



2009-10 Rate Card

DATES AND DEADLINES

Issue Date	Reservation Date	Artwork Due	Publication Date
Spring/ Summer 2010	February 1	February 4	April 1, 2010
Fall/ Winter 2010	August 2	August 5	October 1, 2010

To Submit

Send digital files smaller than 5MB to webmaster@mamazina.com. If you have larger files, please call us for further instructions.

Ad Requirements

Ads saved in PDF format are preferred. We must receive your images as 300 dpi, Grayscale. It is very important to make sure that your original artwork is scanned at a high resolution. We accept Quark and InDesign formats. We do not accept, Microsoft Word, PageMaker or Publisher formats. File dimensions must be the same size as the ad you submit. Full page ads with bleeds, please allow 1/4 inch trim and include crop marks in the PDF file. Please email us if you have any further questions.

Terms and Conditions

Please send full payment with the ad reservation order. Space in Mamazina cannot be cancelled after the reservation deadline. An ad copy that is incorrectly sized or not correctly prepared will be processed at an hourly rate with a minimum charge of \$40. Mamazina reserves the right to cancel or reject advertisements.

Circulation [Projected 6,000]
Frequency Semi-Annual
Subscriptions \$20.00
Single copy \$13.90
Trim size 8.0 x 10.5 in
Page count 54 pp. + cover
Binding Saddle stitch

Newsstand Distribution
Online retailers

ADVERTISING RATES

PRINT

Covers	1x	2x	4x
Back cover	\$750	\$560	\$375
Inside front	\$500	\$375	\$275
Inside back	\$450	\$340	\$225

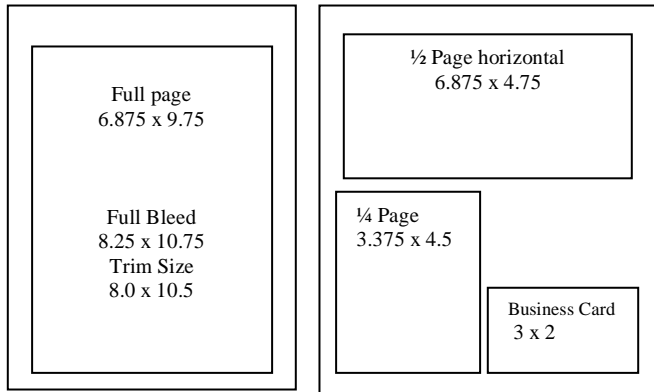
B/W	1x	2x	4x
Full page	\$375	\$280	\$190
1/2 page	\$250	\$190	\$125
1/4 page	\$125	\$95	\$65
1/2 blog ad	\$250	\$190	\$125
1/4 blog ad	\$125	\$95	\$65
Marketplace full page	\$375	\$280	\$190
Mom-Made products full	\$375	\$280	\$190
Mom-Made Products 1/2	\$250	\$190	\$125
Mom-Made products 1/4	\$125	\$95	\$65
Classified Page Items (x words)	\$30		
Business Card Size Ads	\$40		

ONLINE
Mamazina Marketplace Section 1 iss./6Mo.

Mamazina Marketplace page puts you in front of a highly targeted audience. Over 65,000 unique visitors monthly.
Exclusive Ad or Blog ad- \$75 1 issue/ 6 mo.
125 x 125 pixel image (jpg or gif), 20k file size and linking URL

NEWSLETTER
Semi-Annual Mamazina Newsletter
1 issue/ 6 mo.
Your message appears on the left hand column of the newsletter under the heading "Mamazina Marketplace"
1 Image - \$50 1 issue/6 mo.
125 x 125 pixel image (jpg or gif), 20k file size and linking URL

All dimensions are in inches, width x height



CONTACT INFORMATION
Advertising Department,
(877) 382-6771, advertise@mamazina.com