

Fly RC

MAGAZINE

2008 RATE CARD

Since *Fly RC's* launch in 2003, single-copy sales have steadily grown, and we have become the number-one-selling model airplane magazine at the nation's largest retailers. Our partnership with the largest newsstand distributor in North America, Curtis Circulation, ensures that your advertising in *Fly RC* will reach the largest possible number of consumers. Through seasonal promotions and select pocket programs, we continually invest in creating additional visibility for *Fly RC* at retailers like Wal-Mart, Borders, Barnes & Noble and large



grocery and drugstore chains.

As a primary sponsor of large events like Top Gun and Florida Jets and by providing secondary sponsorship and editorial coverage for many additional events throughout the year, *Fly RC* supports your marketing efforts at the flying field as well as in print.

Fly RC continues to provide you with a great platform to

market your model airplane products to RC fliers at all levels of skill and experience. With a high ratio of diverse editorial content that includes reviews, how-to's and previews of the latest park, backyard and indoor flyers, the hottest built-up kits, larger-scale flying field aircraft, helicopters and accessories plus a wide range of event coverage, *Fly RC* gives new and experienced hobbyists more of the information they are looking for. In addition, a free pull out-plan is included quarterly to keep the long-time hobbyist and builder interested and give beginning hobbyists a chance to develop their skills.

Features are supported by compelling photography that brings the excitement of your products to life. In addition, expert illustrations and bright, clear detail photographs help readers visualize technical tips and product details to further their understanding of the hobby and inform their buying choices. Printed on high-quality paper for superior image reproduction, *Fly RC* gives readers a true representation of your products' quality, whether in our feature articles or your ad.



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Ad Rates

| SIZE | 1X | 6X | 12X |
|----------|---------|---------|---------|
| Full pg. | \$1,845 | \$1,725 | \$1,550 |
| 2/3 pg. | \$1,490 | \$1,375 | \$1,195 |
| 1/2 pg. | \$1,315 | \$1,140 | \$1,010 |
| 1/3 pg. | \$1,070 | \$890 | \$775 |
| 1/4 pg. | \$835 | \$655 | \$565 |
| 1/6 pg. | \$590 | \$450 | \$360 |
| 1/12 pg. | \$360 | \$210 | \$180 |

FULL PAGE 2/3 1/2 1/3 OR LESS

Four-color:

\$500 \$350 \$300 \$200

Black + 1 process color:

\$200 \$175 \$135 \$100

Black + 1 PMS color match:

\$300 \$300 \$300 \$300

Rates effective with February 2008 issue

Closing Dates

| ISSUE | CLOSING | DUE DATE | ON SALE |
|----------|----------|----------|----------|
| Jan. 08 | 09/28/07 | 10/05/07 | 11/13/07 |
| Feb. 08 | 11/26/07 | 11/02/07 | 12/11/07 |
| Mar. 07 | 11/30/07 | 12/07/07 | 01/15/08 |
| Apr. 08 | 01/04/08 | 01/11/08 | 02/19/08 |
| May 08 | 02/01/08 | 02/08/08 | 03/18/08 |
| Jun. 08 | 02/29/08 | 03/07/08 | 04/15/08 |
| July 08 | 03/28/08 | 04/04/08 | 05/13/08 |
| Aug. 08 | 04/25/08 | 05/08/08 | 06/10/08 |
| Sept. 08 | 05/23/08 | 05/30/08 | 07/08/08 |
| Oct. 08 | 06/27/08 | 07/03/08 | 08/12/08 |
| Nov. 08 | 07/25/08 | 08/01/08 | 09/09/08 |
| Dec. 08 | 08/22/08 | 08/29/08 | 10/07/08 |

Specifications

Media CD-ROM (CD-recordable)
650MB/74 min. or 700MB/80min.

Email up to 15MB files to:
bobbijob@maplegatemediagroup.com
FTP If you have an FTP site, please
provide address for file retrieval.

Platform PC/Windows

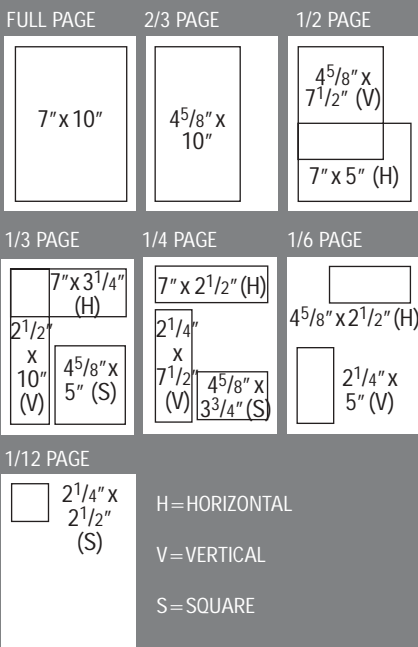
Software Quark Xpress 5.01 to 4.0
(for Mac or PC) Adobe Photoshop 7.0-4.0
(for Mac or PC) Acrobat 5.0 and up
We can only accept programs that export
composite postscript

Image High resolution PDF/X-1a preferred. We also accept flattened TIFF, or EPS. Please embed, or include all fonts used in application files. All image files must be set to 300 dpi. Image files must be Photoshop compatible. All color image files must be set up to CMYK. Please do not use jpeg encoding.

