

Editorial Profile

Introducing *Otaku USA*, the thick, full-color, comprehensive yet ultra-creative coverage of Manga, Anime and all of J-Pop, written from an American point of view. Published by Sovereign Media, the people who launched *SCI FI*, the official magazine of the Sci Fi channel, *Otaku USA* will call on Sovereign's knowledge of the passionate niche media marketplace. Each issue of *Otaku USA* will be filled with coverage of the hottest new Manga, Anime releases, computer and board games, along with all the latest pop culture trends happening right now in Japan.

Circulation

Geographic Distribution: Throughout U.S. and Canada and selected foreign countries. **Single Copy:** \$9.99; **Subscription:** \$49.95 per year.

Advertising Rates

Otaku USA Magazine

	1x	4x	6x	12x
Full Page 4 Color	\$5,085	\$4,833	\$4,680	\$4,475
Spread 4 color	10,170	9,660	9,360	8,950
Cover 4	7,630	7,245	7,020	6,715
Cover 3	7,120	6,765	6,545	6,270
Cover 2 spread	11,950	11,350	10,995	10,515
Page 3	6,710	6,375	6,180	5,910
Page 5	6,255	5,940	5,755	5,505
Half Page	3,050	2,900	2,800	2,685
Third Page	2,035	1,935	1,870	1,790

Web OtakuUSA.com

Banner Ad Rates & Specs:

120 x 370 (15K)	\$800
120 x 90 (6K)	400
120 x 60 (4K)	250

(Net Rates)

Banner Ads will be run for a duration of 4 weeks
JPEG, GIF or Flash Form - 3 Loop max

DVD Rates & Specifications

Full Episode (30 Minute Maximum)	\$20,000
Single Trailer (5 Minute Maximum)	5,000

(Net Rates)

Issue and Closing Dates

Issue	On-Sale	Space Res. deadline:	Material due by:
August 07	June 5	April 13	April 20
October 07	August 7	June 15	August 22
December 07	October 9	August 17	August 24
February 08	Dec. 4	Oct. 5	Oct. 12

Volume Discount

Applicable to any advertiser contracting above and beyond frequency discount rates. Volume discount amount applied to bill for final insertion of contract. Rates quoted on request.

Advertising Data

- Advertising position—R.O.P. is standard.
- Inserts accepted. Rates provided on request.
- Bleed—no charge.
- Agency Commission—15% to recognized agencies.
- Rates subject to change upon notice from publisher.
- Not liable for key code errors.
- No classified advertisements will be accepted.

Terms and Conditions

Billing: Payment is based on net 30 days. 1½% monthly service charge applied on unpaid balance over 30 days. Advertisers using P.O. box number in their address must furnish Publisher with a legal street address and phone number. Credits earned by increasing frequency during contract will be applied to future billing. No cancellations accepted after deadline. Any advertiser who doesn't complete a contracted schedule will be subject to a short rate.

Advertisers will be held responsible for any and all costs incurred in collecting unpaid bills including court and legal costs.

Printing Specifications

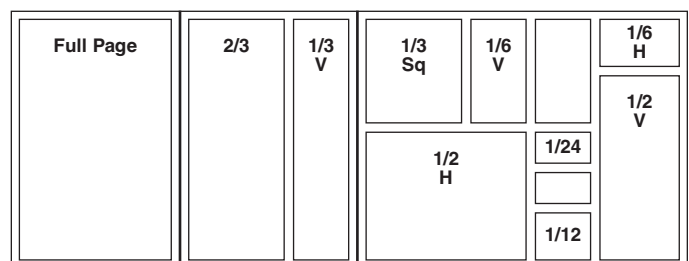
Printing	Web Offset
Ink	4-color Process, SWOP Standards
Line Screen	133 lines for color and black & white
Binding	Perfect Bound

Mechanical Requirements

Trim Size	9 x 10 ½
Bleed Size - Single Page	9 ¼ x 11 ½
Trim Size - Two Page Spread	18 x 10 ½
Bleed Size - Two Page Spread	18 ¾ x 11 ½
Live Matter Area	¼ inch from Final Trim

Ad Sizes

	Width/Height Inches	Width/Height Picas & points
Bleed Page	9¼ x 11½	55p6 x 66p9
Full Page	9 x 10 ½	54 x 65p3
2/3 Page	5½ x 9¼	31 x 58p9
1/2 Page V	5½ x 7¼	31 x 43p3
1/2 Page H	7¼ x 4¼	47 x 28p6
1/3 Page V	2½ x 9¼	15 x 58p9
1/3 Page Sq	5½ x 4¼	31 x 28p6
1/6 Page V	2½ x 4¼	15 x 28p6
1/6 Page H	5½ x 2¼	31 x 14
1/12 Page	2½ x 2¼	15 x 14
1/24 Page	2½ x 1¼	15 x 6p6



RATE CARD 2007

Preferred Materials

Additional typesetting, design, and printing preparation will be charged to the Advertiser.

