



## Pacific Media Expo Rate Card

The Pacific Media Expo Program Guide is a 40 page booklet given to all Pacific Media Expo attendees. This year's guide will be jointly developed by Pacific Media Expo and Viz Media. These Program Guides will be distributed to attendees during registration and badge pick-up. The Program Guide will contain a convention overview, programming information, exhibitor information and information on our Guests of Honor. Approximately 4,000 Program Guides will be printed for this year's Pacific Media Expo. This year's guide will be 8.5 inches by 11 inches, full color; 1/4" bleed for all pages, interior and exterior. The Program Guide also serves as a year-round advertisement for Pacific Media Expo and will be distributed to members of the industry and the press.

### Deadlines

Deadlines for Program Guide Ad space reservation and payment is August 5, 2005.

Submission deadline is August 5, 2005. There will be a 15% rush charge for all late submissions.

Pacific Media Expo and Viz Media reserve the right to screen and/or refuse ads based upon content or aesthetic value.

### Standard Size and Pricing

Ad Type	width x height	Rate
Two page interior spread .....	16.75" x 10.875" .....	\$1,000
Full Page .....	8.375" x 10.875" .....	\$600
Half Page .....	8.375" x 5.4375" .....	\$400
Quarter Page .....	4.1875" x 5.4375" .....	\$250

### Ad Specifications

Please send all files as TIFF format. All images should be at least 300dpi. Use CMYK process colors for full color ads. Please convert all fonts into outlines or include the font files. Keep art within live area. All images should be 1/4" inside trim. Please note that the program book will be in portrait format so ensure that your ad dimensions are appropriate for a portrait publication. Any advertising that does not confirm to these requirements will be enlarged, reduced or modified at the discretion of the production department. Ad rates include basic production work. A \$50/hr labor fee may be charged for any modification or corrections.

### Acceptable Materials

Please submit files on the following media: CD, DVD and ZIP disks. Please direct all technical and other questions to Jane Lui at (415) 546-7073 or at [jane@viz.com](mailto:jane@viz.com).

### Representations

Advertiser warrants that it has the full right and authority to utilize all material provided for publication, including all textual or graphic material, and that its advertisements will not violate any person or entity's rights or violate any law.

### General

Pacific Media Expo or Viz Media may, at their sole discretion, edit, reclassify, or reject any advertising copy submitted that is of questionable content. Pacific Media Expo and Viz Media do not guarantee the placement of any ad in a specific section or within a page, which placement is dependent upon production requirements and availability. Any cancellations or corrections must be in writing and must be received by the publication department prior to the submission deadline. Orders, cancellations or corrections communicated orally or after the deadline is entirely at the Advertiser's own risk and Pacific Media Expo and Viz Media assume no responsibility thereof.

Please send ad and payment directly to:

VIZ Media  
295 Bay Street  
San Francisco CA 94133  
ATTN: Pacific Media Expo Program Guide Ad

Any charges related to ad correction may incur California State sales tax.

I have read and agree to all terms and conditions of sale set forth on this document.

\_\_\_\_\_  
Signed Date

\_\_\_\_\_  
Print Name