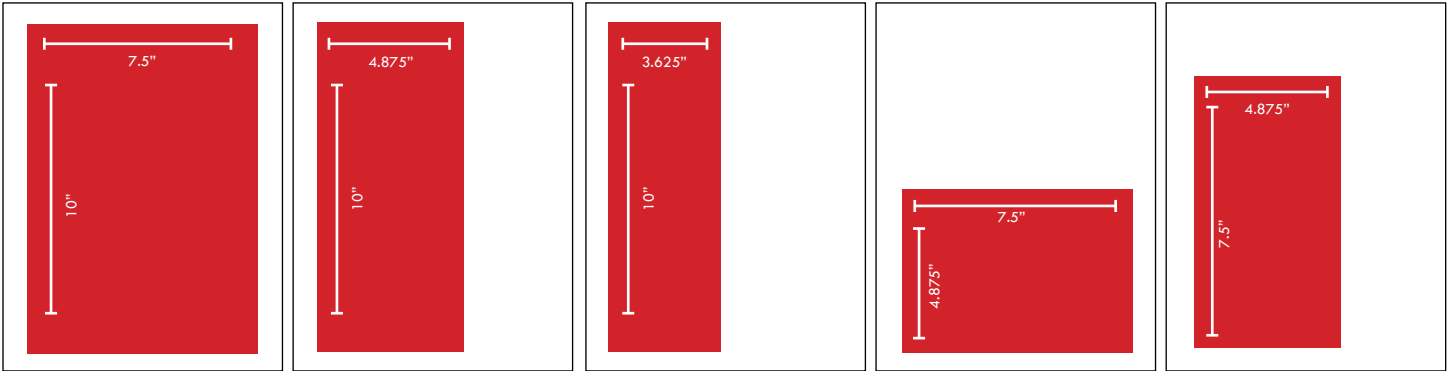


2010 M-U-M ADVERTISING RATES AND DEADLINES



M-U-M is published monthly by the Society of American Magicians for more than 5500 members of the worldwide organization. Please compare our advertising rates to the two independent magazines *Genii* and *MAGIC*. Because of our considerably lower rates and our large circulation we sincerely believe M-U-M offers the best advertising bargains in the magic magazine business.



FULL PAGE (NO BLEED) 7.5" x 10"	DOUBLE FULL COLUMN 4.875" x 10"	HALF PAGE VERTICAL 3.625" x 10"	HALF PAGE HORIZONTAL 7.5" x 4.875"	SPECIAL DISPLAY 4.875 x 7.5
COLOR/B&W: \$430 /\$365	COLOR/B&W: \$320/\$272	COLOR/B&W: \$280/\$238	COLOR/B&W: \$280/\$238	COLOR/B&W: \$295/\$250
(6x): \$409/\$347 (Save 5%) (12x): \$387/\$329 (Save 10%)	(6x): \$304/\$258 (Save 5%) (12x): \$288/\$245 (Save 10%)	(6x): \$266/\$226 (Save 5%) (12x): \$252/\$214 (Save 10%)	(6x): \$266/\$226 (Save 5%) (12x): \$252/\$214 (Save 10%)	(6x): \$280/\$238 (Save 5%) (12x): \$266/\$225 (Save 10%)

QUARTER PAGE 3.625" x 4.875	EIGHTH PAGE 3.625" x 2.25"	FULL COLUMN 2.375" x 10"
COLOR/B&W: \$160/\$136	COLOR/B&W: \$100/\$85	COLOR/B&W: \$250/\$213
(6x): \$152/\$129 (Save 5%) (12x): \$144/\$122 (Save 10%)	(6x): \$95/\$81 (Save 5%) (12x): \$90/\$77 (Save 10%)	(6x): \$237/\$202 (Save 5%) (12x): \$225/\$192 (Save 10%)

INCH SIZES

2.375" x 1"
COLOR \$ 50
B&W \$ 40

2.375" x 2"
COLOR \$ 75
B&W \$ 60

2.375" x 3"
COLOR \$ 100
B&W \$ 85

INSIDE FRONT & INSIDE BACK COVER
(COLOR) \$500
(12x): \$450
(Save 10%)

OUTSIDE BACK COVER (COLOR)
\$550

<u>ISSUE</u>	<u>RESERVE BY</u>	<u>SUBMIT MATERIALS BY</u>
January	November 15, 2009	November 20, 2009
February	December 15, 2009	December 20, 2009
March	January 15, 2010	January 20, 2010
April	February 15, 2010	February 20, 2010
May	March 15, 2010	March 20, 2010
June	April 15, 2010	April 20, 2010
July	May 15, 2010	May 20, 2010
August	June 15, 2010	June 20, 2010
September	July 15, 2010	July 20, 2010
October	August 15, 2010	August 20, 2010
November	September 15, 2010	September 20, 2010
December	October 15, 2010	October 20, 2010

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 FOR PRINT



AD FORMATS—Both color and black-and-white ad layouts may be submitted as digital files on CDs, DVDs, or 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. For more information go to: www.mum-magazine.com

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 reservations dates listed on the 2010 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.

RESERVATIONS AND PAYMENT

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 Close, M-U-M Magazine, 10120 W. Flamingo Rd., Ste 4-118, Las Vegas, NV 89147 USA. Ads under 10MB can be emailed to lisa@michaelclose.com Ads over 10MB - go to www.yousendit.com and upload to lisa@michaelclose.com (you don't need to sign up to do this).

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.

CONTRACT ADVERTISING—Advertisers desiring to obligate for running the same size ad in either 12 consecutive issues or 6 times a year are eligible for a contract discount. You may repeat your previous ad or submit changed ad copy and layout for each month of the contract. Contracts must be arranged in advance and are subject to availability. Failure to complete contract will result in a charge equal to the difference between the normal rate and the contracted rate for the total number of ads run.

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 and Visa) please call (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 invoice number. Upon completion of PayPal payment please email the advertising manager, Mona Morrison, mona@monamorrison.com with your confirmation number. If you should have any further questions, please feel free to contact Mona Morrison.