

BLUESKIESMAG.COM

ADVERTISING WITH US

MAGAZINE DISPLAY AD RATES

Ad size	1-3 placements		4-10 placements		11 placements	
	B/W	Color	BW	Color	BW	Color
2-page spread	N/A	\$1945	N/A	\$1875	N/A	\$1615
Full page	N/A	\$1190	N/A	\$1045	N/A	\$895
2/3 page	N/A	\$895	N/A	\$865	N/A	\$795
1/2 page	N/A	\$785	N/A	\$730	N/A	\$675
1/3 page	\$325	\$545	\$295	\$535	\$275	\$495
1/6 page	\$195	\$295	\$175	\$285	\$155	\$245
1/12 page	\$55	\$70	\$49	\$55	\$45	\$49

- For ad reservations and questions contact Kolla at kolla@blueskiesmag.com
- All color rates include full bleed where applicable.
- Add 10% for special placement (covers, right- or left-hand page, etc.).
- File types: PDF (preferred), AI, EPS, JPG and TIFF files. Minimum resolution is 300dpi
- All fonts should be embedded or outlined.
- Email ad files to pierre@blueskiesmag.com or use www.yousendit.com
- Snail mail ad files to: Pierre Kotze

Att: Blue Skies Mag
 3501 E Glory Ln, #14
 Appleton, WI 54913

CLASSIFIED ADS

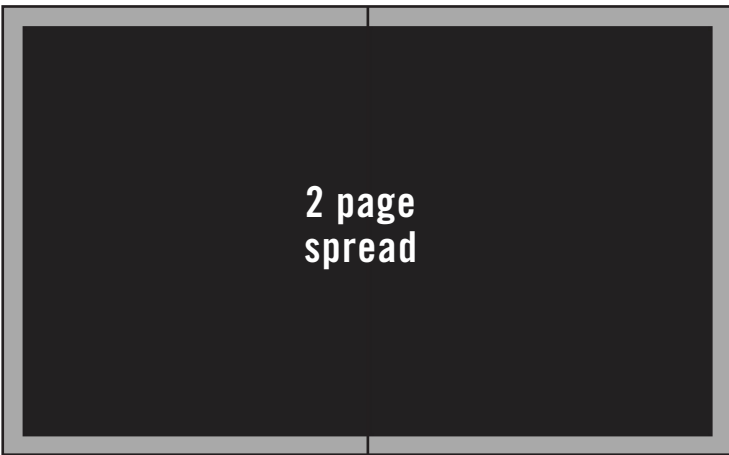
\$1.50/word, \$15 minimum

ONLINE AD RATES

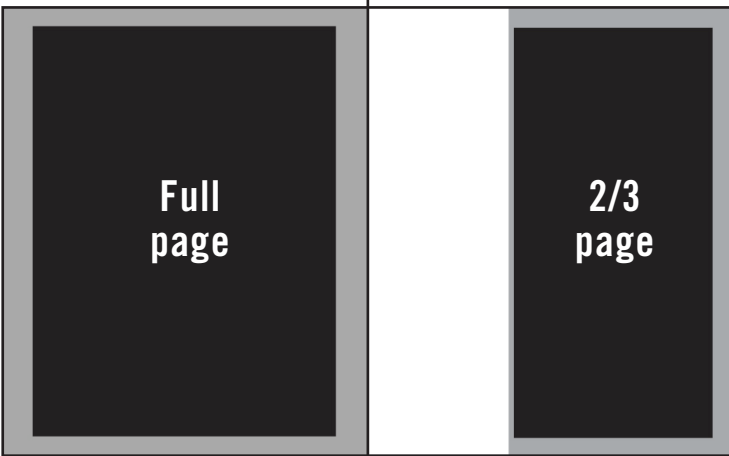
To be determined.

Contact Kolla at kolla@blueskiesmag.com if you're interested in placing an ad on our website.

AD SHAPE width x height (inches)

