

TEA

A MAGAZINE

Advertising Information

TEA A MAGAZINE is published by
Olde English Tea Company, Inc. ~ P.O. Box 348 - Scotland, CT 06264
Phone 860.456.1145 ~ Fax 860.456.1023 ~ Toll Free 888.456.8651

T E A ***A MAGAZINE®***

Display Rates:

Black & White Ads	1X	2X*	4X*
1/8 page (horizontal only) 3-3/8"W x 2-3/8"H	\$304.50	\$274.05	\$258.83
1/4 page 7"W x 2-3/8"H (horizontal) 3-3/8"W x 4-7/8"H (vertical)	\$472.50	\$425.25	\$401.63
1/2 page 7"W x 4-7/8"H (horizontal) 3-3/8"W x 10"H (vertical)	\$714.00	\$642.60	\$606.90
Full page (includes color) 7"W x 10"H	\$1,811.25	\$1,630.13	\$1,539.56
Inside Front Cover 7"W x 10"H (includes color)	\$2,310.00	\$2,079.00	\$1,963.50
Inside Back Cover 7"W x 10"H (includes color)	\$2,415.00	\$2,173.50	\$2,052.75
Outside Back Cover 7"W x 10"H (includes color)	\$6,116.25	\$5,504.63	\$5,198.81

Color/Bleed Rates for 1/8, 1/4 or 1/2 page: Second color (process colors), add \$100.
4-Color Process, add \$200 - Bleeds: \$75

* 2X (time) & 4X (time) ad rates *only* apply when paid in full at time of 1st ad placement. The 2x rate reflects a 10% discount off the 1x rate. The 4x rate reflects a 15% discount off the 1x rate.

Advertising Production is available at a charge of \$75.00 per hour

Please contact Jobina Miller at 860.456.1145 if you would like to
place an advertisement in an upcoming issue.

Mechanical Requirements:

All display ads: Color positive proofs are required for color ads. Laser proof for black and white ads. Save ads as a tif or psd file on IBM formatted zip disk or cd. Be sure to include fonts.

Printing specs:

Trim Size - 8-1/8" X 10-7/8"

Size of Bleed - Half of an inch extra outside of trim size

Paper - White 60 pound text enamel coated

Cover - 100 pound text Aqueous-coated

Press - sheet-fed

Binding - Saddle-bound

Half tones - 150 line screen

Four-color - 150 line

FULL PAGE
7"W x 10"H



1/2 Page Horizontal
7"W x 4 7/8"H



1/2 Page Vertical
3 3/8"W x 10"H



1/4 Page Horizontal
7"W x 2 3/8"H



1/4 Page Vertical
3 3/8"W x 4 7/8"H



1/8 Page Horizontal
3 3/8"W x 2 3/8"H



Closing Dates/Insert Orders:

Space reservations: The first of the month, two months preceding publication (e.g., space reservations for the Winter (Jan/Feb/Mar) issue must be received on or before Nov. 1st).

Materials due: The first of the month preceding publication (e.g. materials for all advertising for the Winter (Jan/Feb/Mar) issue must be received on or before Dec. 1st).

Release dates: TEA A MAGAZINE® is scheduled to be mailed Periodicals Rate during the second week of the named month issue (e.g., the Winter issue scheduled mailing is at the end of the second week in January).

Insert Orders: Use the forms provided with this kit, or use your own insert forms or letterhead. Faxed orders for space are also acceptable.

TERMS:

Rates: Based on the total number of display advertising insertions within a one-year period without regard to size (each full or fractional page counts as one insertion). Two time and four time rates apply *only* if paid with first ad placement.

Agency commission: 15% to recognized ad agencies. Literature listings and vendor announcements are not commissionable.

Terms: Payment due with ad order. Sorry, no billing available. We accept checks, MasterCard, VISA, American Express.

Cancellations: For ad contracts cancelled before completion of contract, advertiser will be billed 50% of total remaining contract value. This will include the base rate plus color charges and charges and premiums. Cancellations will not be accepted after the 1st of the month preceding the publication (e.g., no cancellations after December 1st for the Winter- Jan/Feb/Mar issue).

The Marketplace Rates:

Requirements for Classified Advertisement

- * 8 words per line **\$31.50**
- * Maximum of 6 characters per word count
- * The first line will be bold and upper and lower case caps
- * Website if it appears on the last line may be bold
- * No bold or caps in the body of the advertisement
- * No underlines in any part of the advertisement

Price:

3 line minimum	\$94.50
4 line	\$126.00
5 line maximum	\$157.50

The Central Directory Rates:

Requirements for Central Directory Advertisement

- * For tea rooms, cafés and tea bars!
- * We require a photo of the inside of the establishment before advertisement is placed in the publication.
- * Due to the great success of this column, we find it necessary to limit the number of tea rooms that will appear in each issue to sixty. To guarantee your space for the full year we would need your payment in advance. The total price for the whole year is \$220.00.

Included in advertisement:

Name of Establishment

Street Address

City/State/Zip

Tea room, café, or tea bar hours

Telephone number choice of one of the following: website, email, or fax

Price: \$55.00 per listing

Distribution & Circulation Information

Issue #48	10,000 Autumn 2006	Issue #49	10,000 Winter 2007
Issue #50	10,000 Spring 2007	Issue #51	10,000 Summer 2007

TEA A MAGAZINE® is distributed directly from the Olde English Tea Company, Inc. (publishers of *TEA A MAGAZINE*®), and by national distributors of special-interest periodicals. They distribute direct to retailers and to chain bookstores, newspaper distributors, secondary wholesalers, and jobbers who service retailers. Many Barnes & Noble Stores, Borders, and other major book store chains throughout the U.S. carry *TEA A MAGAZINE*®.

***TEA A MAGAZINE*® direct-sale distribution: we currently sell to many tea-related businesses across the country. Please give us a call if you are interested in selling the magazine from your location.**