



Welcome to **Masters™** Magazine!

This publication will bring to the readers the best instructors and experts in the field of Martial Arts. Under the leadership of a highly experienced team of publishers, editors and writers, this magazine promises to be the most exciting publication ever produced in the category. Each issue will have the best editorial and printing package available today in the world of Martial Arts. With a **100 lb cover and 60 lb text stock** individually wrapped in its own polly-bag, this magazine will fulfill the expectations of practitioners around the world. Included in each issue, readers will find a **60 minutes Free DVD** with exciting interviews and technical how-to information that will further enrich their training experience. In the Advertisement Department, we offer great deals to our customers (**Charter Advertisers**). For example, with an annual contract, the advertiser will get a website banner for free and a reduced rate for advertising commercial space in the DVD insert of every issue. Act now, get on board and grow your business with **Masters™** Magazine!

Please see our rates and Ad information included in this PDF.

For further information to place an Ad call:

**Advertising**

Email: [ads@empiremediallc.com](mailto:ads@empiremediallc.com)  
 Tel: (818) 767-7900 or (818) 767-7930  
 Fax: (818) 767-7922



**To place ads contact:**  
**Maxine Hung** - Office: (818) 767-7900 Cell: (818) 434-5550 Fax: (818) 767-7922  
 email: [mhung@aol.com](mailto:mhung@aol.com) or [ads@empiremediallc.com](mailto:ads@empiremediallc.com)  
 Address: Empire Media LLC. 11030 Randall St. Sun Valley, CA 91352

**The MASTERS™ Magazine & Web Ad Rate Card (ALL RATES)**

4 COLOR			
	1x	4x	8x
	1-3 Issues	4-8 Issues	9-12 Issues
<b>Full Page</b>	<b>3,200.00</b>	<b>2,900.00</b>	<b>2,600.00</b>
<b>1/2 Page</b>	<b>1,800.00</b>	<b>1,300.00</b>	<b>1,000.00</b>
<b>1/3 Page</b>	<b>1,400.00</b>	<b>750.00</b>	<b>600.00</b>
<b>1/4 Page</b>	<b>900.00</b>	<b>550.00</b>	<b>450.00</b>
<b>1/6 Page</b>	<b>600.00</b>	<b>450.00</b>	<b>350.00</b>
<b>1/8 Page</b>	<b>525.00</b>	<b>350.00</b>	<b>250.00</b>
<b>1/12 Page</b>	<b>425.00</b>	<b>250.00</b>	<b>190.00</b>

<b>COVERS</b>			
	<b>1x</b>	<b>4x</b>	<b>8x</b>
	1-3 Issues	4-8 Issues	9-12 Issues
Note: All Covers 4 color only			
<b>Inside Front</b>	<b>3,995.00</b>	<b>3,650.00</b>	<b>3,395.00</b>
<b>Inside Back</b>	<b>3,995.00</b>	<b>3,650.00</b>	<b>3,395.00</b>
<b>Back Cover</b>	<b>4,995.00</b>	<b>4,495.00</b>	<b>4,195.00</b>

\* Navigation Bar Area Not For Sale

### **Web Site Advertising Rate Card**

Price Per one month Minimum Presence:

	<b>Home Page</b>	<b>Pages</b>
	<b>Home Page</b>	<b>Pages</b>
<b>Banner:</b>	<b>\$500</b>	<b>\$250</b>
<b>Column:</b>	<b>\$475</b>	<b>\$235</b>
<b>Marquee:</b>	<b>\$300</b>	<b>\$150</b>
<b>Bannerette:</b>	<b>\$275</b>	<b>\$125</b>

**Important Information: All files maximum size: 25-30k**

### **Ad Specifications For Best Results Please Follow These Instructions:**

Electronic files may be supplied on CD or DVD in Macintosh format. Digital files up to 20 MB may also be e-mailed to [mhung@aol.com](mailto:mhung@aol.com) or [ads@empiremediallc.com](mailto:ads@empiremediallc.com) For sending files larger than 20 MB send a Disk or DVD. A faxed sample of your ad for guidance will be required also.

#### **File Format:**

We accept Quark Express 6.5, Adobe Photoshop files up to CS, Adobe Illustrator files up to CS and Adobe Acrobat PDF files with all fonts embedded (X 1-A Compliant). Please include all EPS files, TIFF files and other graphic files linked to the document. All photographic or tonal images should be in CMYK or Grayscale and at least 300 dpi when used at 100% of original file size. All line art or bitmap images should be at least 1,000 dpi when used at 100% of original file size. All ads must have fonts supplied in Mac format, Ads must be supplied as CMYK or grayscale, not RGB, Spot or pantone colors, including any embedded image files. Black and white ads must come with a paper proof.

