BLEEDS:

No extra charge for full-page ad or spread. (Add 1/8" on each side.)  
10% premium for partial page ads.  
No live matter is to be within 1/4" of the trim edges of the page dimensions unless it is acceptable to bleed that matter.  
Not responsible for "live" material in bleed area.

### BLEED SIZES:

2 Page Spread - 16" x 10 - 3/4"  
Full Page - 8" x 10 - 3/4"  
4-color: 133 line screen recommended. (300 dpi)  
2-color: Colors available: yellow (background only), green, blue and red. 100 line screen recommended. (200 dpi)  
B&W: 100 line screen recommended. (200 dpi)  
Covers: 150 line screen recommended. (300 dpi)  
Maximum density 280  
\*dpi: Dots per inch (line screen)

**INSERTS:** A limited number of inserts, gatefolds, booklets, postal return cards, etc. are available and subject to acceptance by the publisher. Call your sales representative for more details.

## ELECTRONIC AD SUBMISSION:

Ads can be sent on disk, through **FTP** at **ftp.krause.com** or through e-mail to **bgads@krause.com**. A hard copy proof must accompany all electronic ad files. For black & white ads, a faxed proof is acceptable. To ensure color accuracy we must receive a color proof.

## GENERAL INFORMATION:

**A. MINORS** are required to furnish a certificate of responsibility from their parents or guardians before their advertising can be accepted.

**B. FINANCIAL INFORMATION:** The publisher retains the right to obtain financial information through a credit bureau or other sources. This applies to existing accounts and new accounts.

**C. PAYMENT:** Payment is required with ad copy, on or before each deadline. We accept checks, money orders, bank drafts and all major credit cards. **DO NOT SEND CASH.**

**D. ERRORS:** Typewritten copy is recommended. The publisher is not responsible for errors resulting from longhand or illegible copy. The publisher's liability for any error shall not exceed the cost of the space occupied by that error. No credit will be issued for errors in ads or changes in ad copy after published deadline.

**E. RETURN PRIVILEGE:** Except as otherwise specified in any ad, an advertiser must accept the return of any merchandise post-marked within 10 days of its receipt by a customer when returned in the same condition as received.

**F. P.O. BOX ADS** are allowed, but the permanent home address or place of business of the advertiser must be filed with the publisher before advertisements may be printed.

**G. POLICY:** The publisher may refuse ads at its discretion. COMICS BUYER'S GUIDE assumes no responsibility for misprints or claims and actions by advertisers. All rates contained in this rate card are subject to change without notice.

**H. PHONE ADS:** Ad copy or changes to ad copy are not accepted over the phone.

**I. PHOTOS:** Quality photos are required to achieve quality reproduction. Send your quality photo and we will reproduce it at a nominal fee based on the number of photos per ad according to our fee schedule. Available for display ads only. If you do not have a photo of the item, our staff photographer can prepare a quality photograph of any item to be advertised at a cost of \$10.00 per item, with the original negative becoming the property of the publisher.

**J. PREPRINTED INSERTS** are available in COMICS BUYER'S GUIDE. Inquire for additional information and technical specifications.

**K. DESIGN** services are available at no extra cost. You may specify the design treatment desired for your ad, or our skilled personnel will perform this service for you. All advertising that is not camera ready becomes the property of F+W Media and may not be reprinted in any way without prior approval of the publisher.

**L. RETURNING ART WORK:** When artwork, CDs or photos are requested to be returned, please specify at time of placement, otherwise all material will be recycled.

**M. ADVERTISING AGENCIES:** There are no discounts granted, other than 15% camera ready.

**N. CAMERA-READY** display ads 1/4 pg. or larger qualify for a 15% discount. All advertising that is not camera-ready becomes the property of F+W Media and may not be reprinted in any way without prior approval of the publisher.

**O. PLACEMENT:** The publisher will have final authority on placement of ads. Requests should be made in writing. Placement not guaranteed. Position charge additional 15%.

**P. REPUBLISHING RIGHTS:** As a condition of advertising in COMICS BUYER'S GUIDE, F+W Media retains the right to republish all material submitted for advertisements in whatever manner it chooses.

Advertisers are responsible for understanding and following our standard advertising policies. Call for policy details.