

Magazine Ad Specs

GENERAL INFO

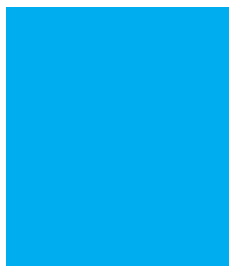
- All ads are full color
- 30 Days net for all advertising
- 15 Percent agency discount
- Please make checks payable to "Heeb Media, LLC."

AD CREATION

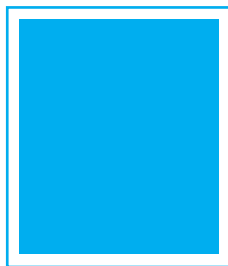
- Ads must be tif format
- Ads must be high resolution, 300dpi or more
- Files should be in cmyk (rgb/ grayscale will not be accepted)
- Ads should be appropriately named (eg. "yourcompanyad.tif")

AD SUBMISSION

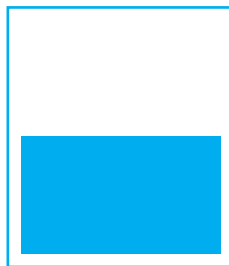
E-mail ads and/or ftp information:
publisher@heebmagazine.com



FULL PAGE BLEED
 8.764" X 11.4"
 TYPE SAFE,
 TOP & BOTTOM, .5"
 TYPE SAFE,
 LEFT & RIGHT, .75"



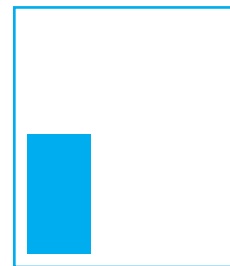
FULL PAGE NO BLEED
 7.1667" X 10.2083"



1/2 PAGE NO BLEED
 7.1667" X 5"



1/3 PAGE NO BLEED
 2.278" X 10.2083"



1/6 PAGE NO BLEED
 2.278" X 5"

RATES

PAGE SIZE	RATE X1	RATE X2	RATE X3	RATE X4
full page	\$3,500	\$3,100	\$2,975	\$2,625
cover 4	\$7,000	\$6,300	\$5,950	\$5,250
covers 2 & 3	\$6,750	\$6,075	\$5,733	\$5,062
2-page spread	\$6,300	\$5,670	\$5,333	\$4,725
1/2 page	\$2,000	\$1,800	\$1,700	\$1,525
1/3 page	\$1,500	\$1,350	\$1,275	\$1,125
1/6 page	\$900	\$810	\$766	\$675

ADVERTISING SCHEDULE

ISSUE	THEME	CLOSING DATE	MATERIALS DUE	ISSUE DATE
#21	GERMANY	4/30/09	5/30/09	6/30/09
#22	THE FUTURE	7/1/09	8/1/09	9/1/09
#23	TEL AVIV	9/15/09	10/15/09	11/15/09
#24	TBD	12/15/09	1/15/10	2/15/10
#25	TBD	3/15/10	4/15/10	5/15/10