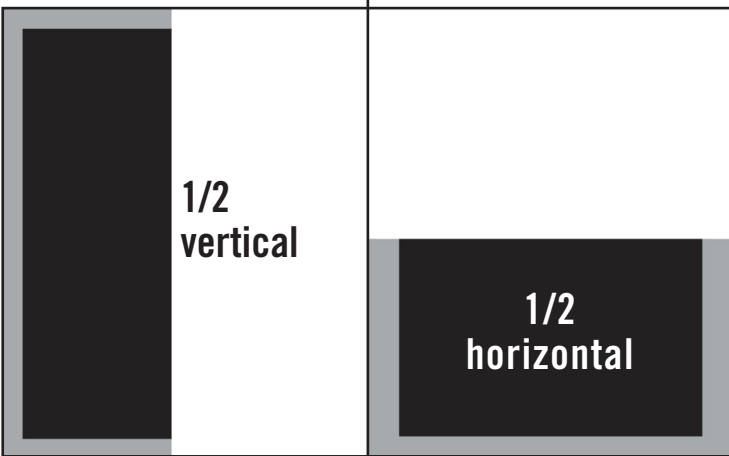


TWO PAGE SPREAD 16.5 x 9.813
TWO PAGE SPREAD BLEED 17.75 x 11.063



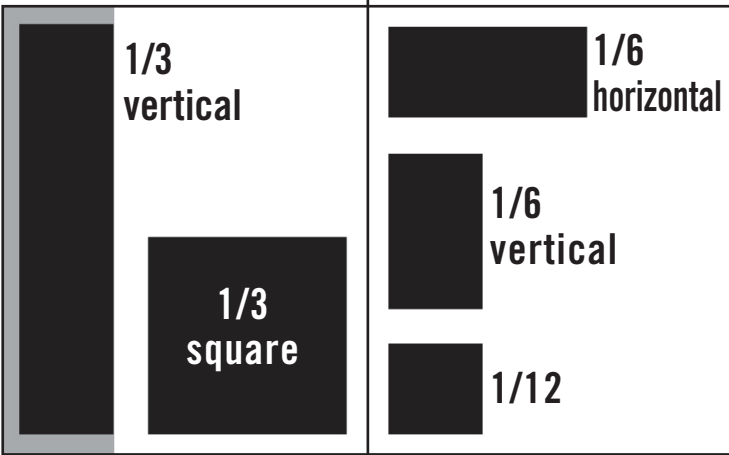
FULL PAGE 7.25 x 9.813
FULL PAGE BLEED 9 x 11.063

2/3 PAGE 4.75 x 9.813
2/3 PAGE BLEED 5.5 x 11.063



1/2 PAGE VERTICAL 3.563 x 9.813
1/2 PAGE VERTICAL BLEED 4.188 x 11.063

1/2 PAGE HORIZONTAL 7.25 x 4.719
1/2 PAGE HORIZONTAL BLEED 9 x 5.344



1/3 PAGE VERTICAL 2.25 x 9.813
1/3 PAGE VERTICAL BLEED 2.8 x 11.063

1/3 PAGE SQUARE 4.75 x 4.719

1/6 PAGE HORIZONTAL 4.75 x 2.167

1/6 PAGE VERTICAL 2.25 x 4.719

1/12 PAGE 2.25 x 2.167

THE FINE PRINT...

- **Reservations:** A completed Advertising Insertion Form must accompany any ad space request by the 15th of the month prior to publication date (for example, January 15 for the March issue). One form may be submitted for multiple months of advertising.
- **Confirmation:** Confirmation of receipt will be given for all space reservations and artwork submissions. If no confirmation is received within 48 hours, contact Kolla at kolla@blueskiesmag or +1 386 747 0360.
- **Late Art Fees:** New artwork arriving after the deadline will incur a late fee of \$65. Any artwork arriving after the sixth of the month (or the following business day if the sixth falls on a weekend or holiday), if accepted, will incur a late fee of \$130.
- **Resubmission Fees:** Any artwork submitted more than once, regardless of date submitted, will incur a resubmission fee of \$65.
- **Artwork Not Received:** If an advertiser reserves space but fails to send new artwork by the materials deadline, the Publisher may run the most recently published ad or a Blue Skies Magazine ad in its place, at the advertiser's cost.
- **Payment Methods:** VISA, MasterCard, check, money order.
- **Billing Dates:** Advertising is billed 30 days prior to the cover date (for example, January 1 for the February issue).
- **Standard Terms:** Immediate payment is required to reserve space for all advertising. There are no refunds for any reason, including, but not limited to, Publisher error.
- **Cancellations:** Insertion orders canceled 35 days or less in advance of the cover date will receive credit or a refund for that order, less a 15% cancellation fee.
- **Late Fees:** Payments received past deadline will incur a late fee of 6% of total cost of the ad. Accounts 90 days or more past due will be referred to a collection agent.
- **Ads Not Conforming to Size:** The Publisher reserves the right to re-size any non-conforming ad to fit.

TERMS AND CONDITIONS

- Advertisements are accepted with the understanding that the advertiser or agency representing the advertiser has the right to publish the contents of the ad. The advertiser assumes all liability for content, including representation, illustrations and human likenesses. The advertiser also assumes responsibility for any claims arising therefrom and/or made against the Publisher.
- The Publisher reserves the right, but is under no obligation, to reject or cancel advertising that is considered inappropriate for publication including but not limited to advertising that is defamatory, libelous, slanderous and/or unlawful in content, contains hate speech, advocates against any organization, religion, ideology, person or group of people.
- No conditions other than those set forth in this rate card shall be binding on Blue Skies Magazine, LLC unless specifically agreed to in writing by the Publisher.
- Positioning of advertisements is at the discretion of the Publisher, and paid special placement requests cannot be guaranteed.
- The Publisher assumes no liability for advertising content including, but not limited to, grammar, spelling, copyright violations, special offers, claims, sales, pricing and/or general content.
- No more than one bill or statement will be sent for each advertisement.
- First-class copies of the magazine are mailed to all advertisers running ads of 1/6 page or larger.
- The advertiser must submit files that are free from any destructive electronic coding (virus, etc.) and accepts responsibility for any charges incurred for damage or repair resulting from a destructive file.
- Rates and conditions are subject to change without notice.