

# WONKA VISION

YOUR SOURCE FOR INDEPENDENT MUSIC AND THOUGHTS

**2009**  
CALENDAR + MEDIA KIT

**\$4.95**



ANTI FLAG COVER PHOTO BY BEOWULF SHEEHAN

## THE WONKA VISION 2009 MEDIA-KIT

"We are the music makers and we are the dreamers of dreams, wandering by lone sea-breakers and sitting by desolate streams. World-losers and world-forsakers on whom the pale moon gleams. Yet we are the movers and shakers of the world for ever, it seems." – Arthur O'Shaughnessy, 1874

In 1997, Wonka Vision entered the world as a cut-and-paste, stapled-together, punk rock fanzine created in an 18-year-old kid's bedroom with a glue stick and some scissors. Released by the same publisher and writers all along the way, 2009 marks Wonka Vision's 12th year as one of the country's still-standing D.I.Y. magazines truly dedicated to Independent Music, Controversial and Important Artists and Underground Counter-Culture. Despite its slick, colorful, glossy appearance, the Wonka team works out of its home office in South Philadelphia grinding out 80 hours a week creating their beloved publication. Wonka Vision is run by an almost completely volunteer staff of open-minded and eclectic punk rock kids between the ages of 18-30. We know our readers and we understand what our readers want, well, because we ARE our readers. A lot of them have gone on to become writers, illustrators and designers.

Readers, writers and media-alike...we're all the same. Like you, we love music. We agree nothing is better than a house show. We still ride our bikes everywhere, and we can't function in society without crafting our art...whatever that may be...our passion. Wonka Vision doesn't try to pass off PR-puff pieces for real journalism in an age where blogs are replacing newsstands. As a counter to the apathy surrounding print media; our work ethic lends itself to spending several months every issue researching and developing each cover story we deliver. Let us prove it to you: give our now Senior Editor, (former subscriber) Ellen Thompson's Women in Rock Issue #43 Cover Story a quick read through. Ellen's been cultivating her piece for almost six months now. Those same work ethics and ideals that punk rock taught both our staff and our core readership govern everything from how we live, how we treat others and how much passion we exude into our magazine's pages.

### 2009 INDEPENDENT AD RATES

	FREQUENCY [4X]	[2X or 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
BACK OF BOOK SPREAD	\$2300	\$2400	\$2900
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

### 2009 CORPORATE AD RATES

	FREQUENCY [4X]	[2X or 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
BACK OF BOOK SPREAD	\$3265	\$3375	\$3480
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

### AD SPECS

SPECS	W	H
SPREAD	16.150	11
FULL PAGE	8.25	11
1/2 PAGE [horizontal]	7.5	5
1/2 PAGE [vertical]	3.6875	10.25
1/4 PAGE	3.6875	5

**BLEEDS:** All 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

Now that WV is quarterly, every issue will come with a limited-edition CD sampler entitled The Everlasting Sampler Series. 2009 will include Volumes 12-15. Each Sampler is limited to a run of 2,000 copies and they're made exclusively available to magazine subscribers, smaller distributors (i.e. Interpunk, Smartpunk, RevHQ, etc) and website & 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, noting the track to be used, or send the single song on a CDR. Text for liner notes must be e-mailed in the following format: Awesome Band "Greatest Song Ever" / From the album "Super Rock Record" / Awesome Band appears courtesy of The Best Records Ever Records / www.bestrecords.com

#### DEADLINES FOR TRACK RESERVATION

WV Sampler Vol. 12 – January 30th  
WV Sampler Vol. 13 – April 24th  
WV Sampler Vol. 14 – July 24th  
WV Sampler Vol. 15 – October 23rd  
WV Sampler Vol. 16 – January 22nd

**TRACK LENGTH:** Up to 4 minutes  
**PRICE:** \$200 per track  
**BUY TWO TRACKS [at regular price] GET ONE FREE!**

#### PRIME POSITIONING

Track 1 (\$450) Track 2 (\$400)  
Track 3 (\$350) Track 4 (\$300)

