

Deface Marketing

2004 Advertising Rates



Empire Magazine

DEFACE MARKETING.com

TOP DOGG GRAPHIX

EMPIRE PHOTOGRAPHY

WWW.DEFACEMARKETING.com

104 Alben Road
Portersville, PA 16051
724-971-0303

empire@defacemarketing.com

Empire Magazine

104 Alben Rd., Portersville, PA 16051

Empire is produced bi-monthly and services about 5,000 readers in the Pittsburgh, Pennsylvania area. Empire is sold in record stores and rock clubs throughout the east coast, along with our web site, to service the entire nation and world.

Inside Advertising Rates

- \$500 - Full page Color (10.5 x 7.75)
- \$300 - Half page Color (5.5 x 7.75)
- \$350 - Full Column Color (10.5 x 3.75)
- \$200 - Quarter Page Color (4.75 x 3)

Cover Advertising Rates

- \$825 - Inside front or back cover - full color (10.5 x 7.75)
 - \$650 - Half inside front or back cover - full color (5.5 x 7.75)
 - \$1000 - Outside back cover - Full color gloss (8 x10.5)
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Deadlines - Empire is produced bi-monthly and all advertising must be received by end of the business day on the 15th day of specified month.

Feb-Mar - submission deadline - Jan 15st
- issue release date - Jan 25th

Apr-May - submission deadline - Mar 15st
- issue release date - Mar 25th

Jun-July - submission deadline - May 15st
- issue release date - May 25th

Aug-Sep - submission deadline - July 15st
- issue release date - July 25th

Oct-Nov - submission deadline - Sept 15st
- issue release date - Sept 25th

Dec-Jan - submission deadline -Nov 15st
- issue release date - Nov 25th

File types - We will only accept the following file types. If another file type is submitted it will cause delays and may prevent your ad from running. Files that are of a non-printable quality will not be printed. Be sure to include any non-standard fonts and all layers.

JPG, TIF, PSD, EPS, PDF - Uncompressed versions of each is desired.

MS Word & Publisher - These will be accepted with extreme prejudice. We will do our best to make these files work. However, we will not take any responsibility for ads not printing properly from these file types.

At a bare minimum we need your file to be at 150 dpi, but that is the lowest that we will accept. A resolution of 300-600dpi is preferred. Color advertising should be RGB, rather than CMYK.

Submission - Files can be e-mailed to artwork@defacemarketing.com or mailed on 3.5 disk, CD or Zip to the address below. Disks without return postage will not be returned.

Thank You !

Make checks and money orders payable to:
Josh Drespling - 104 Alben Rd., Portersville, PA 16051. 724-971-0303.

DEFACE MARKETING.COM

DefaceMarketing.com is the home page for Empire Magazine and Deface Marketing. The web site is populated with music lovers of every style who come on a daily basis to check on news about their favorite artists, stay current with local and national events, and listen to "Kill Your Radio", a weekly internet radio broadcast. The site also boasts some of the hottest interviews from the national, underground and local rock scenes, along with a selection of tremendous concert photos from around the globe.

Banner Advertising Rates

\$100 - 1 Full 7 day week
\$350 - 4 Full 7 day weeks

Rotating Banner Advertising Rates (rotated with 3 other ads)

\$50 - 1 Full 7 day week
\$200 - 4 Full 7 day weeks

Pop-up Advertising Rates (Pop-up on Main Page)

\$250 - 1 Full 7 day week
\$900 - 4 Full 7 day weeks

Button Advertising Rates

\$20 - 1 Full 7 day week
\$75 - 4 Full 7 day weeks

Note: Web space advertising is limited to a first come, first serve basis. Only ads received with payment will be posted.

Submission - Files can be e-mailed to artwork@defacemarketing.com or mailed on 3.5 disk, CD or Zip to the address below. Disks without return postage will not be returned.

PHOTOGRAPHY

Capture the Mood...
Create Emotion...
Stire some Excitement...

Our staff of professional photographers will fulfill all your photography needs. Whether on location or in the studio, you can be assured that you'll be seeing your subject the way it was meant to be seen. Pair up our graphics design team and experienced photographers and you'll get an unstoppable team that will dazzle, sparkle and shine in any situation.

Please call for pricing and availability.

We also have archives of stock images ranging from celebrities and rock stars to landscapes and sessional themes.

TOP DOGG GRAPHIX

104 Alben Rd., Portersville, PA 16051

As a branch of the Deface Marketing family, Top Dogg Graphix employs some of the hottest and most creative talents in the design industry. Top Dogg is responsible for the slick look of Empire Magazine, along with production of artwork, logos, advertising, websites and CDs for many of the Deface Marketing artists. They can customize their approach to fit every need.

Do you need help turing your idea into a polished finish product? Not sure how to make your vision a relaiaty? Then we can help We can take you and your products to that new and more prestigious level with our innovative and ground breaking designs. Whether it's hot a new band, a website or other marketing needs we can gear our team to fit your situation. From the door we create presentations with a positive and driving message.

Prices below are based on average time spent for projects and are for design time only additional charges may apply for premium work or additional services.

Basic Design Rate - \$50 per hour (1/2 hour minimum)

Flyers - \$40

Business cards - \$25 per side

CD covers - \$200 (front)

CD cover \$75 (inside per pannel)

Placement of supplied art work into design - \$10

Posters - \$99.95

Banners - \$75 - \$200

Web Banners - \$50

Web Buttons - \$20 each - sets \$100

Typing - 8 ½ x 11

Single spaced sheet - \$29.95

Double spaced sheet – \$19.95

Scanning

Graphic – B/W - \$4

Graphic – Color - \$7.50

OCR (text) \$9.95 per page (\$2.50 each additional page)

Many additional items are available. This is only a sampling of the products we can create. Imagination is our only limitation.

Basic design charges start at \$50 per hour, with a \$25 minimum charge. . Quotes for work will be given on a per hour basis. Quotes will gladly be given based on customer provided information, however are subject to change pending verification of said information by a qualified Deface Marketing employee or representative. Verification will include, but not limited to a visual inspection of materials.

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