

2008 ADVERTISING RATES

General Advertising Information

Mailing Address:

PO Box 63680, Philadelphia, PA 19147

General e-mail:

ads@wonkavisionmagazine.com

Digital Media Kit:

www.wonkavisionmagazine.com/
2008mediakit.pdf

Director of Advertising

Justin Luczejko
justin@wonkavisionmagazine.com
cell: 267-266-9756

Advertising Account Associates*

Jason Schreurs
jason@wonkavisionmagazine.com
Johnny Chiba
chiba@wonkavisionmagazine.com
Angela Luczejko
angela.luczejko@wonkavisionmagazine.com
Beth Elsenheimer
beth@wonkavisionmagazine.com

*Please contact your specific account representative

Ad Payment and Instructions

- All payments are billed on a NET10 basis.
- Insertion order form must be filled out and signed on ALL orders.
- Check, money order, and Paypal are acceptable forms of payment.
- Check or money order need to be made out to **Wonka Vision Magazine LLC.**
- Please add 3.2% for Paypal fees to invoice total when using Paypal services.
- A late fee of 10% will be added for every 30 days invoice balance remains outstanding.
- Where to send payment:

Snail mail:

PO Box 63680, Philadelphia, PA 19147

Paypal: orders@wonkavisionmagazine.com

Technical Specifications

- Artwork 10MB and under can be e-mailed to ads@wonkavisionmagazine.com.
- Artwork over 10MB can be sent via AOL Instant Messenger to screen name: angelshover.
- Artwork can also be sent on a CD-R or non-returnable flash drive.
- Artwork can be downloaded by Wonka Vision from advertiser's web server.
- We accept flattened files ONLY.
- Following formats are acceptable: JPEG, TIF, and PDF.
- 300 DPI, CMYK.

2008 INDEPENDENT AD RATES

| | FREQUENCY [6X] | [3X] | [1X BASE RATE] |
|-----------------------------------|----------------|--------|----------------|
| BACK COVER | \$1800 | \$1900 | \$2300 |
| PAGE 2/3 SPREAD | \$2300 | \$2400 | \$2900 |
| PAGE 4/5 SPREAD | \$2100 | \$2200 | \$2700 |
| PAGE 6/7 SPREAD | \$2000 | \$2100 | \$2600 |
| INSIDE FRONT | \$1300 | \$1350 | \$1500 |
| INSIDE BACK | \$1200 | \$1250 | \$1400 |
| PAGE 3 [across from inside front] | \$1100 | \$1150 | \$1300 |
| FULL PAGE | \$900 | \$950 | \$1100 |
| 1/2 PAGE | \$500 | \$550 | \$600 |
| 1/4 PAGE | \$300 | \$350 | \$400 |

2008 CORPORATE AD RATES

| | FREQUENCY [6X] | [3X] | [1X BASE RATE] |
|-----------------------------------|----------------|--------|----------------|
| BACK COVER | \$3500 | \$3850 | \$3950 |
| PAGE 2/3 SPREAD | \$3265 | \$3375 | \$3480 |
| PAGE 4/5 SPREAD | \$3085 | \$3185 | \$3290 |
| PAGE 6/7 SPREAD | \$2990 | \$3115 | \$3180 |
| INSIDE FRONT | \$1845 | \$1895 | \$1960 |
| INSIDE BACK | \$1765 | \$1820 | \$1875 |
| PAGE 3 [across from inside front] | \$1680 | \$1735 | \$1790 |
| FULL PAGE | \$1265 | \$1295 | \$1350 |
| 1/2 PAGE | \$780 | \$810 | \$915 |
| 1/4 PAGE | \$590 | \$630 | \$735 |

| SPECS | W | H |
|-----------------------|--------|-------|
| SPREAD [bleed] | 16.15 | 11 |
| FULL PAGE [bleed] | 8.25 | 11 |
| 1/2 PAGE [horizontal] | 7.5 | 5 |
| 1/2 PAGE [vertical] | 3.6875 | 10.25 |
| 1/4 PAGE | 3.6875 | 5 |
| 1/6 PAGE | 2.4 | 5 |

BLEEDS: All above Full Page specs include .125 bleed. Please keep all text and pertinent content at least a 1/2 inch away from these measurements.

WONKA VISION EVERLASTING SAMPLER CD SERIES

Three times a year, Wonka Vision Magazine comes with a limited-edition CD sampler entitled The Everlasting Sampler Series. These samplers are limited to a run of 1-2,000 copies and are made exclusively available to magazine subscribers and online/mail-order purchases. Prime position tracks are an option and the track listing is decided on a first-come, first-serve basis. Buying a track on an Everlasting Sampler gets you \$50 off of any size ad in the corresponding issue of Wonka Vision Magazine.

