



Creased Magazine

Advertising Information, Rates, and Terms

Creased - Magazine for Paper Folders - is an exciting new bi-monthly publication created to fill the gap between the newsletters of established Origami organizations and the Origami books being published today. **Creased** will be sold as both a print and a digital publication. The print magazine format will be a unique yet practical 8.5" x 8.5" size that will stand out on shelves when we move into retail in Year 2.

Today Origami is enjoying an increasing popularity. The Origami Database lists over 2,636 books by 113 authors on their site. Amazon.com, the world's largest online bookseller, lists over 2,500 Origami related books and products including more than 75 books published in 2010 alone.

Creased is committed to appeal to folders of all skill levels. Each issue will contain 12 new unpublished diagrams rated from simple to high intermediate, a modular, and a high difficulty level crease pattern, as well as diagrams of traditional models picked especially to compliment a lesson plan that will be found on our website.

The print edition of **Creased** is offered at \$59.99 annually with a special limited time introductory price of \$39.99 (not including shipping for foreign subscriptions). Our annual digital (non-downloadable) subscription is priced at \$39.99 with a special limited time introductory price of \$29.99. We are offering our Educator's Subscription (print edition) at the reduced price of \$29.99 because we feel strongly about sharing the world of Origami with the next generation of paper folders.

An exciting and innovative feature of the **Creased** print subscription is the POP (Plus Origami Paper). With this option our subscribers receive the featured paper automatically with their regular print subscription. In each issue we will be introducing the Paper Folding community to an Origami paper that is not currently widely available in the US market. The featured paper will also be available for purchase from our online store at www.Creased.com.

Advertising placement will be available on the back inside cover of **Creased** Magazine and will appear in both the print and digital versions. The ad will also be featured in the Sponsor Corner on our website.

Ad size and placement is on an availability basis. There is a 10% down payment for reserving ad space.

Advertising Rates for Four-Color Ads - all prices will be reduced 15% for Issue 1.

Size	Size in Centimeters	Size in Inches	1 Issue	2 Issues	3-6 Issues
Full Color					
Full Page	20.3 x 20.3	8 x 8	\$2,000		
1/2 Page	20.3 x 9.5	8 X 3.75	\$900	\$850	\$800
1/4 Page	9.5 X 9.5	3.75 x 3.75	\$450	\$410	\$370
1/8 Page	9.8 x 4.8	3.875 x 1.75	\$250	\$225	\$200

Advertising Rates for Black & White Ads

Size	Size in Centimeters	Size in Inches	1 Issue	2 Issues	3-6 Issues
Black & White					
1/8 Page	9.8 x 4.8	3.875 x 1.75	\$150	\$135	\$120

With the exception of Issue 1, payment for placing an ad is due in full 5 business days before the closing dates listed below. Payment for Issue 1 ads is due in full on the day before the closing date of January 10th.

Closing deadlines for print advertising to Creased Magazine issues are as noted below. Camera-ready artwork must be received by these dates or Creased can not guarantee publication in the Issue.

- Issue 1 - February 1, 2011 - deadline January 10, 2011
- Issue 2 - April 1, 2011 ----- deadline March 1, 2011
- Issue 3 - June 1, 2011 ----- deadline May 1, 2011
- Issue 4 - August 1, 2011 ----- deadline July 1, 2011
- Issue 5 - October 1, 2011 --- deadline September 1, 2011
- Issue 6 - December 1, 2011 - deadline October 28, 2011

Ads should be submitted in camera ready format. Send as an EPS file built to size with all fonts embedded as outlines.

If you need help to build an ad, there will be an additional \$500 charge. You must provide Creased with images (300 dpi at 10% scale for CMYK or grayscale images; 600 dpi - 1200 dpi for bit-mapped images) and text (send as Microsoft

Word file). Additional copy changes after first proof to advertiser will be billed at \$75.00 per hour with a one hour minimum.

Circulation projections for Issue 1

Subscription Type	Low Projection	High Projection
DOMESTIC		
Print	150	300
Digital	100	200
Subtotal	250	500
INTERNATIONAL		
Print	50	100
Digital	100	150
Subtotal	150	250
TOTAL FOR ISSUE 1	400	750
POP Option Add-On	100	250

We are printing a run of 1,000 copies to be used for subscriptions, donations to schools and libraries, and for promotional activities.

Contact us at advertising@creased.com with any questions. You can also send artwork to this address.

General Terms and Conditions

- Creased reserves the right to reject or cancel any advertising order or advertising copy for any reason at any time including but not limited to failure of the Advertiser to comply with Creased's advertising guidelines as presented above.
- Advertiser shall bear full responsibility for all products or services offered or sold through its advertisements.
- Advertiser represents and warrants that they are authorized to publish the contents of the advertisement and that the publication and distribution of the advertisement will not defame anyone or violate the trademark, copyright, right of publicity, or right of privacy, or any other proprietary right of any third party.
- Advertiser grants Creased a nonexclusive license to publish all camera-ready advertisements provided to us. Creased is not obligated to return ads or ad materials, and is not responsible for any damage or loss to any ads, copy, drawings, art or any other materials provided.