### 2009 ADVERTISING RATES

#### General Advertising Information

##### Mailing Address:

PO Box 63680, Philadelphia, PA 19147

Office Phone: 267-519-3202

##### General e-mail:

ads@wonkavisionmagazine.com

##### Digital Media Kit:

www.wonkavisionmagazine.com/  
2009mediakit.pdf

##### Digital Media Kit:

www.wonkavisionmagazine.com/  
2008mediakit.pdf

##### Director of Advertising

Justin Luczejko  
justin@wonkavisionmagazine.com

##### Advertising Account Associates\*

Amy Miller  
amy@wonkavisionmagazine.com  
Angela Luczejko  
angela.luczejko@wonkavisionmagazine.com  
Chris Hansen  
chris@nosleephq.com

Johnny Chiba

chiba@testpress.net

\*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% 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 Yousendit.com or uploaded to your FTP site for retrieval.
- Following formats are acceptable: JPEG, TIF, and PDF.
- 300 DPI, CMYK, flattened files only.

## CIRCULATION

30,000 COPIES PER ISSUE

### READERS PER COPY

3

### ESTIMATED READERSHIP

90,000 estimated readers per Issue

### FREQUENCY

Quarterly

### DISTRIBUTION

Wonka Vision Magazine is exclusively distributed by Curtis Circulation.

Curtis Circulation is the leading national distributor of magazines. With retail sales exceeding \$1.5 billion per year, Curtis Circulation has launched successful campaigns for everyone from Blender, XXL and Maxim to National Geographic, Men's Health and The Economist. Through Curtis Circ., Wonka Vision Magazine can be found in Barnes & Nobles, Borders, Hudson News, Hot Topic!, Hastings, B. Dalton, College University Bookstores and Mom & Pop Book and Record stores that carry magazines all over the world.

### ADDITIONAL DISTRIBUTION

- **Barnes & Nobles Superstore Program:** Throughout the year, we will introduce various promotional programs but one we will do every issue is the Barnes & Nobles Superstore Program. With this program, Wonka Vision will be available in all 210 Barnes & Noble "Superstores" and each superstore will feature the magazine on the Main Display Rack in the front of the stores.
- **Indie Distributors:** Additional bonus distribution through Ingram Periodicals, Matrix Direct, Newbury Comics, Ubiquity, Smartpunk, RevHQ, and Interpunk.
- **Street Team Campaign:** 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).
- **Sponsored Philadelphia Shows:** Every issue, Wonka Vision sponsors three-six shows a month in Philadelphia at three different venues; the Trocadero Theatre, Siren Records and the First Unitarian Church. All three are independently run venues that hold between 300-1500 people. Several thousand promo-magazines are handed out every month at our sponsored shows.
- **Various Sponsorships:** Wonka Vision now has a full-time Sponsorship Coordinator and we're always looking for new partnerships. Set for 2009, WV will be sponsoring both the Philadelphia Independent Craft Market along with the Philly Roller Girls.
- **Warped Tour:** In both 2007 & 2008, over 10,000 copies of Wonka Vision were given out for free at every single date of the Warped Tour. Our friends, the Bouncing Souls distributed WV in 2007 and Set Your Goals, The AKA.s & Hooligan Skateboards covered the U.S. in 2008. We are still looking for 2009 sponsors.
- **Tours:** With the release of each issue, Wonka Vision teams up with and sponsors one bands full US tour. Several thousand magazines are given away throughout the tour dates.
- **Various Festivals:** Wonka Vision is working on 2009 sponsorships with SXSW & CMJ! More to come!

### 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.

## EXCLUSIVE WEB CONTENT

Wonka Vision's Web-Exclusive content & reviews are an integral part of the magazine's offerings. Once a month through 2009 we will be publishing a new volume of Wonka Vision's Exclusive Webzine. Along with the exclusive content in the Webzine, approx. 200 new record reviews will be posted. Our readers will find more contests for free tickets, guitars, subscriptions and limited-edition autograph prizes in 2009!