Font Please include all screen and printer (postscript Type 1) fonts. True type fonts are not recommended. (We will follow up with you if fonts are not submitted. However, if fonts remain unavailable, Maplegate will select a font replacement.

Proofs A Proof must be delivered regardless of media—digital or standard. Please submit Contract Proofs if color is critical. Laser printouts will not be accepted as proofs for color. Laser printouts will be used to confirm content only. Maplegate cannot accept responsibility for reproduction problems or file corruptions associated with ads not accompanied by a proof.

Dimensions



Trim size: Please set full page ads to publication trim size of $8 \times 10 \frac{7}{8}$ "

Bleed: $\frac{1}{8}$ -inch on all four sides. Allow $\frac{3}{8}$ " safety from trim on all sides for live matter.

Policies

■ All advertisements that are accepted by the Publisher are published on the understanding that the advertiser and/or advertising agency is properly authorized to publish the entire contents and subject matter thereof.

■ All copy, text, and illustrations are subject to the Publisher's approval before execution of order. We reserve the right to omit or decline advertising for any reason at any time.

■ When changes in copy are not received by the closing date, copy run in previous issues will be inserted for those clients earning contract/frequency discounts.

■ Ads canceled after the published closing deadline will be charged.

■ The Publisher assumes no liability for copy received after the closing date.

■ All contracts are accepted with the provision that rates are subject to change.

■ In consideration of the magazine's acceptance of such advertisements for publication, the agency and the advertiser will indemnify and hold harmless the magazine and its officers, employees, and agents against all loss, liability, damage, and expense of whatsoever nature arising from the copying, printing, or publishing of its advertisement, including, without limitation, reasonable attorneys' fees resulting from claims or suits for libel, violation of rights or privacy, plagiarism, and copyright or trademark infringement.

■ The Publisher shall not be responsible for any liability whatsoever for any failure to publish or circulate all or any issues of the magazine because of strike, work stoppage, accident, act of God or any other circumstance not within the Publisher's control.

■ Unintentional or inadvertent failure by the Publisher to publish advertising matter invalidates the insertion order for such matters but does not constitute a breach of contract or otherwise subject the Publisher to any liability whatsoever.

■ The Publisher shall not be liable for any error in the Advertiser Index.

■ The Publisher shall have the right to hold the Advertiser and its agency liable for such monies as are due and payable to the Publisher for advertising ordered and published by either the Advertiser or its agency.

■ The Publisher reserves the right to—without prior notice—suspend application of these policies, to amend any policy, or to create any new policy.

General Info

■ "Publisher" means Maplegate Media Group.

■ Advertising agencies receive a 15% commission on space charges only if paid within 30 days of invoice. This applies only to recognized members of the AAAA professional advertising agencies. Production charges and color are non-commissionable.

■ All invoices due net 30 days, with a 2% cash discount only if paid within 10 days of invoice date.

■ New advertisers must include full payment with first three insertion orders to establish credit.

■ The Publisher may refuse ads that do not relate to the material covered in the magazine.

■ Reprinted articles are available from the magazines. Inquire for additional information, technical specifications and charges. Reprints must carry the magazine name and have approval from the Publisher.

Submitting ads

Email to: ads@maplegatemediagroup.com
Or mail to:

Advertising Department
Maplegate Media Group
650 Danbury Road
Ridgefield, CT 06877

Ad material not used after 12 months will be destroyed.

Inserts: Rates, specifications and availability on request. Please contact your advertising sales representative for details.

Editorial Policy

Maplegate's editorial philosophy is based on journalistic independence, professionalism and a commitment to accurate, fair and unbiased reporting of radio control industry news. Product evaluations and technical recommendations will be based on conscientious, factual reporting and careful analysis. Maplegate editors promise absolute confidentiality with respect to product information gathered in the course of developing magazine content and will sign confidentiality agreements upon request. Maplegate editors will not share product or industry information with corporate affiliates or third parties. All products submitted for review are owned by Maplegate and not by the editors individually.

To make advertising reservations, please contact the Advertising Sales Department at (203) 431-7787, x101, email: sales@flyrc.com.