SPECS: Buyer must snail-mail mastered track on full-length CD, notating the track to be used, or send the single song on a CDR. Text for liner notes must be e-mailed and should include band name, track title, name of album the song is taken from, who the band appears courtesy of, and website.

PRICE: \$150 per track

**BUY TWO TRACKS
[at regular price] GET ONE FREE!**

PRIME POSITIONING:

Track 1 (\$400) Track 2 (\$350)
Track 3 (\$300) Track 4 (\$250)

TRACK LENGTH:

Up to four minutes

CIRCULATION

30,000 copies per Issue

READERS PER COPY

3

ESTIMATED READERSHIP

90,000 estimated readers
per Issue

FREQUENCY

Bi-monthly

DISTRIBUTION

Wonka Vision Magazine is exclusively distributed by **Curtis Circulation** with additional bonus

distribution through Ingram Periodicals, Matrix Direct, Newbury Comics, Ubiquity, Smartpunk, RevHQ, and Interpunk.

FOREIGN DISTRIBUTION

Wonka Vision Magazine is available in 25 different countries including; Japan, Scotland, UK, Australia, New Zealand, Hong Kong, Singapore, Taiwan, Mexico, Caribbean, Puerto Rico and some European countries.

ADDED DISTRIBUTION

• Wonka Vision Magazine can be found for free in dozens of skateboard shops, clubs, vegetarian cafes, and coffee houses in the Tri-State area (Philly, Jersey, NY).

• Several thousand magazines are handed out over the course of an issue as Wonka Vision sponsors three shows in the Philadelphia area per month at the following venues; the Trocadero Theatre, the First Unitarian Church & Siren Records.

• With the release of each issue, Wonka Vision teams up with and sponsors one full US tour. Several thousand magazines are given away throughout the tour dates.

• Various festivals throughout 2007 including SXSW, CMJ & more!

THE NEW WONKA VISION WEB-ZINE

Come 2008, Wonka Vision's Web-Exclusive content will be an integral part of the magazine's offerings. Twice a month we will be publishing a Web-Exclusive Volume of Wonka Vision's new WEBZINE. Chock full of news, streaming videos & downloadable MP3's, each issue of the webzine will contain 50 new record reviews a dozen music features written by the print magazine's writing staff and contests for free tickets, guitars, subscriptions and limited-edition autograph prizes!

Wonkavisionmagazine.com Web Page Advertising Rates

HEADER

468x60 pixels
One month = \$75
Three months = \$200
Six months = \$350
Full Year = \$600

SIDEBAR #2

185x200 pixels
One month = \$60
Three months = \$150
Six months = \$275
Full Year = \$500

FEATURED MUSIC

Our advertisers now have the option of purchasing a spot to Stream and Download your bands MP3's. Along with your MP3, we will post the album title, cover art and a website link to where our readers can purchase the record. Specs: MP3 format, 10-20 MB

One song (One month) = \$75
One song (Three months) = \$200
Two songs (One month) = \$100
Two songs (Three months) = \$250

FOOTER

468x60 pixels
One month = \$50
Three months = \$125
Six months = \$250
Full Year = \$450

SIDEBAR #3

185x65 pixels,
One month = \$50
Three months = \$125
Six months = \$250
Full Year = \$450

E-BLAST NEWSLETTER

Include your band or label's news in our bi-weekly E-blast Newsletter which currently reaches over 30,000 Wonka readers. Your news blurb can consist of 100 words and include two HTML hyperlinks.

One Issue = \$30
Two Issues (One Month) = \$25

SIDEBAR #1

185x600 pixels
One month = \$65
Three months = \$175
Six months = \$300
Full Year = \$550

Technical Specs:

Banner image file format:
GIF only
Image size:
No more than 50 Kilobytes
Banner image resolution:
72 dpi

SPONSOR A VOLUME OF THE WEBZINE

Each volume of our webzine will feature one MAIN sponsor. When you become a sponsor of a webzine you'll receive the first header banner spot, sidebar banner #1, two MP3's of your choice and both your logo and tag-line at the top of the issue that say's "Brought to you by (Label Name)". When you purchase our main sponsor you'll receive a write-up in our bi-weekly e-mail blast that goes out to 30,000+ Wonka Webzine readers. The main subject line in the e-mail blast will also say "Brought to you by (your label).