### HEADER

468x60 pixels, 50k Max, Gif, 72 dpi

One month = \$100

Three months = \$250

Six months = \$400

Full Year = \$700

### FOOTER

468x60 pixels, 50k Max, Gif, 72 dpi

One month = \$75

Three months = \$150

Six months = \$275

Full Year = \$475

### SIDEBAR #1

185x600 pixels, 50k Max, Gif, 72 dpi

One month = \$65

Three months = \$175

Six months = \$300

Full Year = \$550

### SIDEBAR #2

185x200 pixels, 50k Max, Gif, 72 dpi

One month = \$60

Three months = \$150

Six months = \$275

Full Year = \$500

### SIDEBAR #3

185x65 pixels, 50k Max, Gif, 72 dpi

One month = \$50

Three months = \$125

Six months = \$25

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 = \$50

### 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 and both your logo and tag-line at the top of the issue that says "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): \$150 | Main Sponsor (Two Volumes = One Month): \$300 | Main Sponsor (Four Volumes = Two Months): \$500

## 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. The Indie AD Program includes a quarter page ad and the band is guaranteed a review of their current or upcoming album on Wonka Vision's Web-Exclusive Review Site located at [wonkavisionmagazine.com/reviews](http://wonkavisionmagazine.com/reviews). This program is for non-label bands ONLY. Use the same Specs and Instructions for normal ad program.

	FREQUENCY [2-4X]	1X ISSUE RATE
QUARTER PAGE	\$200	\$250
1/4 PAGE SPECS	W 3.6875" x H 5"	

## 2009 ROCK STAR SPECIALS

These THREE package deals will be available all year long, for one-issue only, to ONLY the great companies who received our 2009 Rock Calendar. Just reference the following discount code when calling or e-mailing for your order: **WONKAROCK09**.

### • PACKAGE #1 •

Quarter Page AD: \$300 (Normally \$400)  
3-Month Banner: \$150 (Normally \$250)  
CD Sampler Track: \$100 (Normally \$200)

**ONLY \$550**  
[-\$300 Discount]

### • PACKAGE #2 •

Half Page AD: \$500 (Normally \$600)  
3-Month Banner: \$100 (Normally \$250)  
CD Sampler Track: \$100 (Normally \$200)

**ONLY \$700**  
[-\$350 Discount]

### • PACKAGE #3 •

Full Page AD: \$900 (Normally \$1100)  
3-Month Banner: \$50 (Normally \$250)  
CD Sampler Track: \$50 (Normally \$200)

**ONLY \$1000**  
[-\$550 Discount]

## 2009 WONKA VISION ADVERTISING PUBLISHING SCHEDULE

### ISSUE 44 – "The Blue-Collar Rock Issue"

REVIEW SUBMISSION & STORY PITCHES DEADLINE: November 26th  
SAMPLER VOL. 12 TRACK DUE: January 30th  
AD RESERVATION DEADLINE: February 6th  
FINAL ADVERTISING ARTWORK DUE: February 9th  
ON SALE: March 1st 2009  
ON SHELVES: March 1st – June 1st

### ISSUE 45 – "The Annual Art & Toy Issue"

REVIEW SUBMISSION & STORY PITCHES DEADLINE: February 8th  
SAMPLER VOL. 13 TRACK DUE: April 24th  
AD RESERVATION DEADLINE: April 29th  
FINAL ADVERTISING ARTWORK DUE: May 1st  
ON SALE: June 1st 2009  
ON SHELVES: June 1st – September 1st

### ISSUE 46 – "TBA"

REVIEW SUBMISSION & STORY PITCHES DEADLINE: May 10th  
SAMPLER VOL. 14 TRACK DUE: July 24th  
AD RESERVATION DEADLINE: July 29th  
FINAL ADVERTISING ARTWORK DUE: July 31st  
ON SALE: September 1st 2009  
ON SHELVES: September 1st - December 1st

### ISSUE 47 – "TBA"

REVIEW SUBMISSION & STORY PITCHES DEADLINE: August 8th  
SAMPLER VOL. 15 TRACK DUE: October 23rd  
AD RESERVATION DEADLINE: October 28th  
FINAL ADVERTISING ARTWORK DUE: October 30th  
ON SALE: December 1st 2009  
ON SHELVES: December 1st - March 1st

