



# ADVERTISING RATES

2010

**Mysteries**  
Exploring the Unexplained and Unusual

SHADOWS  
IN THE  
DARK

Advertising  
PO Box 131  
Waynesville, NC 28786

Phone: 877/876-7797

## General Terms & Conditions

1. Rates and conditions are subject to change without prior notice.
2. *Shadows Media* reserves the right to reject, cancel, or omit any advertisement prior to publication that is considered to be objectionable in wording or appearance, misleading, or not in the public interest, regardless of whether or not the advertiser has received an order confirmation.
3. All ads must be print-ready or web-ready and meet *Shadows Media* graphic and editorial standards.
4. The word "Advertisement" will be placed above or below any ad which resembles editorial matter.
5. Advertisements are accepted with the understanding that the advertiser and/or ad agency are authorized to publish the entire content, represent it to be suitable for mailing, and in compliance with applicable mailing regulations.
6. *Shadows Media* is not responsible for any losses or expenses, lawsuits, or any claims that may arise from an advertisements publication.
7. All ad placements depend on availability. Advertisers may reserve advertising space in future issues or on the websites. Reservations require a 50% deposit.

### Format:

**Print:** Print ads must be formatted as graphic file (jpg, tif, pdf, etc.) and saved at a resolution of 300 dpi. Line art must be saved at 1200 dpi.

**Web:** Web ads must be formatted as jpg, gif, and saved at a resolution of 72 dpi. *Shadows Media* accepts flash and YouTube based ads too.

**Audio:** All audio ads must be in mp3 format.

**Sending:** Ads can be mailed on CD/DVD ROM disc or emailed to ads@shadowsmedia.com. Please provide a page proof with all print ads. Ads must be received before closing date or previous ad (if available) will be run.

### 2010 Closing Dates

*Only applies to print ads. Web ads placed within 7 days of receiving. Audio ads begin according to contract.*

**Winter: November 15, 2010    Spring: February 15, 2010**  
**Summer: May 15, 210         Fall: August 15, 2010**

*Mysteries goes to print the 15th of the month following the closing date.*

**Cancellations:** Cancellations must be in writing and received before the closing date or payment is still collectible for placement. Cancellations of pre-paid ads will be pro-rated and refunded within 30 days of cancellation. Cancellations of reserved ad space must be one month prior to closing date or deposit is forfeited.

# Mysteries

Exploring the Unexplained and Unusual

*Mysteries* magazine is a quarterly publication of Shadows Media, LLC

In publication since 2005, *Mysteries* covers topics of the unexplained and unknown with the goal of informing and entertaining. From UFOs to ghosts, the metaphysical, true and unsolved crime, archaeology, and readers encounters with the unknown, combined with photographs, original artwork, and even humor, *Mysteries* is able to serve a growing audience seeking answers and entertainment in a wide range of topics.

*Mysteries* is printed in 4-color on glossy paper and saddle-stitched to a finish size of 8.5" x 10.875".

**Circulation:** 5,000

**Cover Price:** \$6.00 US

**Subscribership:** World Wide

## Website Info

**URL:** [www.mysteriesmagazine.com](http://www.mysteriesmagazine.com)

**Avg. Monthly Page Views:** 100,000 (Jan '10)



## Sizes

<i>Size</i>	<i>width</i>	<i>x</i>	<i>height</i>
Full Page Bleed	8 1/2"	x	10 7/8"
Full Page No Bleed	7 1/2"	x	9 5/8"
2/3 Page	5"	x	9 5/8"
1/2 Page Vertical	3 1/2"	x	9 5/8"
1/2 Page Horizontal	7 1/2"		4 3/4"
1/3 Page	2 3/8"	x	9 5/8"
1/4 Page	5"	x	4 3/4"
1/6 Page	2 3/8"	x	4 3/4"
1/8 Page	1 3/4"	x	4 3/4"
Bulletin	2"	x	2"

## Pricing

Prices are per insertion

<i>Size</i>	<i>1-2x</i>	<i>3-4x</i>	<i>5-6x</i>	<i>7-8x</i>
BC*	\$285	\$265	\$235	\$250
IFC/IBC*	\$260	\$240	\$210	\$190
Full Page (Bleed)**	\$225	\$210	\$185	\$165
Full Page**	\$200	\$185	\$165	\$150
2/3 Page	\$165	\$150	\$135	\$115
1/2 Page	\$125	\$115	\$110	\$90
1/3 Page	\$105	\$90	\$85	\$60
1/4 Page	\$75	\$65	\$60	\$50
1/6 Page	\$55	\$45	\$35	\$25
1/8 Page	\$45	\$35	\$30	\$25

