



65°

**MEDIA KIT 2012**

# 65°

## THIS IS THE MONTEREY PENINSULA

Welcome to the wonderful world of **65° - Monterey Peninsula Living Magazine!** This is the award winning premier life-style magazine for the Monterey Peninsula. Our magazine is filled with articles of interest to local residents. We have designed **65° Magazine** from cover-to-cover to be easy pick up, difficult to set down, and impossible to throw away. Each cover has an attractive original photo or custom illustration, the articles are pleasingly formatted and well written, the artfully designed ads in full color, and the editorials are compelling. A host of readers have told us they read our magazine from cover-to-cover. Many tell us they have every issue we have ever published.

**65° Magazine** easy pick up,  
difficult to set down, and  
impossible to throw away.

### OUR MISSION

**65 Degree – Monterey Peninsula Living Magazine** is a compelling resource for living, working, and playing on the Monterey Bay. The magazine reaches over 80,000 readers with one of the most affluent and energetic segments in Northern California. The magazine's high journalistic standard speaks to educated readers who are seeking information about their community and about the world.



#### DAN CORT

Former Mayor, Pacific Grove

*"65° has done a great job of sharing Pacific Grove's vision. A picture is worth a thousand words and 65° Magazine helps celebrate our community through unique stories and excellent illustrations. 65° is a gift!"*



**DAVID ALAN BERNAHL, II**  
Partner/Co-Founder,  
Coastal Luxury Management

*"65° Magazine is a great magazine focused on the community and the values that the Monterey Peninsula represent. Coastal Luxury Management is a proud supporter of 65°."*

**65° MAGAZINE** -WEB: 65MAG.COM -PHONE: 831-917-1673

rev.011312

# 65°

## HIGH QUALITY DEMOGRAPHICS

65° Magazine has established itself as a household name on the Monterey Peninsula. The magazine has proven itself a cost-effective and smart choice for advertisers of all categories and sizes.

\*Bonus distribution in San Francisco.

### DEMOGRAPHIC

**80,000** average readership per issue

**68%** to key locations throughout Monterey Peninsula.

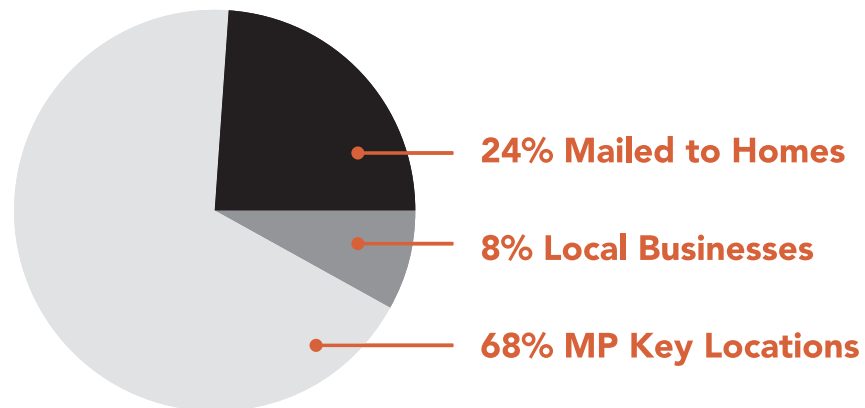
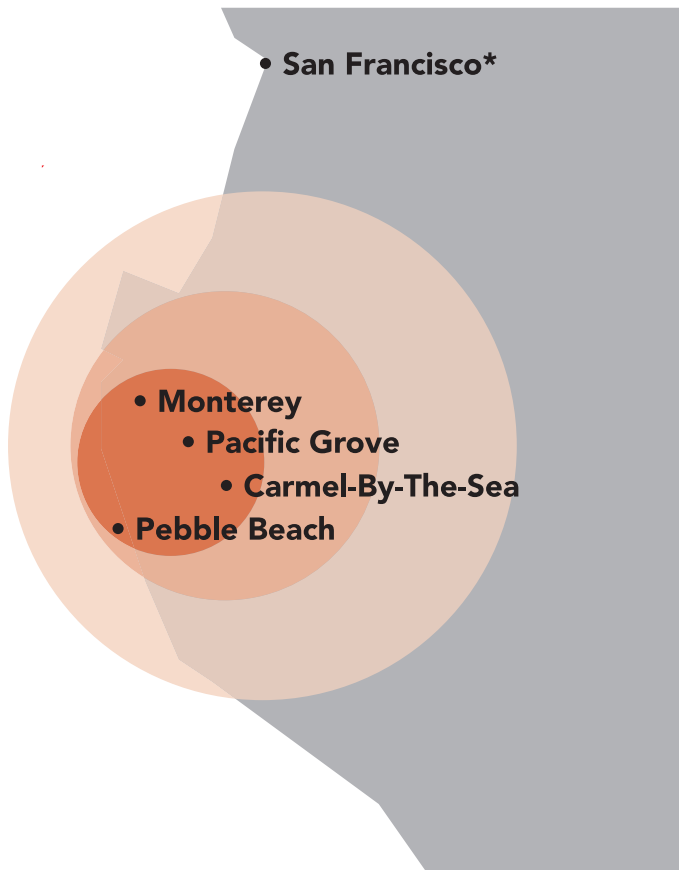
**24%** mailed to homes – including every home in Pebble Beach