#### **Color Ads:**

Should be accompanied by digital color guidance proof, such as an Iris or Tektronics. If proper color guidance is not submitted, Empire Media LLC is not responsible for any color variances.

#### **Note:**

For ads supplied as print-ready film or stats, call for information. Additional charges may be accessed for this format.

#### **Ad Creation and Production Charges:**

Empire Media LLC does charge for standard ad design or production services.

Advertisers will be provided a faxed proof of their ad for approval. Custom artwork (image manipulation, special effects, multiple ad variations or changes) will be billed at the rate of \$75/hour. Advertisers must provide images, photos or drawings, logos and ad copy to be used in ads.

#### **Additional custom services and Corrections or Changes:**

\$35.00/hour (Billed in 15-minute increments.)

#### **Digital copy or proof of ad:**

\$15.00 (Plus shipping if applicable.)


**Column**

120 X 290  
pixels

**W = 120 x H = 290 pixels**

**Banner EXAMPLE**  
468 X 60 pixels

**Banner: W = 468 x H = 60 pixels**



**Marquee**

120 X 90 pixels

**W = 120 x H = 90 pixels**

**Bannerette**

120 X 60 pixels

**W = 120 x H = 60 pixels**

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[ads@empiremediallc.com](mailto:ads@empiremediallc.com)

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\$35.00/hour (Billed in 15-minute increments.)

#### Digital copy or proof of ad:

\$15.00 (Plus shipping if applicable.)

All materials will be returned upon request only.

## Empire Media LLC Advertising Contract

### Payment Terms:

The Following is Binding Upon Signing an Initial Order (IO) for Advertisement Insertion. Advertiser will be ask on initial order if they have read and understand this contract an guidelines.

- a.** New advertisers must supply payment with order, pending credit approval. Once approved, invoices are rendered on publication date and are due 30 days from invoice date. (Payable in U.S. funds only.) Further advance payment may be required if credit references are not acceptable.
- b.** Recognized advertising agency commission - 15 percent, net 30 days. No commission will be allowed if payment is not received within 30 days.
- c.** Once an account is delinquent, publisher has the right to demand payment in full. All sums and commission make goods left outstanding are immediately due. All costs incurred for collection including reasonable attorney fees will be the responsibility of the advertiser and/or agency.
- d.** Publisher reserves the right to hold the advertiser its agents and/or advertising agency jointly and severally liable for all money due and payable to the publisher. Agencies submitting orders which disclaim dual liability must have its client sign a personal guarantee or submit one from the agency. Otherwise, prepayment will be required in advance.

### Discounts:

- a.** To calculate earned frequency discounts, number of issues or insertions may be used, whichever is greater. Insertions must run within a 12-month period starting with the issue in which the first insertion appears. The size of ads cannot be reduced by more than 50 percent to maintain frequency discounts.
- b.** Provided account is current, advertisers who prepay may take a 2 percent discount off the published space rate.

### Advertising Copy & Contract:

The Following is Binding Upon Signing an Initial Order (IO) for Advertisement Insertion. Advertiser will be ask on initial order if they have read and understand this contract an guidelines.

- a.** Empire Media LLC at its sole discretion reserves the right to reject any advertisement at any time for any reason. No advertisement will be accepted if it speaks negatively, attacks or belittles any martial art style or practice or form, promotes violence, hate or discrimination.

*Note: Discretion also will be used by Empire Media LLC for advertising with explicate Sexual content not suitable for its younger readers.*