Main Sponsor
(One Volume): \$200

Main Sponsor
(Two Volumes = One Month): \$325

Main Sponsor
(Four Volumes = Two Months): \$600



2008 PUBLISHING SCHEDULE

ISSUE 40

AD RESERVATION: January 25
ART DEADLINE: January 28
ON SALE: February 10
ON SHELVES: February 10 – May 10

ISSUE 41

DEADLINE FOR REVIEW MATERIALS: February 1
AD RESERVATION: April 11
ART DEADLINE: April 14
ON SALE: May 13
ON SHELVES: May 13 – July 13

ISSUE 42

DEADLINE FOR REVIEW MATERIALS: April 18
AD RESERVATION: June 20
ART DEADLINE: June 23
ON SALE: July 22
ON SHELVES: July 22 – September 22

ISSUE 43

DEADLINE FOR REVIEW MATERIALS: June 27
AD RESERVATION: August 29
ART DEADLINE: September 1
ON SALE: September 30
ON SHELVES: September 30 – November 30

ISSUE 44

DEADLINE FOR REVIEW MATERIALS: September 5
AD RESERVATION: October 24
ART DEADLINE: October 27
ON SALE: November 25
ON SHELVES: November 25 – February 25

PACKAGE DEALS

Package #1: MP3 + Header Banner = \$125
Package #2: Sidebar #1 + Newsletter = \$80
Package #3: Footer + MP3 = \$100
Package #4: MP3 + Newsletter = \$90

WONKA VISION MAGAZINE'S STRICTLY INDEPENDENT ADVERTISING PROGRAM

...is an extremely inexpensive ad program available for bands who've released their record independently without a record label's backing or assistance. With the purchase of this sixth page ad, the band is guaranteed a 200-word review of their current or upcoming album on Wonka Vision's Web-Exclusive Review Website at wonkavisionmagazine.com/reviews. This program is for non-label bands ONLY.

| | FREQUENCY [3-6X] | BASE RATE |
|------------|------------------|-----------|
| SIXTH PAGE | \$150 | \$200 |

Strictly Independent Technical Specifications

- Size: 1/6 Page: 2.4 x 5, 300 DPI, CMYK
- We accept flattened files ONLY, acceptable formats: JPEG, TIF, and PDF
- See also: Tech specs and instructions for normal ad program.

INNOVATIVE PROMOTIONAL OPTIONS

LOOSE INSERTION PROGRAM

HOW IT WORKS:

You can include your CD/catalog/sampler/postcard/sticker with the release of any issue of Wonka Vision. Insertion included in all Barnes & Noble, Borders, Tower Records, Hot Topic!, Canadian, Subscriptions, Release Party, and etc. magazines. The stores your insertions are included in are completely negotiable and packages and pricing vary on count.

PRICING AND INFO

Package #1: 2,500 Inserts — \$1000

Package #2: 5,000 Inserts — \$1500

Package #3: 10,000 Inserts — \$2500

Polybag and insertion fee: \$250

****NEW**** Purchasing a Loose Insertion program package guarantees editorial coverage and a free sampler track in the next open issue and *WVM Everlasting Sampler*.

SUBSCRIPTION GIVEAWAY PROGRAM

HOW IT WORKS:

When a loyal reader purchases a subscription they will have the option of choosing from a free CD, book, DVD, etc. and will also receive a limited-edition prize. Previous Limited Edition prizes have included an autographed CD, autographed poster, hand-drawn album art, t-shirt, tailor-made art piece by the band, and more. Giveaways/prizes are limited and numbered to 20 packages per.

TO PARTICIPATE:

- You **MUST** be a consistent ad buyer to participate in our subscription giveaway program.
- In addition to the 20 copies of the CD, DVD, or book, Wonka Vision requires the advertiser also supplies 20 numbered versions of a limited-edition prize of the label's choice. Be creative!
- 20 copies of both items must be received by ad deadline of the corresponding issue.
- Company must send high resolution jpegs of both images to ads@wonkavisionmagazine.com.

- Company name will be listed as sponsor of the giveaway.
- Terms will last for only one issue or until supplies last.

CONTEST SPONSORSHIPS

HOW IT WORKS:

Wonka Vision holds one contest every issue which is open to advertisers. The contest is a full-page ad printed in the magazine and entries are taken at wonkavisionmagazine.com. Advertisers are welcome to become a contest sponsor by providing a prize [CDs, t-shirts, lpods, autographed merchandise, guitars, video games, DVDs, etc.]. Company logo will be printed in the ad and a free banner ad will be placed on the Wonka Vision website.

TO PARTICIPATE:

- Company must send high resolution jpegs of both images to: ads@wonkavisionmagazine.com.
- Company name will be listed as sponsor of the giveaway.
- Company must send a link to their website along with a 50k or under banner ad.
- Terms will last for only one issue or until supplies last.

VANS WARPED TOUR PROMOTIONAL PROGRAM

In 2006, the Bouncing Souls gave away close to 5,000 copies of Wonka Vision on every single date of the Vans Warped Tour. In 2007, Mustard Plug, To Die For Clothing, Hooligan Skateboards and several other bands did the same. Your company, label, or band can giveaway Wonka Vision on your Warped Tour dates in the Summer of 2008. WVM will pay for shipping and drop-ship magazines to you on selected dates of the Warped Tour. In exchange for your support, WV will provide a free track on our Everlasting Sampler Series in the issue that will be distributed on the tour.