**56%** are 31-60 years of age

**65%** are female

**35%** are male

**8%** mailed to local businesses



# 65°

## 2012 RATE CARD

### PRINT AD RATES

COLOR/BW	1x	4x	Premium
Two Page	4950	3950	Cover 2 + 25%
Full Page	2700	2200	Cover 3 + 20%

### PROFESSIONAL PROFILES (designs are included)

COLOR/BW	1x	(All Rates are Net)
Full Page	2800	

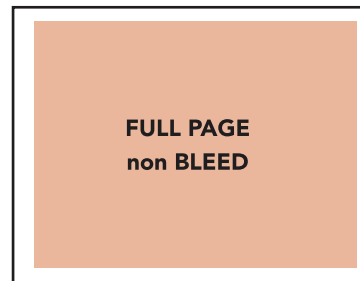
### CLOSE DATE:

Spring: 3/1

Summer: 6/1

Fall: 9/1

Winter: 12/1



Space reservation deadline is forty-five (45) days prior to publication date. 65° Magazine is a prepay per issue publication. 50% of cost due upon signing. Balance due upon approval of ad. All payments are due by the 5th day of the month. Ads are payable by check, credit card, or money order. All rates are NET. Late fees at 1.5% per month. Placement Request: Add 20 percent. All ads produced in-house will be billed accordingly. For Ad Design questions, please contact Chris Iatesta, at 831-869-6327 or via email at [chris@iatesta.com](mailto:chris@iatesta.com).



# MATERIAL SPECIFICATIONS

## MAGAZINE SPECIFICATIONS

Trim Size: 8.5 x 11 inch wide Live Area: 8.25 x 10.5 inch Line Screen: 200 lpi Bindery Method: Perfect Bind

## ACCEPTABLE FILE FORMAT

Our preferred file format method is PDF/X-1A. Fonts must be outlined. We accept 300 dpi high-resolution artwork at 100%, JPEG, TIFF, or EPS. Mac OS based format using Adobe CS3 InDesign, Photoshop or Illustrator.

## DOCUMENT SETUP GUIDELINES

Full page and spread ads require a minimum of 1/4 inch bleed. Set document size to exact ad size. Color should be CMYK, NOT RGB, LAB or Pantone Swatch. Images must be scanned at 300 dpi.

## ARTWORK DELIVERY

Submit files digitally by accessing our FTP site. No email attachments. Using fetch FTP host: ftp.65mag.com Using explorer FTP host: ftp://ftp.65mag.com User ID: ads65 Password: FTPupload1 (case sensitive)

All files should be saved according to the path below:  
For Advertisements: ...ADS/ADS.FileName.company.pdf  
For Articles: ...ARTICLES/STY.FileName.writer.doc  
For Images: ...IMAGES/IMG.FileName.photographer.jpeg

To submit artwork via CD or DVD\*, ship material in protected envelope to: 65° Magazine, attn: Creative Department P.O. Box 6325, Carmel, California 93921-6325 \*Disc will not be returned.