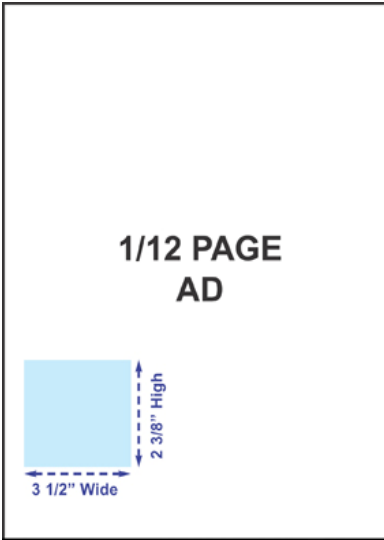
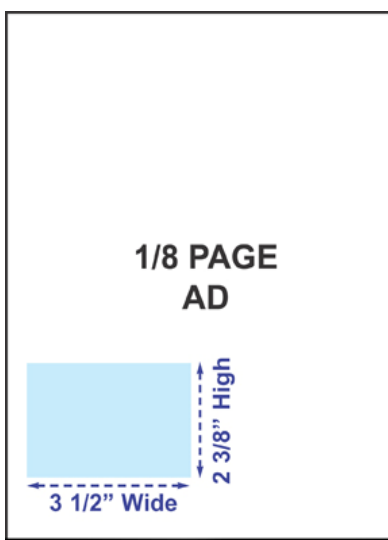
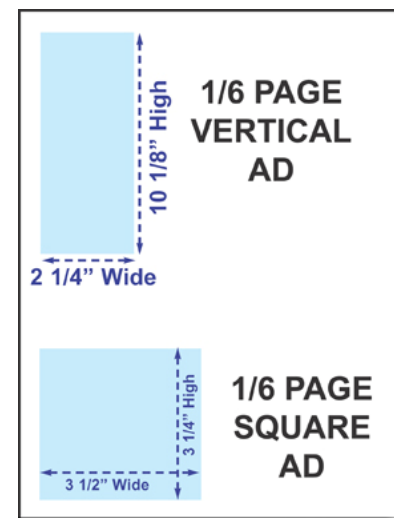
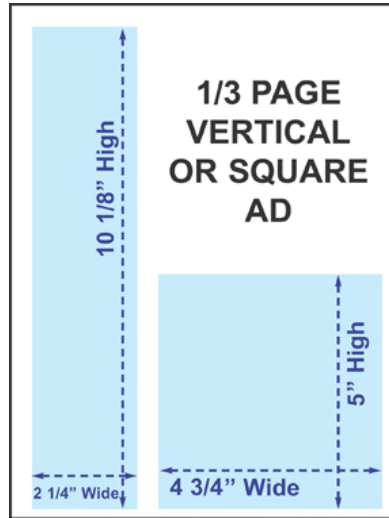
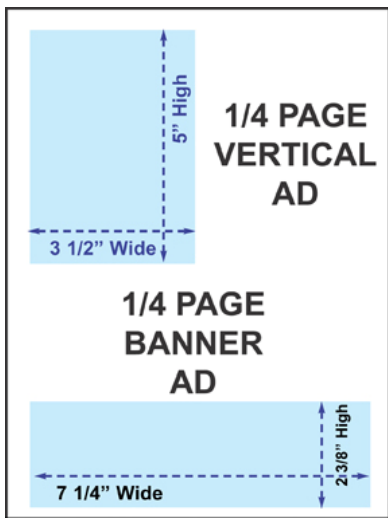
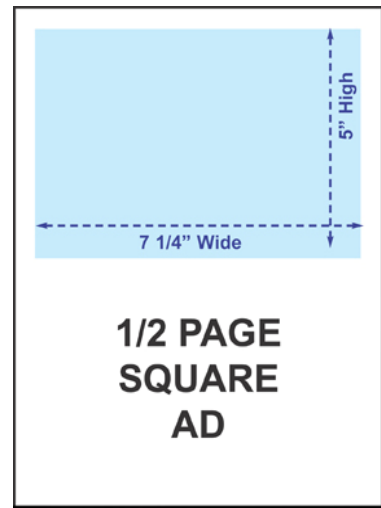
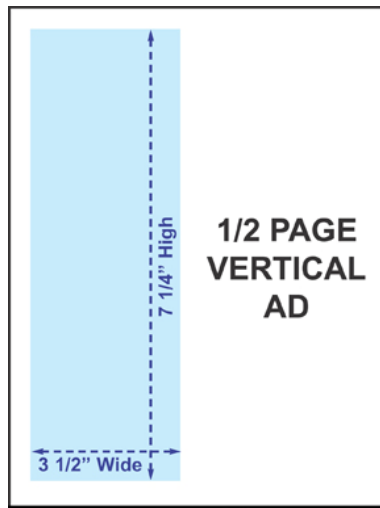
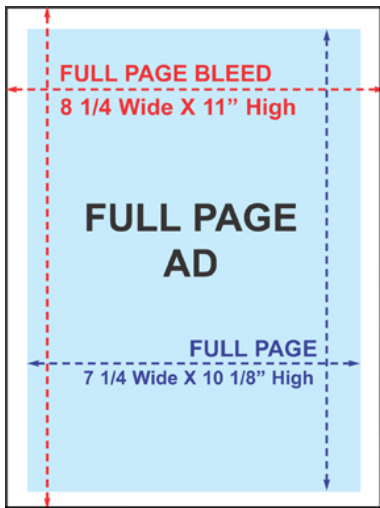
- b.** No cancellations are accepted after closing date.
- c.** Advertisers its agents, representatives and advertising agencies assume full liability for all content, including text, representations and illustrations of advertisements printed.

