
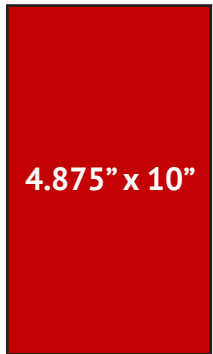

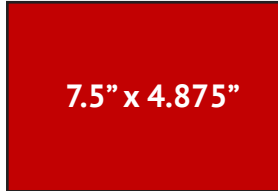



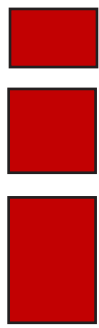


2012 M-U-M Advertising Rates and Deadlines

M-U-M is published monthly by The Society of American Magicians for more than 5000 members worldwide. Please compare our advertising rates to the two independent magazines, Genii and MAGIC. Because of our considerably lower rates and large circulation we sincerely believe M-U-M offers the best advertising bargains in the magic magazine business.



In addition to the print version of M-U-M, an easy to navigate online version is available to members at the S.A.M. website. One year's worth of magazines is available to members. In every issue, the ads are hyperlinked and clickable, which means that a reader can immediately go from the magazine to an advertiser's website. This feature is of tremendous benefit to M-U-M advertisers. A listing of each month's advertisers is also available on the S.A.M. iPhone app. Banner ads for the app are available.

 <p>7.5" x 10" FULL PAGE \$350</p> <p>INSIDE FRONT COVER \$400 INSIDE FRONT COVER \$400 OUTSIDE BACK COVER \$500</p>	 <p>4.875" x 10"</p> <p>DOUBLE FULL COLUMN \$260</p>	 <p>3.625" x 10"</p> <p>HALF PAGE VERTICAL \$225</p>	 <p>7.5" x 4.875"</p> <p>HALF PAGE HORIZONTAL \$225</p>
 <p>3.625" x 4.875"</p> <p>QUARTER PAGE HORIZONTAL \$125</p>	 <p>3.625" x 2.25"</p> <p>EIGHTH PAGE \$75</p>	 <p>2.375" x 10"</p> <p>FULL COLUMN \$200</p>	 <p>2.375" x 1" 2.375" x 2" 2.375" x 3"</p> <p>INCH SIZES \$40- \$60- \$75</p>

ISSUE	RESERVE BY	SUBMIT MATERIALS BY
JANUARY	NOVEMBER 15, 2011	NOVEMBER 20, 2011
FEBRUARY	DECEMBER 15, 2011	DECEMBER 20, 2011
MARCH	JANUARY 15, 2012	JANUARY 20, 2012
APRIL	FEBRUARY 15, 2012	FEBRUARY 20, 2012
MAY	MARCH 15, 2012	MARCH 20, 2012
JUNE	APRIL 15, 2012	APRIL 20, 2012
JULY	MAY 15, 2012	MAY 20, 2012
AUGUST	JUNE 15, 2012	JUNE 20, 2012
SEPTEMBER	JULY 15, 2012	JULY 20, 2012
OCTOBER	AUGUST 15, 2012	AUGUST 20, 2012
NOVEMBER	SEPTEMBER 15, 2012	SEPTEMBER 20, 2012
DECEMBER	OCTOBER 15, 2012	OCTOBER 20, 2012

CONTACT INFORMATION

Mona S. Morrison
M-U-M Advertising Manager
645 Darien Court
Hoffman Estates, IL 60169

Phone/Fax: 847-519-9201
Email: mona@monamorrison.com



Preparing Your Ad

Ad Formats

Both color and black-and-white ad layouts may be submitted as digital files on CDs, DVDs, emailed (under 10MB), or as digital files (larger than 10MB) sent via www.YouSendIt.com to Lisa@MichaelClose.com

Specifications

Line art and bitmap images must measure 1200 DPI at the intended dimensions of the ad. Digital files with flattened CMYK or grayscale TIFs or JPGs must have a minimum resolution of 300 DPI. Color ads must be submitted as CMYK (not RGB). Files must be print-quality PDF documents (with all fonts and graphics embedded) at a minimum resolution of 300 DPI.

Live Print Surface

For full-page color or black-and-white ads, the live-print surface is 7.5 by 10 inches, and all text and

graphics must be within the live-print surface. Background bleeds are only available on full-page ads. The bleed must be oversized 9.5 by 12 inches, with the live-print area centered on the background page.

Creative services

Full layout and design services are available. These production services are invoiced at an hourly rate, with a firm quotation given after your proposed ad copy and graphics have been received and checked. For custom designed ads, allow two weeks lead time beyond the reservation dates listed on the 2012 Ad Placement Schedule.

Corrections

Ads that do not meet the standards outlined here and require corrections or special treatment (such as resizing), will be charged an additional fee for this work.

Placing Your Ad

Ad Reservations

Space must be reserved by the 15th of the month that is two months prior to the ad's appearance month. For example, if you wish to run your ad in the April issue, a reservation must be confirmed by February 15th. See Schedule of Deadlines on reverse side. For reservations call Mona S. Morrison at (847) 519-9201 or send an email to mona@monamorrison.com.

Ad Submissions

Files for your ad must be received no later than the 20th of the same month that your reservation was made. For example: The file for your April ad reserved on February 15th, must be in our system by February 20th. (This is because the April issue goes to the printer within the first week of March.)

Ad Materials

Send all ad materials to:

Lisa@MichaelClose.com

Lisa Close, Graphic Designer
M·U·M Magazine

Ad Placement

Unless you are obligating for an advertising space that specifies page placement (such as the back cover or the inside front cover), the positioning of ads is at the discretion of the magazine's editorial staff.

Payment

An invoice will be issued the day tear sheets for the upcoming issue are received by the advertising manager. Invoices are emailed and a statement is mailed along with a tear sheet of your ad. Payment is due within ten days of the billing date. Please make checks payable to **Society of American Magicians** and send directly to:

Mona Morrison
Advertising Manager M-U-M
645 Darien Court
Hoffman Estates, IL 60169

For credit card payments (MasterCard or Visa) please call Mona at: (847) 519-9201 or email: mona@monamorrison.com. For vendors who have a PayPal account invoices can be paid via PayPal using SAMadministrator@magicsam.com. Choose "Goods" and enter your invoice number. Upon completion of the PayPal payment please email the advertising manager Mona Morrison mona@monamorrison.com with the confirmation number you receive from PayPal.

If you have any further questions please contact Mona Morrison.



M·U·M IS PUBLISHED MONTHLY BY THE SOCIETY OF AMERICAN MAGICIANS
MAGIC • UNITY • MIGHT