## QUESTIONS OR TECHNICAL ASSISTANCE

Please contact Chris Iatesta, at 831-869-6327 or via email at chris@iatesta.com.

## AD SIZES

### TWO PAGE SPREAD

Safety: 21.5 x 8.25  
Trim: 22 x 8.5  
Bleed: 22.5 x 9  
Bleed All Sides

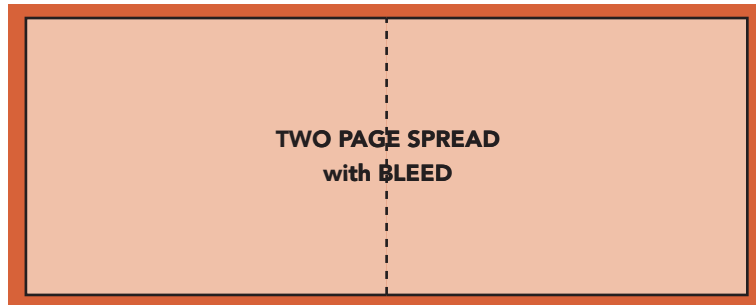
### SINGLE FULL PAGE

Safety: 10.5 x 8.25  
Trim: 11 x 8.5  
Bleed: 11.5 x 9  
Bleed All Sides

### FULL PAGE PROFILE

10 x 7.5

Above specifications are listed in inches



# Contract Agreement for Advertising in 65° Magazine • P.O. Box 6325 • Carmel, CA 93921-6325

This Agreement is entered into by and between 65° Peninsula Living Magazine, hereinafter referred to as the "Magazine," and the client purchasing ad space, hereinafter referred to as the "Client." The Client desires to purchase space in the Magazine for the purpose of displaying advertising, whereas:

1. The term of this Agreement ("Term") is for advertising space as specified on the Advertising Placement Contract (opposite side), unless terminated earlier pursuant to this agreement.

## 2. Definitions:

2.1. "Form" means the Advertising Placement Contract on the opposite side of this Agreement, which is completed by the Client and incorporated herein by reference.

2.2. "Client" means the second party to this Agreement, that is, the person, persons, or entities identified as such in the Form.

2.3. "Space" is that Space in the Magazine described in the Form.

2.4. "Display" means a graphic advertisement to be displayed in the Space.

2.5. "Display Term" is the period of time that a given Display is exhibited in the Space.

2.6. "Program" means the issue(s), size, and placement of the Space as indicated on the Advertising Placement Contract (opposite side). The Program determines the number of issues in which displays may be shown in the Space, which affects the Charges.

2.7. "Charges" means the rate to be paid by the Client to the Magazine.

3. Client represents and warrants as follows:

3.1. All the information in the Form is true and correct.

3.2. Client has full authority to enter into this Agreement.

4. Client's duties:

4.1. Client shall deliver the Display to the Magazine in the exact form to be used.

4.2. In lieu of 4.1, Client agrees to have the Magazine prepare the Display at an agreed-upon fee.

4.3. Payment - Client shall make Payment as specified in the Design section of the Advertising Placement Contract.

5. The Magazine's duties:

5.1. The Magazine will publish the Display provided by Client (or as created by the designers) as shown in the Form and frequency specific by 4.3.

5.2. If the Magazine fails to publish the issues specified in this Form, the Magazine will repay the payment in full.

6. The Magazine may terminate this Agreement at any time prior to the publishing of the Display according to the provisions of the Program.

7. The terms of the agreement as stated on the Advertising Placement Contract (opposite side) are not subject to early termination by the Client.

8. Clients must provide a valid credit card number and authorization. In the event that the client falls thirty (30) days behind in payment, the Magazine shall be authorized to charge the listed credit card after 30 days with the total outstanding balance, plus late fees of 1.5% per month.

