

# *Affaire de Coeur*

## PRINT ADVERTISING RATES

### 2008-2009

#### Full-Color Space Rates Multiple Issues (CONTRACT REQUIRED):

Size	6-Issue Rate	3-Issue Rate	1-Issue Rate
Centerfold	\$2,322.00	\$2,586.00	\$2,760.00
Full Page	\$1,364.00	\$1,493.00	\$1,620.00
Two-Thirds Page	\$987.00	\$1,120.00	\$1,253.00
Half-Page	\$819.00	\$897.00	\$972.00
One-Third Page	\$667.00	\$730.00	\$792.00
One-Fourth Page	\$482.00	\$602.00	\$675.00
One-Sixth Page	\$472.00	\$516.00	\$558.00

#### Special Ads:

Preview Ads \$240.00

#### *Additional Charges for Color ads:*

Layout \$100.00  
Design \$175.00

#### Color Cover Space Rates: (No Multi-Issue Rates Available. Reservations Required)

Front Cover \$1,910.00  
Back Cover \$1,825.00  
Inside Front Cover \$1,687.00  
Inside Back Cover \$1,687.00

#### Black and White Space Rates Multiple Issues (CONTRACT REQUIRED):

Size	6-Issue Rate	3-Issue Rate	1-Issue Rate
Centerfold	<i>Not available</i>		
Full Page	\$918.00	\$972.00	\$1,080.00
Two-Thirds Page	\$762.00	\$810.00	\$900.00
Half-Page	\$612.00	\$648.00	\$720.00
One-Third Page	\$510.00	\$540.00	\$594.00
One-Fourth Page	\$408.00	\$438.00	\$486.00
One-Sixth Page	\$306.00	\$324.00	\$378.00
Book Cover	\$275.00		
Article Book Cover	\$240.00	(3.75 column inches)	

*Affaire de Coeur* will accept electronic ads in most formats. .jpg, .tiff or .pdf would be preferred and all ads MUST be submitted in 300 dpi. All sizing of the ads must be done by the advertiser to avoid an additional layout charge of \$150.00.

We know that authors and publishers face budget crunches every day. To assist in this *Affaire de Coeur* has kept our prices reasonable and offer many options and payment plans. Discounts for multiple issues included.

To compliment your ad and review we also offer interviews and articles. If you would like to have an interview let us know 3 months in advance so it can appear in the same issue as your review and ad. We accept articles at any time; they must be submitted 3 months in advance. All articles must receive approval on subject matter and content.

### **Contract and Copy Regulations**

Ad space is reserved on a first-come/first-served basis. The advertiser who submits a signed contract first will be given first choice of advertising space. Acceptance on all advertising is subject to publishers approval and agreement by the advertiser to indemnity and protects the publisher from loss or expense on claims or suits based upon the contents of the subject matters of such advertisements. This includes, but is not limited to suits or liable, plagiarism, copyright infringement and unauthorized use of a person's name or photograph. Cancellation is not accepted after the closing dates. Cancellation of any portion of a contract Voids all rate and position protection. Charges for difficult composition, artwork, engraving, etc., will made to advertiser at currently prevailing rates.

### **Policies and Commissions**

*Affaire de Coeur* is issued bi-monthly. Closing date is **six weeks** before publication.

Prompt Payment Discount: Advertising rates listed herein already includes a 15% discount for payment within 30 days of publication. In the event of non-payment within 30 days, the full rate (as listed plus 15%) is then due and payable. All payments are net 30 days. All discounts are void if payment is not received within 30 days of publication.

*Affaire de Coeur* does not pay commission fees to an advertiser representative. Said fee must be obtained from advertiser.

### **Production Charges**

The prices herein are for print ready ads. Copy requiring reduction or enlargement other than defined by contract may be charged per ad.

Ad rates are effective October 1, 2008. Ads contracted before that date will be billed according to contract. Credit Card payments are available through PayPal and subject to a 5% surcharge.

Contact: Bonny Kirby at [advertising@affairedecoeur.com](mailto:advertising@affairedecoeur.com) or 817-373-3496