### 2010 ROCK CALENDAR

CALENDAR RESERVATION DEADLINE: November 27th  
FINAL CALENDAR ARTWORK DUE: November 30th  
ON SALE: December 15th 2009  
ON SHELVES: December 15th – April 1st

### ISSUE 48 – "TBA"

REVIEW SUBMISSION & STORY PITCHES DEADLINE: November 7th  
SAMPLER VOL. 16 TRACK DUE: January 22nd 2010  
AD RESERVATION DEADLINE: January 29th  
FINAL ADVERTISING ARTWORK DUE: February 1st  
ON SALE: March 1st 2010  
ON SHELVES: March 1st – June 1st

## 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 — \$750

Package #2: 5,000 Inserts — \$1250

Package #3: 10,000 Inserts — \$1750  
Polybag and insertion fee: \$250

With the purchase of a Loose Insertion program package, you'll receive a FREE track on the upcoming Wonka Everlasting Series CD Sampler as well as 50% off an AD in the corresponding issue.

### SUBSCRIPTION GIVEAWAY PROGRAM

#### HOW IT WORKS:

When a loyal reader purchases a 1-year subscription, they'll also have the option of choosing one of our limited-edition prize packages. Previous Limited Edition prizes have included autographed CD's, autographed poster's, hand-drawn album art, t-shirts, tailor-made art piece by the band, books autographed by the author and many more. Giveaways/prizes are limited-edition and numbered between 10-20 packages per.

#### TO PARTICIPATE:

- You MUST be a multi-issue ad buyer to participate in our subscription giveaway program.
- You supply the 10-20 limited-edition prize packages. Be creative!
- Prize packages must be received by ad deadline of the corresponding issue.
- Company must send high resolution jpegs of cover artwork and company logo to [ads@wonkavisionmagazine.com](mailto:ads@wonkavisionmagazine.com). Company logo 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 creative multi-issue advertisers. The contest is either a half or full page AD printed in the back of the magazine. Entries are taken at [wonkavisionmagazine.com](http://wonkavisionmagazine.com). Advertisers are welcome to become a contest sponsor by providing a great prize [Guitars, X-box's, Festival Trips/Tickets, Autographed Memorabilia, etc]. Advertiser's company logo will be printed in the ad and a free banner ad will be placed on the Wonka Vision website and announced in the monthly newsletter.

#### TO PARTICIPATE:

- Company must send high resolution jpegs of both images to [ads@wonkavisionmagazine.com](mailto: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 both 2007 & 2008, over 10,000 copies of Wonka Vision were given out for free at every single date of the Warped Tour. Our friends, the Bouncing Souls distributed WV in 2007 and Set Your Goals, The AKA.s & Hooligan Skateboards covered the U.S. in 2008. We are still looking for 2009 sponsors. Are you headed out on Warped Tour in 2009 and want to spread Wonka Vision out all over the land? Give us a call. Anyone who takes Wonka Vision out on Warped Tour will receive a Free Track on our Upcoming CD Sampler. **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. REALLY!

## WONKA VISION SPONSORS INDEPENDENT VENUES / SHOWS / TOURS / FESTIVALS

Every issue, Wonka Vision sponsors three-six shows a month in Philadelphia at three different venues; the Trocadero Theatre, Siren Records and the First Unitarian Church. All three are independently run venues that hold between 300-1500 people. Every person who attends WV sponsored shows receives a goody-bag which includes the current issue of Wonka Vision and CD samplers, stickers, etc. from the magazines faithful advertisers. If you're interested in receiving a multi-issue AD package deal with inclusion into our goody bags please get in touch.

### Interested in Wonka Vision Sponsorship deals?

Contact our Sponsorship Coordinator:

[davonne@wonkavisionmagazine.com](mailto:davonne@wonkavisionmagazine.com)

or Our AD Director: [justin@wonkavisionmagazine.com](mailto:justin@wonkavisionmagazine.com).

## 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.
- Advertiser 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.
- 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](mailto: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.

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