



CJ

2012

Advertising Rate Card
Effective September 1, 2011

Photo courtesy of Paul Bowen

THE CITATION MAGAZINE

CJ

THE CITATION MAGAZINE

Your **CJ** advertising message goes *directly to the decision maker.*

The **CJ** circulation list, updated every issue, ensures *total global Citation market penetration.*

CJ Magazine — is for the international audience of owners, chief pilots, and operating companies flying the 5,300 Citations currently in operation worldwide.

Every issue provides ideas and information to help operators get the most performance, utility and efficiency out of their Citation. In addition, *CJ Magazine* covers owner profiles, new products, innovative services, safety topics, and industry news pertinent to the Citation community.



ISSUE & CLOSING DATES FOR 2012

ISSUE	CONTRACT CANCELLATION DEADLINE	SPACE COPY DEADLINE
March	January 1	February 1
June	April 1	May 1
September	July 1	August 1

QUESTIONS? Call John Shoemaker at 800-773-7798

FULL PAGE	1/3 PAGE VERT 2/3 PAGE VERT	1/4 PAGE VERT 1/2 PAGE VERT	1/2 PAGE HORIZONTAL 1/3 PAGE SQUARE	1/6 PAGE HORIZONTAL 1/2 PAGE ISLAND
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AD SIZES — TRIM SIZE 8¹/₈" X 10³/₄"

CJ 2012 ADVERTISING RATES

COVERS:	1X	6X
Front Cover Spread	\$16,210	\$14,498
Cover 2 (inside front)	\$ 4,592	\$ 3,993
Cover 3 (inside back)	\$ 4,592	\$ 3,993
Cover 4 (outside back)	\$ 4,811	\$ 4,184

FOUR COLOR	1X	6X
Spread	\$ 9,079	\$ 7,717
Full Page	\$ 4,374	\$ 3,804
2/3 Page	\$ 3,020	\$ 2,567
1/2 Page	\$ 2,289	\$ 1,945
1/3 Page	\$ 1,525	\$ 1,296
1/4 Page	\$ 1,144	\$ 972
1/6 Page	\$ 763	\$ 647



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DIMENSIONS

UNIT	IN INCHES, WIDTH X HEIGHT
Front Cover Spread	15 1/4" x 10 3/4" (add 1/8" bleed around 3 sides only)
Full Page Bleed	8 3/8" x 11"
Full Page	8 1/8" x 10 3/4" (7"x10" live area)
2/3 Page	4 5/8" x 9 7/8"
1/2 Page H	7" x 4 7/8"
1/2 Page V	3 7/16" x 9 7/8"
1/2 Page Island	4 5/8" x 7 3/8"
1/3 Page H	4 5/8" x 4 7/8"
1/3 Page V	2 1/4" x 9 7/8"
1/4 Page	3 7/16" x 4 7/8"
1/6 Page H	4 5/8" x 2 3/8"
1/6 Page V	2 1/4" x 4 7/8"

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CJ. THE CITATION MAGAZINE.

Contract and Copy Regulations:

Rates Shown are for digital ads submitted as specified. Any art correction will be charged to advertisers at cost.

Discounts & Commissions:

Terms: Net 30. 15% commission on space to recognized agencies for camera-ready copy if invoices are paid within 30 days. Commissions and discounts are forfeited on past-due accounts.

Advertising Agreement:

All advertising orders accepted by Village Press are subject to the terms and provisions of the current rate card.

It is agreed between the parties to this contract that a cancellation will be accepted once the publisher has received written notice from the advertiser prior to the appropriate closing date; and that cancellation on the part of the advertiser shall forfeit his right to contract rate; the rate to be adjusted on past and subsequent insertions will conform with the actual space used at the rate specified.

The publisher reserves the right to reject any advertising, or to request alteration in content prior to publication. Advertisements are accepted and published upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. The agency and/or advertiser will indemnify and hold harmless from and against all loss or expense resulting from claims or suits based upon contents or subject matter, including, without limitations, claims or suits for libel, violation of rights of privacy, plagiarism, and copyright infringement. The publisher shall have the right to hold advertiser and/or its agent jointly and severally liable for such monies as are due and payable to publisher for advertising that advertiser or its agent ordered and that was published.

Orders accepted at rates shown in this rate schedule are for not more than three issues in advance of the last

issue closed; subsequent issues will be billed at rates prevailing.

If change of copy is not received by the closing date, copy run in previous issue will be inserted.

Authority and License to use (1) the names, portraits and/or pictures of living persons; (2) any copyrighted material; and (3) any testimonials contained in any advertisement submitted by or on behalf of an advertiser are the responsibility of the advertiser and its agency if there be one. As part of the consideration and to induce *CJ Magazine* to publish such advertisement, the advertiser and its agency, if there be one, each agrees to indemnify and save harmless *CJ Magazine*, publisher of *CJ Magazine*, against all loss, liability, damage and expense of whatsoever nature arising out of the copying, printing, or publishing of such advertisement.

Cancellations cannot be accepted after closing dates.

"Advertisement" will be placed with copy if, in the publisher's opinion, advertising copy resembles editorial material. Content of all advertising is subject to the approval of the publisher.

Advertising Rates may be adjusted without notice if circulation increases or publication costs require. Contract advertisers, under such circumstances, will have the right to adjust their contracts. Payment must accompany insertion order until credit is established and must be received before closing date. All invoices are payable in U.S. funds. All advertisement orders set and not used will be charged for composition.

The publisher's liability for any error will not exceed the cost of the space occupied by the error.

Mechanical Requirements:

Printing ... Sheet fed Offset

Binding ... Saddle wire

Trim Size ... 8-1/8" x 10-3/4"

Column Width ... 2-1/4"

Ad Prep Service: Your ad can be prepared for publication by *CJ Magazine*. The charge will be assessed on the first insertion of the ad. Agency discount does not apply on first insertion.

Ads submitted in digital format must meet the Village Press Production guidelines. Please call if you have any questions regarding your file set-up.

Please see <http://www.villagepress.com/support.php> for ad submission guidelines.

If *CJ Magazine* production department considers a digital ad to be incorrectly set up by the advertiser, the advertiser may correct and resubmit the ad OR the advertiser may request *CJ Magazine* to alter the ad to meet specifications at an additional charge to be quoted. Please call if you have any questions regarding your file setup.

Miscellaneous:

Direct Mail Services: Additional information on request.

Special Positions: Every effort will be made to comply with advertiser requests but special positions cannot be guaranteed. Contact Ad Director about possible premium placement rates.

Reprint Service: For more information please contact: Nancy Whitten, Reprint Sales Representative, Email: nancy@villagepress.com Phone: 1-800-773-7798

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John Shoemaker, Advertising Director

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