9. The Magazine reserves the right to change distribution any time without notifying the Client.

10. The laws of the State of California shall govern this Agreement. All disputes shall be heard in Monterey County. Client expressly subjects him/herself to the personal jurisdiction of Monterey County. Client expressly agrees and acknowledges that the contract has been entered into in Monterey County and shall be performed in all material respects in Monterey County. In the event of any disputes the prevailing party shall be entitled to recover reasonable attorney's fees and costs.

11. This Agreement sets forth the entire agreement between both parties with regard to the subject matter hereof. No other agreements, representations, or warranties have been made by either party to the other with respect to the subject matter hereof.

12. If any of the provisions of this Agreement are found by a court of competent jurisdiction to be invalid or unenforceable, they shall be considered severable and shall not invalidate or make unenforceable the remainder of this Agreement.

13. This Agreement may be amended only by a written agreement assigned by both parties.

*Contract acknowledged and agreed:*

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Client Signature

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Date

# Advertising Placement Contract for 65° Magazine

P.O. Box 6325 • Carmel, CA 93921-6325 • Phone 831 917 1673 • Fax 831 6263239

## ADVERTISER

Company Name \_\_\_\_\_

Authorized Purchase \_\_\_\_\_

Title \_\_\_\_\_

Billing Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Mobile \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

## AD SIZE AND PLACEMENT

Premier Page       Inside the Magazine       Profile

Ad Size \_\_\_\_\_ Frequency \_\_\_\_\_

Cost per Issue \_\_\_\_\_ Ad Design  yes  no

Starting Month \_\_\_\_\_ Ending Month \_\_\_\_\_

Total Cost (all issues + ad design) \_\_\_\_\_

*50% of total due upon signing. Balance due upon approval of ad.*

## CREDIT CARD INFORMATION

Name on Card \_\_\_\_\_

Billing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Expiration \_\_\_\_\_

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

Authorized Signature \_\_\_\_\_

## AD DELIVERY

65° Magazine is a Macintosh environment. Quark XPress is the primary page layout program used. Macintosh formatted Quark XPress documents submitted with a high quality proof is the preferred material format. We only recognize the following criteria as an acceptable, high quality proof. It must have a dot, it must be in CMYK, Digital Matchprint, Fuji with dot of Kodak Approval proofs are acceptable. We do not recognize a toner/laser print or an inkjet print as your final. If you do supply a toner/laser print or an inkjet print as your final, 65° Magazine does not take responsibility for a color match.

FOR ADVERTISING MATERIALS PROVIDED ON DISK, THE FOLLOWING APPLIES:

**Acceptable disk format:** CD

**Acceptable programs:** Quark XPress, Illustrator, and Photoshop. Photoshop files are acceptable for images only. Ads created in Photoshop cannot be accepted. Illustrator files must be saved in version 8.0 and eps only. 65° Magazine does not take responsibility for any broken file, neither does 65° Magazine repair any file.

**Acceptable Fonts:** If you use any fonts in Quark XPress, be sure to supply those along with your files. If you use Illustrator, simply "outline" all your written content; that makes use of Fonts unnecessary.

**Full page ad documents size** in page layout program must be the trim size (i.e., if trim size is 9" x 10.75" the document's size set up is 9" x 10.75"). For ads that bleed, pull bleeds 1/8" out over the trim on all of the documents, keeping all images and text not intended to trim at least 1/4" in from the trim (safety).

For ads created in Quark XPress: submit your work as an original document, not as an eps file. This will allow us to make corrections for you as needed.

**DESIGN • Ad Design Fee \$ \_\_\_\_\_**

- Includes design only - no photo, illustration, or logo design
- Includes one version of your Ad plus one additional round of charges. Extra changes will be charged at the rate of \$65 per hour.
- Match prints and CDs at extra charge.
- Client receives Ad for approval. After client approval (signature), 65° Magazine is not responsible for any misprint.
- Placement request: Add 20 percent.
- If Ad design is waived, all original artwork created by 65° Magazine is ©Copyrighted and may not be used without permission.