MAGAZINE GIVEAWAY PROMOTIONS

All advertisers have the option to request a box of magazines to giveaway with purchases through your mail order/online catalogue. Use it in your promotions, giveaways, or orders. We will ship you the box of magazines free.

WONKA VISION SPONSORS INDEPENDENT VENUES / SHOWS / TOURS / FESTIVALS

As the magazine reached more readers than ever in 2007, Wonka Vision began sponsoring shows at the Trocadero Theater and First Unitarian Church (through R5 Productions) in Philadelphia along with Siren Records in Doylestown, PA. Once a month, at each venue, the magazine sponsors and promotes one show. Each person who attends WV sponsored shows receives a goody-bag which

TERMS AND CONDITIONS

- All advertising copy is subject to approval of Wonka Vision Magazine LLC. The publisher (Wonka Vision Magazine LLC) reserves the right to reject or cancel any ad at any time.
- If advertisement is received within 72 hours of artwork deadline and does not meet specifications, the publisher reserves the right to modify advertisement to comply with specifications in 2008 Media Kit.
- An advertiser or its agency cannot cancel or alter approved insertion orders after the closing date of an issue. Cancellations or alterations to insertion orders must be made in writing.
- The publisher assumes that the advertiser or agency has permission to publish all subject matter and contents of the advertisement.
- By submitting an ad for publication in Wonka Vision Magazine LLC, advertisers and their agencies agree to hold the publisher (and all employees and holdings) harmless against any claims, libel, violation of privacy, copyright infringement, plagiarism, or violations of any federal or state laws, statutes, acts, or regulations. The advertiser and its agency also agree to indemnify the publisher against any expenses and losses resulting from any of the above actions (including legal fees).
- The publisher will not be held liable for any unforeseen "acts of god" such as strikes, accidents, or circumstances beyond the publisher's control that may result in a failure to print, publish, or distribute and circulate and issue of a magazine in which an advertisement has been accepted.
- Publisher cannot guarantee fixed positioning unless by arrangement with ad sales staff.
- Ad rates are subject to change without notice. Rates changes will not affect current insertion orders and/or ad reservations with future frequency reservations.
- If the publisher fails to receive payment from either the advertiser or agency within the agreed upon time frame, both the advertiser and agency will be held jointly liable for the dues that the publisher is entitled to receive.

includes the current issue of Wonka Vision and CD samplers, stickers, etc. from the magazines faithful advertisers. Bands who played Wonka Vision's 2007 sponsored shows included; The Silversun Pickups, Jello Biafra, Pelican, Sick Of It All, Langhorne Slim, Rocky Votolato, Pennywise, Catch 22, Streetlight Manifesto, Chuck Ragan, Passion, McRad, I Am The Avalanche and The Weakerthans.

Wonka Vision is reaching even further in 2008. The magazine is working to sponsor shows regularly in New York, Seattle, and Los Angeles, and to get involved with more tours throughout the year. Those interested in Wonka Vision sponsoring an upcoming show, tour, or festival can contact Sponsorship Director Jack Firmeno at jack@wonkavisionmagazine.com.

- If the advertiser or agency breaches any of the terms in this contract, the advertiser and agency will be held jointly liable for such dues as the publisher is entitled to receive.
- All insertion orders are subject to the conditions set forth in this rate card. Signed insertion orders constitute binding contracts, subject to the conditions and provisions of this rate card.
- Insertion orders placed by advertising agencies constitute binding obligations of the agency whether the agency has received payment from the advertiser or not
- The publisher is not held responsible for late ads received after deadline that are not up to technical specifications. If the ad is late the publisher's art department cannot proof it for artwork integrity.
- All advertisers must sign invoice.
- Companies who sign up for frequency advertising deals must sign insertion order.
- Invoices are due on Net 10 terms unless otherwise agreed to in writing by the publisher. Full payment must be received within 10 days of the date the ad is reserved, as indicated by the payment due date listed on the invoice.
- Late payments will incur a 10% late fee for every 30 days past due.
- There will be a \$100 cancellation fee for reserved ads cancelled more than 10 days before the stated ad deadline.
- If a reserved ad is cancelled less than 10 days before the stated ad deadline, the party placing the ad must pay 50% of the original ad cost, and the ad will not run.
- All payments must be made in US funds. All checks must be made payable to Wonka Vision or Wonka Vision Magazine LLC.
- All Paypal payments must include an additional 3.2% for Paypal charges. Paypal payments must be sent to orders@wonkavisionmagazine.com

By purchasing an ad in Wonka Vision Magazine LLC, you agree to the above terms on behalf of yourself and the company you represent.