**d.** The Publisher's or its officers and employees herein assumes no liability for errors in key numbers. Any Liability for errors for which the Publisher may be found legally responsible for damages cannot exceed the cost of the space. Any Liability Publisher is found legally responsible that is created by its contracted printer during manufacturing will not exceed recovered damages from printer paid to Empire Media LLC.

**e.** Advertising insertion orders are accepted subject to the condition that the Publisher shall have no liability of failure to execute such advertising because of acts of God government restrictions, fires, strikes, accidents or any other events beyond the Publisher's control.

**f.** If an ad is scheduled for a given issue and copy instructions are not received by the issue closing date, the most recently run ad will be repeated.

**g.** All rates quoted are subject to change at any time in accordance with any general rate change. All Rates under contract will be protected under same terms agreed to till the contract renewal date it reached.





**Empire Media LLC: Initial Order Form**

Advertising insertion order requester form for Empire Media LLC. Please fill out the following fields to reserve advertising space. We will contact you for your advertising reservation.

Company name \_\_\_\_\_

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

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

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

Your Name \_\_\_\_\_

Address \_\_\_\_\_

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

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

Issue Month Requested for Ad Placement \_\_\_\_\_

Size of Advertisement Requested \_\_\_\_\_

Agreed Price Per insertion \$ \_\_\_\_\_

4 Color or B&W \_\_\_\_\_

Frequency of Advertisement : 1x \_\_\_\_\_ 2x \_\_\_\_\_ 3x \_\_\_\_\_ 1 year \_\_\_\_\_  
If more than 1 year please state \_\_\_\_\_

**Upon signing you acknowledge that you have read  
The online Empire Media LLC Media Kit including;  
EM Advertising Contract, Mechanics, and agree to  
the terms therein.**

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_  
Authorized Representative Signature                      Date

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_  
Empire Media LLC



## BANNER ADVERTISING AGREEMENT

This will serve as the contract between Empire Media LLC (Publisher) and the Advertiser (Client).

The Publisher agrees to display banners on the [www.empiremediallc.com](http://www.empiremediallc.com) web site for the time frame and frequency indicated on the Order Form.

Client agrees to provide the Publisher with electronic files of banner artwork according to the specifications described in the Advertising section of Empire Media LLC. Client may change banner artwork according to the policies described in the Advertising section.

Client agrees to pay Publisher payment should be made to (Empire Media LLC) the total amount indicated on the Order Form. (Agencies and Advertisers are jointly and severally liable for all charges.) Full payment is due in advance before banners will be published.

Client and Agencies assume liability for the contents of all advertisements and agree to indemnify the Publisher against any damages and related expenses (including attorneys fees) arising out of such publication.

The Publisher shall have no liability for failure to execute accepted advertising orders because of governmental restrictions, acts of God, accidents, fires, internet outages or any other cause beyond Publisher's control affecting production or distribution. The Publisher is not responsible for errors in key numbers. Publisher shall have no liability for damages if, for any reason, he fails to publish an advertisement.

Publisher does not warrant that the functions contained in the web site or the operation of the web pages will be uninterrupted or error free. Publisher will not be liable to Client or any third party for any damages, including any lost profits or other incidental, consequential or special damages arising out of the operation of, or inability to operate the web pages or web site.

The Publisher reserves the right to reject any advertising order or copy at any time, whether or not the order or copy has already been accepted or acknowledged. Publisher will not be bound by any conditions on contracts, orders or instructions when such conditions conflict with Publisher's policies.

The terms and conditions contained in this Agreement supersede all prior oral or written understandings between the parties and constitute the entire agreement

between them concerning the subject matter of this Agreement and shall not be contradicted, explained or supplemented by any course of dealing between Publisher or any of its affiliates and Agent or any of its affiliates.

There are no understandings or representations, expressed or implied, not expressly set forth in this Agreement.

This Agreement shall not be modified or amended except in writing and signed by both parties.

Client agrees that they have read the Online Advertising Media Kit Including; **Banner Advertising Agreement, Web Ad Rates, Advertising, Empire Media LLC Advertising Contract & Mechanics Pages**, and agrees to the terms and conditions therein.

Client/Agency \_\_\_\_\_

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

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

Accepted for Empire Media LLC : Name \_\_\_\_\_

### Client contact Information

Name \_\_\_\_\_ Business \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

**Agency Contact Information**

Agency Name \_\_\_\_\_

Agency City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Agency Phone \_\_\_\_\_

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