

MONTEREY

TALENT ★ MAGAZINE

MEDIA KIT



sales@montereytalent.com
800-890-1026 x250

www.montereytalent.com



MONTEREY TALENT MAGAZINE

The **City of Monterey** in Monterey County is located on Monterey Bay along the Pacific coast in Central California. Monterey lies at an elevation of 26 feet (8 m) above sea level. As of 2005, the city population was 30,641. The city is noted for its rich history of resident artists beginning in the late 1800s, and its historically famed fishery. First established in 1770 by Father Junípero Serra and Gaspar de Portolà (governor of Baja and Alta California (1767–1770), explorer and founder of San Diego and Monterey), Monterey served as the capital of California from 1777 to 1849, under the flags of Spain and Mexico. Variants of the city's name are recorded as **Monte Rey** and **Monterey**. Portola erected the Presidio of Monterey to defend the port against an expected Russian invasion. On June 3, 1770, Serra founded the **Cathedral of San Carlos Borromeo**, also known as the **Royal Presidio Chapel**. When the mission was moved to Carmel the following year, the existing wood and adobe building became the San Jose Chapel for the Presidio of Monterey. Monterey became the capital of the Province of Both California's in 1777 and the chapel was renamed the **Royal Presidio Chapel**. The original church was destroyed by fire in 1789 and replaced by the present sandstone structure. It was completed in 1794 by Indian labor[3] in the form of a Latin Cross. In 1840, the chapel was rededicated to the patronage of Saint Charles Borromeo. The cathedral is the oldest continuously operating parish and the oldest stone building in California. It is the oldest (and smallest) serving cathedral along with St. Louis Cathedral in New Orleans, Louisiana. It is the only existing presidio chapel in California and the only existing building in the original Monterey Presidio.

Submission Deadlines

21st of every month

PRICING:

Ad Type	Width	Height
Full page	7.25"	X 9.375"
1/2 page	7.25"	X 4.5"
1/4page	3.5"	X 4.5"

COLOR DISPLAY ADS

Size	1x	3x	6x	12x
Full page	\$420	\$384	\$360	\$330
Half page H or V	\$300	\$264	\$240	\$210
Quarter page H or V	\$180	\$144	\$120	\$ 90

AUDIO VISUAL ADS

Add The Audio Visual advantage* to your display ad and get added bonus.

- 15 Sec A/V Ads \$ 600
- 30 Sec A/V Ads \$ 960
- 60 Sec A/V Ads \$1440
- 120 Sec A/V Ads \$1800

*Audio Visual ads will be embedded along with your display ads in the online magazine.

DESIGN SERVICES

Ad Design \$50* (**With maximum two revisions)

(Ad copy to be provided by advertiser. All ads designed by Monterey Talent Magazine will be considered the sole property of the Magazine, unless otherwise negotiated.)



▶ INTERNET ADVERTISING:

The current *edition* of the magazine is on display at www.montereytalent.com. Click on the photo of *the front cover*, it will open an *electronic* version of the entire magazine.

Multi edition Advertiser: Can also take advantage of upgrades, such as; Banner Ads **and** linking to their website and email address. Contact **Monterey Talent Magazine** for more details....sales@montereytalent.com

Payment Options: Advertisers can pay by check or credit card. If paying by check; the first payment must be received prior to publication and all recurring ads will be invoiced for payment prior to publication.

Payment by credit card: All credit card payments will be **processed through paypal**.



▶ AD REQUIREMENTS:

- Ads must conform to sizes specified on Advertising Rate Sheet.
- Ads are accepted via email (attachments must be 5 MB or less) or CD-ROM.
- For A/V ads, the file must be in avi format with mpeg-4 compression.

▶ ACCEPTABLE FILE FORMATS FOR CAMERA READY ARTWORK:

Adobe Acrobat

QuarkXPress, InDesign, or PageMaker

Adobe Illustrator or Macromedia Freehand

Photoshop

PDF (use "Press Optimized" settings in Distiller.)

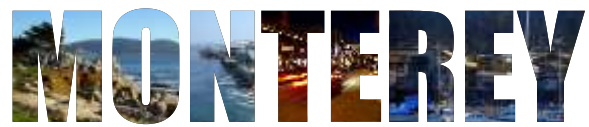
(include all linked graphics and fonts)

(convert fonts to outline and save as EPS)

TIFF, EPS, or JPEG (minimum 300 dpi)

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ADVERTISING ORDER

AD INSERTION(s) (BUSINESS OR ORGANIZATION NAME)	UNIT SIZE	FREQUENCY DATE	1ST RELEASE (THEREAFTER EVERY EDITION)	SPACE CHARGE (PER EDITION)	A/V ADS	TOTAL CHARGES

Special Instructions :

Sales Associate (Print Clearly)

Name of Business

Mailing Address

City Zip

<input type="text"/>	<input type="text"/>
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Telephone Fax

<input type="text"/>	<input type="text"/>
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Web Address E-mail

<input type="text"/>	<input type="text"/>
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SIGNATURE

Date <input style="width:90%;" type="text"/>	<input style="width:95%;" type="text"/>
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TERMS & CONDITIONS :

1. TALENT MAGAZINES, INC. guarantees to protect this client from increases in space charges until the expiration of this advertising order.
2. This order cannot be cancelled prior to the first edition.
3. Frequency rates are contingent upon insertion in successive edition. Clients who fail to comply with insertion requirements will be short-rated (billed retroactively at their actual earned rates).
4. Accounts are due & payable upon signing of this contract.
5. Ad copy must be approved or approved with changes within 2 days, and with no further liabilities to TALENT MAGAZINES, INC.
6. There are no refund under any circumstance.
7. By my signature below I signify I am enrolling my business in the Monterey Talent Magazine(s) designated on this order and that I understand the applicable terms and conditions.

CHECK #	AMOUNT
DATE :	

Basic Rate Production costs TOTAL DUE Amount Received ...
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For TALENT MAGAZINES, INC. Use

<table border="1" style="width:100%;"> <tr> <th style="width:10%;">Cust #</th> <th style="width:20%;">Category</th> <th style="width:10%;">Rep:</th> <th style="width:20%;">Vol. #</th> </tr> <tr> <td style="height: 40px;"> </td> <td> </td> <td> </td> <td> </td> </tr> </table>	Cust #	Category	Rep:	Vol. #					Copy instructions due : ___/___/___ Contact Person _____ Address for Copy : _____ Telephone No. And Fax No. : (____) _____ (____) _____
Cust #	Category	Rep:	Vol. #						