

FRESNO

TALENT ★ MAGAZINE

MEDIA KIT



sales@fresnotalentmag.com
800-890-1026 x350

www.fresnotalentmag.com



FRESNO TALENT MAGAZINE

Fresno County is a county located in the Central Valley of the U.S. state of California, south of Stockton and north of Bakersfield. As of 2008, it is the tenth most populous county in California with an estimated population of 931,098[1], and the sixth largest in size with an area of 6,017.4 square miles. The county seat is Fresno. in 2009 Fresno was the fifth largest city in California.

The area now known as Fresno County, once a semiarid steppe, was discovered by Spaniards during a search for suitable mission sites. In 1846, this area became the property of the United States as a result of the Mexican War.

Fresno County was formed in 1856 from parts of Mariposa, Merced and Tulare counties. Parts of Fresno County's territory were given to Mono County in 1861 and to Madera County in 1893. The original county seat was placed in Millerton.

The county is named after Fresno Creek. **Fresno** in Spanish signifies "**ash tree**" and it was due to the abundance of mountain ash or ash trees in the county that it received its name.

The median income for a household in the county was \$34,725, and the median income for a family was \$38,455. Males had a median income of \$33,375 versus \$26,501 for females. The per capita income for the county was \$15,495. About 17.60% of families and 22.90% of the population were below the poverty line, including 31.70% of those under age 18 and 9.90% of those age 65 or over.

Fresno County is also known for having the highest rate of chlamydia in the state, which in in 2006 545.2 cases per 100,000 people, compared with the statewide average of 363.5.

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 a 50% discount on your display ad.

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 Fresno 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.fresnotalentmag.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 **Fresno Talent Magazine** for more details....sales@fresnotalentmag.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 Fresno 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: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. #					Copy instructions due : ___/___/___ Contact Person _____ Address for Copy : _____ Telephone No. And Fax No. : (____) _____ (____) _____
Cust #	Category	Rep:	Vol. #						