Digital Files

We accept QuarkXPress 6.5, PhotoShop CS and Illustrator CS files in the following formats: PDF, EPS or TIFF. 4-Color images should be scanned at 300 dpi in CMYK. B&W line art should be at least 600 dpi and halftones should be 300 dpi. If you are sending native files please include all linked images and fonts. All files should be built in CMYK mode. Do not use spot colors. Black type should be 100% black not a 4-color composite black.

Preferred

- **PDF/X-1a** compliant with high resolution flattened transparencies.
- **PhotoShop** — Save as a TIFF or EPS file.
- **Illustrator** — Send original file with type converted to outlines and high resolution transparencies flattened. Save as an EPS file.
- **Quark** — Send with all linked images and fonts.

Acceptable

- InDesign CS files

Not Accepted

- PageMaker, CorelDraw, Freehand, MS Word and MS Publisher.

Removable Storage Media

CD or DVD

Proofs

A color proof must be supplied for all color ads. A laser proof is required with all B&W ads. Publisher is not responsible for the outcome of any digitally supplied ad received without an appropriate color or B&W proof.

Mailing Instructions

Address all advertising inquiries, contracts, insertion orders and materials to:

SOVEREIGN
HOMESTEAD
MAGAZINE PUBLISHING

1000 Commerce Park Drive, Suite 300, Williamsport, PA 17701
Telephone: 570-567-0417 • Fax: 570-322-2063

Contract Regulations

- Benefits of discounts extended only to contracts signed in advance.
- Till forbid orders do not hold rate.
- Frequency discounts are based on use of same size (or larger) advertisements. Smaller sizes to act as rate holders not allowed.
- When change of copy is not received by closing date, copy from previous issue will be used.
- Publisher will not be bound by any condition, printed or otherwise, appearing on contracts, orders, or copy instructions that conflicts with the provisions of its rate card or with policies of Publisher.
- All orders are accepted subject to acts of God, strike, fire, accident, or any other occurrences of any nature beyond Publisher's control that prevent or delay full or partial production, publication, or distribution.
- Publisher reserves the right to reject or cancel any advertising for any reason at any time, and all orders are subject to Publisher's approval.
- Advertisements are accepted with the understanding that all matter therein complies with all U.S. Postal regulations and other applicable federal and state laws, rules, and regulations.
- As part of the consideration for and to induce Publisher to publish its advertisement, Advertiser and its agency (if any), and each of them warrant and represent that each is fully authorized and licensed to use (1) the names, pictures, portraits, and testimonials of living persons; (2) all and any copyrighted material; and (3) trademarks appearing in any advertising submitted by them. Advertiser and advertising agency, and each of them as partial consideration for the publication of advertisements submitted, will indemnify, defend, and hold harmless Publisher from any claim and all loss, expense, or liability arising out of the publication of any advertising copy printed or published including, but not limited to, those arising from libel, plagiarism, copyright infringement, violations of right of privacy, or any other claim or suit.
- The liability of Publisher for any error, delay, or omission for which it may be held legally responsible shall in no event exceed the cost of the space paid for and occupied by the error, and in no event shall Publisher be liable for any loss of income, profit, or any damages of any nature whatsoever.
- All advertising orders accepted are subject to the rates, terms, and conditions of the current rate card. Rates, conditions, and space units are subject to change and orders that contain incorrect rates or conditions will be inserted and charged for at the regular schedule of rates currently in effect.
- Advertisements which, in the sole judgment of the Publisher, are not immediately identifiable as such must be clearly labeled Advertisement.
- Publisher may hold Advertiser and its advertising agency jointly and severally liable for all sums due and payable to Publisher.

International

To all advertisers outside domestic U.S., payment must be made in U.S. funds by or before the space reservation deadline of the issue requested.