

**Romanian Magazine** is published 10 times per year, and is distributed in the second week of each month it is published.

<u>Deadline Dates</u> (Check Dates)	<u>Publication Date</u>
January 7	FEBRUARY
February 7	MARCH
March 7	APRIL
April 7	MAY
May 7	JUNE
June 7	JULY
July 7	AUGUST
August 7	SEPTEMBER
September 7	OCTOBER
October 7	NOVEMBER
November 7	DEC./JANUARY (1 issue)

NOTE: There are no December payments.

### **TO PLACE YOUR DISPLAY AD:**

1. Phone, fax, mail, or deliver your advertising requirements, indicating size, ad name, and number of issues ad is to run. All advertising reservations require an Advertising Contract.
2. If the deadline falls on a weekend or holiday, it is extended to the next business day at 5 pm. If you have missed our advertising deadline, call us anyway. Your ad can be put on a wait list, and will be accommodated if space allows.

### **TERMS OF PAYMENT:**

1. Ad payment must be received by the deadline date. See schedule above.
2. Check, cash or VISA are acceptable methods of payment. If you book a multi-issue contract, postdated checks are acceptable. VISA payment is accepted for one issue, or as payment for full contract amount. Postdated VISA payments not accepted.
3. Frequency Discounts: **2X, 4X, 6X and 8X RATES:** To receive a frequency rate, a contract must be completed and signed, and a series of postdated checks must be submitted at time of ad placement, each check bearing the deadline date of the issue in which the ad will appear. See above for dates. Ads should run consecutively.

### **POLICIES & CONDITIONS:**

**CANCELLATIONS** – Advertisers who have purchased ad space on the 2X, 4X, 6X or 8X rate, but who prematurely withdraw their advertising will be subject to retroactive billing at the 1X rate for the ads that ran prior to the cancellation.

**NSF CHECKS** are subject to a service charge of \$20, made payable to GEROM MEDIA.

**ADVERTISING POLICY:** All ads are subject to publisher's discretion.

**LIABILITY** – In the case of an error or omission of advertising material by RM, the advertiser will be compensated for an amount equivalent to the actual dollar value of the ad containing the error, to the maximum of one issue. It is expected that the advertiser will check their ad right away when the issue is released.

According to a study ordered by the Romanian Embassy in the United States in 1999 and conducted by an international group of students from Georgetown University, the Romanian-American population is estimated at approximately 1.5 million people.

Our readership is in 28 states with a majority of the readers in California. Would you like to reach these people who are interested in doing business and have money to spend?

## **ADVERTISE MORE EFFECTIVELY**






(we are the only Romanian-American magazine in California)

### **TARGET GOOD CUSTOMERS**

(with expendable incomes)

### **BUILD CUSTOMER LOYALTY**

(repeat customer base)

<b>DISPLAY ADVERTISING RATES</b>		<b>1 issue</b>	<b>3 issues</b>	<b>6 issues</b>	<b>11 issues</b>
	OUTSIDE BACK COVER	500	450	425	400
	INSIDE FRONT/BACK COVER	350	300	250	200
	FULL PAGE AD	225	200	175	150
	1/2 PAGE AD VERTICAL	150	125	100	80
	1/2 PAGE AD HORIZONTAL	150	125	100	80

All prices above are for finished digital color ads. (Prices do not include typesetting or design charges.)

**If you need typesetting/design** – additional costs will be added to have your ad produced by our typesetters.

Please direct all inquiries to: Romanian Magazine, 2395 El Camino Ave., Suite #3., Sacramento, CA, 95811  
Email: romanianmagazine@gmail.com or contact Romanian House of Design at (925) 482-5151.

Ask about comprehensive advertising packages including internet, event sponsorship, and even other publications.

**PUT OUR EXPERIENCE TO WORK FOR YOU!**



**email:** romanianmagazine@gmail.com

## AD CONTRACT

AD SIZE: \_\_\_\_\_ ISSUES: \_\_\_\_\_

Business: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Total: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

NOTE: If images are fuzzy or otherwise unfit for publication, clean-up art fees may apply at \$40/hour (half-hour minimum). We offer digital photography services at \$40/hour (one hour minimum), and photo editing services at \$60/hour if needed.

### FOR RSM USE ONLY

Paid Total Amount: \_\_\_\_\_ Check # \_\_\_\_\_