



**SCIENCE FICTION COMBINATION**  
**Two Great Audiences for the Price of One**

**CLASSIFIED RATES**

	1 Time	3 Times*
Cost per word, per issue (10 word minimum)	\$2.95	Buy Two Get One Free

\* In order to earn the 3-time rate, ads must be placed and prepaid at the time of order. If ad is cancelled, credit will be based on frequency rate earned.

**COUNTING WORDS:** Every word is counted – no matter how many letters in the word. Two initials are considered one word, each abbreviation is considered one word and figures consisting of a dollar sign and numerals are considered one word. Cities and states consisting of two words or more are considered one word; i.e. "New York" or "Salt Lake City." Zip code is considered one word. Telephone numbers with area code are considered one word. When using Internet or E-Mail address, count as three words each. No charge for normal punctuation.

**STYLE:** All ads are set the same. The lead phrase is set in bold caps. No other type variations are accepted. No illustrations or borders on word ads.

**DISPLAY RATES**

	1 Time	3 Times* per issue
Cost per column inch 1 inch minimum	\$125	Buy Two Get One Free
2 1/4 inch maximum		

\* In order to earn the 3-time rate, ads must be placed and prepaid at the time of order. If ad is cancelled, credit will be based on frequency rate earned.

**DISPLAY SPECIFICATIONS** – Ad pages are computer generated from Macintosh in Quark Xpress 3.32. This includes all display ads. Send Mac formatted 3 1/2" floppy disk or zip and a sample copy of your ad. If logo is in ad, please include larger version, black for scanning purposes. Be aware that we use only Adobe fonts in our system, and if yours is not we will find a suitable replacement. Supply ad files and image files saved as TIFF and/or EPS in Quark Xpress 3.32, Photoshop 4.0 and Illustrator 7.0. Maximum reverse area not to exceed 20%.

**CLASSIFIED HEADINGS**

Please choose one of the headings below and indicate on your order. If you don't request a heading, DELL MAGAZINES will place your ad under the classification that we consider will be most convenient to the reader, thereby bringing more business for you. No special headings permitted.

Amulets	Collector's Items	Miscellaneous
Ancient Secrets	Games	Numerology
Ancient Teachings	Health	Occult
Announcements	Help Wanted	Paranormal
Audio/Video	Instruction	Psychics
Books/Publications	Magic	Unusual Items
Catalogs		

**COMMISSION & CASH DISCOUNTS**

Commission to recognized advertising agencies 15% when received on agency letterhead or insertion order form. No 2% cash discount permitted.

**BILLING & CREDIT**

All advertising must be prepaid with order. To receive the frequency discounts, the total ad schedule must be established in advance. Advertising will be rebilled to the one-time rate should cancellation occur. Make checks payable to DELL MAGAZINES. There is a \$30 service charge for returned checks. Canadian ads must be paid in U.S. funds. MasterCard and Visa credit card payments accepted.

**ISSUANCE & CLOSING DATES**

Published ten times annually. Cancellations and copy changes are accepted only in writing and must be received on or before the closing date of scheduled issue(s).

ANALOG SCIENCE FICTION & FACT	ASIMOV'S SCIENCE FICTION	Closing Date	On Sale Date
Jan/Feb 2009*	January 2009	August 25, 2008	November 11, 2008
March 2009	February 2009	October 6, 2008	December 23, 2008
April 2009	March 2009	November 10, 2008	January 27, 2009
May 2009	April/May 2009*	December 15, 2008	March 3, 2009
June 2009	June 2009	January 19, 2009	April 7, 2009
July/August 2009*	July 2009	February 23, 2009	May 12, 2009
September 2009	August 2009	April 6, 2009	June 23, 2009
October 2009	September 2009	May 11, 2009	July 28, 2009
November 2009	Oct./November 2009*	June 15, 2009	September 1, 2009
December 2009	December 2009	July 20, 2009	October 6, 2009

\*January/February and July/August issues combined for Analog.

\*April/May and October/November issues combined for Asimov's.

**CIRCULATION & COVERAGE**

A. Combined Rate Base: 100,000 B. U.S. and Canada

**COPY & CONTRACT POLICIES**

A. All advertisements are accepted and published upon the representation that the advertiser and/or advertising agency are authorized to publish the entire contents and subject matter thereof. In consideration of the publication of advertisements, the advertiser and/or advertising agency will indemnify and save **DELL MAGAZINES** harmless from and against any loss or expense arising out of publication of such advertisements; including without limitation, those resulting from claims or suits for libel, violation of right of privacy, plagiarism or copyright infringements.

B. **DELL MAGAZINES** shall not be subject to any liability whatever for any failure to publish or circulate all or any part of any issue or issues because of strikes, work stoppages, accidents, fires, acts of God or any circumstances not within the control of **DELL MAGAZINES**.

C. The maximum liability **DELL MAGAZINES** will assume for any classified or display advertisement (production errors, etc.) is the total amount paid by the advertiser and/or advertising agency for the ad. The advertiser and/or advertising agency indemnifies **DELL MAGAZINES** against any and all costs exceeding this amount. No adjustment will be made for errors that do not materially effect the value of the advertisement.

D. **DELL MAGAZINES** reserves the right to reject or cancel any advertising, for any reason, at any time. We also reserve the right to request any advertiser to submit literature and/or merchandise prior to acceptance of advertisement.

E. **DELL MAGAZINES** will not be responsible for errors in key numbers or for any error due to illegibly written copy. No allowance will be provided in these cases.

F. Any advertising errors must be reported to **DELL MAGAZINES** upon the publication of the first issue in which the advertisement is scheduled to appear. **DELL MAGAZINES** will not be responsible, nor will any credits be given, for advertising errors not reported after publication of the first issue.

G. Position requests are not accepted. Advance proofs of classified ads are not submitted. Also, **DELL MAGAZINES** will not be bound by other conditions, printed or otherwise, appearing on contracts, orders, or copy instructions that conflict with the provisions of this rate card.

H. All rates are subject to change with thirty (30) days notice.

