

# SACRAMENTO

T A L E N T ★ M A G A Z I N E

## MEDIA KIT



[sales@sactalent.com](mailto:sales@sactalent.com)  
800-890-1026 x555

[www.sactalent.com](http://www.sactalent.com)



## SACRAMENTO TALENT MAGAZINE

Sacramento is the capital of the U.S. state of California, and the county seat of Sacramento County. Located along the Sacramento River and just south of the American River's confluence in California's expansive Central Valley. With a 2007 estimated population of 460,242, it is the seventh-largest city in California. Sacramento is the core cultural and economic center of the Sacramento Metropolitan Area which includes El Dorado, Placer, Sacramento, and Yolo counties and has a combined population of approximately 2,136,604. The region has also been cited as one of the ten "most livable" regions in America in 2004, and the city was cited by Time magazine as America's most integrated in 2002.

Sacramento Talent Magazine aims at providing its readers information about various Cultural Events, Performing Artists and Shows in Sacramento. We also promote new talent as well as established talent. In every issue of Sacramento Talent Magazine we cover topics like Culture and Arts, Theater Art, Visual Arts, Museums, Music and Sports and Recreation. Much of the area surrounding Lake Tahoe is devoted to the tourism industry.

# 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 .....	\$350	\$320	\$300	\$275
Half page H or V .....	\$250	\$220	\$200	\$175
Quarter page H or V .....	\$150	\$120	\$100	\$ 75

### AUDIO VISUAL ADS

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

- 15 Sec A/V Ads \$ 500
- 30 Sec A/V Ads \$ 800
- 60 Sec A/V Ads \$1200
- 120 Sec A/V Ads \$1500

\*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 Sacramento 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.sactalent.com](http://www.sactalent.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 **Sacramento Talent Magazine** for more details....[sales@sactalent.com](mailto:sales@sactalent.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)

# TALENT MAGAZINES, INC.

sales@sactalent.com  
800-890-1026 x555  
www.sactalent.com



## 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"/>
----------------------	----------------------

**Telephone** **Fax**

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

**Web Address** **E-mail**

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

**SIGNATURE**

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

**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 Sacramento Talent Magazine(s) designated on this order and that I understand the applicable terms and conditions.

<b>CHECK #</b>	<b>AMOUNT</b>
<b>DATE :</b>	

<b>Basic Rate</b> <b>Production costs</b> <b>TOTAL DUE</b> <b>Amount Received ...</b>
--

**For TALENT MAGAZINES, INC. Use**

<table border="1" style="width:100%;"> <tr> <th style="width:15%;">Cust #</th> <th style="width:20%;">Category</th> <th style="width:15%;">Rep:</th> <th style="width:10%;">Vol. #</th> </tr> <tr> <td style="height: 40px;"> </td> <td> </td> <td> </td> <td> </td> </tr> </table>	Cust #	Category	Rep:	Vol. #					<b>Copy instructions due :</b> ___/___/___ <b>Contact Person</b> _____  <b>Address for Copy :</b> _____  <b>Telephone No. And Fax No. :</b> (____) _____ (____) _____
Cust #	Category	Rep:	Vol. #						