\*BC = Back Cover, IFC = Inside Front Cover, IBC = Inside Back Cover

\*\*Specialty placement is available for a 10% surcharge

## Web Banner Ads

<i>Size</i>	<i>1 month</i>	<i>2 months</i>	<i>3 months</i>
Corner*	\$30	\$50	\$65
249 x 50 px**	\$10	\$15	\$20
249 x 100 px**	\$10	\$15	\$20
249 x 200 px**	\$15	\$25	\$35
249 x 300 px**	\$25	\$40	\$50
728 x 91 px***	\$25	\$40	\$50
228 x 91 px***	\$10	\$15	\$20
650 x 91 px****	\$5	\$10	\$15

\* Only appears on the home page and main menu items

\*\* Placed on right side of website and appears on every page, including the home page

\*\*\* Placed on bottom pages of website and appears on every page, including the home page

\*\*\*\* Placed on the Supporters page of website

## Classifieds

**Pricing:** Classifieds are \$.50 per word with a \$20 minimum.

**Word Count:** Classifieds can be any length. All words are counted, including abbreviations, (e.g., P.O. Box is three words) prices, and amounts. Hyphenated words count as two words and number groups (123, 456, etc.), phone numbers (including area code), city name, state name, email and website addresses, all count as one word.

**Title:** First four words of classified titles are free. All of title will be bold and set in capitol letters at no extra charge.

### Extras

**Bold, italics, and underline:** \$.25 per word

**CAPITALIZATION:** \$.50 per word

**Color:** Add color to any word for \$1 per word.

**Border Frame:** Frame your ad with a border for only \$5.

**Background Color:** Make your classified ad stand out by adding background color for \$10.

# SHADOWS IN THE DARK

*Shadows in the Dark* is a production of Shadows Media, LLC and airs live on Sundays and Thursdays at 9:30pm ET.

*Shadows in the Dark* aired its first show on April 20th, 2007 talking about ghost hunting and EVPs (electronic voice phenomenon, i.e., “ghost voices”). It has now spent almost three years and 250 shows talking about all things unexplained, unusual, and entertaining. From ghosts to UFOs, Bigfoot to the metaphysical, and even music and fiction, *Shadows in the Dark* has interviewed top guests and is always looking for the next interesting topic.

***Listenership Live Avg:*** 300\*

***Podcast Downloads Avg:*** 2,500\*

***Listening Area:*** World Wide

## **Website Info**

***URL:*** [www.shadowsinthedarkradio.com](http://www.shadowsinthedarkradio.com)

***Avg. Monthly Page Views:*** 120,000\*

\* As of Jan 2010



## Audio Commercials

<i>Size</i>	<i>1x</i>	<i>2x</i>	<i>4x</i>	<i>6x</i>	<i>8x</i>
15 Second	\$15	\$25	\$40	\$55	\$70
30 Second	\$25	\$40	\$65	\$80	\$115
45 Second	\$35	\$60	\$90	\$115	\$155
60 Second	\$45	\$70	\$115	\$155	\$195

## Web Banner Ads

<i>Size</i>	<i>1 month</i>	<i>2 months</i>	<i>3 months</i>
175 x 50 px*	\$15	\$25	\$30
175 x 100 px*	\$20	\$30	\$35
175 x 200 px*	\$30	\$40	\$50
175 x 300 px*	\$45	\$55	\$70
650 x 100 px**	\$15	\$20	\$25

\* Placed on right side of website and appears on every page, including the home page

\*\* Placed the Supporters page of the website

*Where the Darkness is Illuminated*

# Bundle and Save!

Save money and get more exposure by purchasing more than one ad.

## Package #1

Purchase any two ad placements and save **5%** off the total price.

## Package #2

Purchase any three ad placements and save **10%** off the total price.



## Package #3

Purchase any four ad placements and save **20%** off the total price.

## Custom Package/Events

*Shadows Media* hosts a number of events and special broadcasts each year, including *Shadows in the Dark's* 24 hr broadcast from Ripley's Believe It or Not! St. Augustine.

Contact us for more information and pricing on upcoming events and special broadcasts.