

A vintage microphone with a ribbed grille is positioned on the left side of the cover. Two audio cables with silver connectors are laid out horizontally across the middle. The background is a textured, light-colored surface with faint, ghostly images of city buildings. The title 'Gonzo' is prominently displayed in the upper center, with the 'G' in red and 'onzo' in black. Below the title, the words 'MUSIC FILM CULTURE' are written in a smaller, sans-serif font, with 'MUSIC' and 'FILM' in black and 'CULTURE' in red.

# Gonzo

MUSIC FILM CULTURE

**MediaKit2010**

[www.gonzomagazine.ca](http://www.gonzomagazine.ca)



# The Magazine

## GONZO

A bold and daring arts and entertainment magazine, devoted to exposing the real face of Canada's Music, Film and Cultural Communities. Written subjectively with grit, sarcasm, and humour. Dedicated to the support and perpetuation of Canadian Artists, Film Organizations and Cultural Advocates. This is not your average Arts and Entertainment Magazine!



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# The Audience



## PRINT & DIGITAL

Gonzo Magazine has a controlled circulation of 14,000 printed copies. Distribution outlets include:

- Pubs, Clubs and Restaurants
- Colleges and Universities
- Music Retailers
- Arts and Culture Centres
- Concerts and Festivals
- Visitor Centres

Each issue, over 1000 subscribers enjoy Gonzo Magazine electronically.

View the latest issue at [www.gonzomagazine.ca](http://www.gonzomagazine.ca)

## DIGITAL GONZO

- Interactive Digital Gonzo Magazine
- Includes all content from print edition
- Downloadable
- Embedded videos and slideshows with audio
- Hyperlinked
- Searchable
- Over 1000 e-subscribers & over 60,000 web hits/month

*“Gonzo Magazine has been a great choice for the Salmon Arm Roots and Blues Festival’s promotional needs, and their online inclusion of our information has driven significant traffic to our website. We’re looking forward to working with Brad and the Gonzo team, once again, for promotion of the 18th Annual, taking place this August.”*

**Lori Wilbur, Publicity and Marketing Manager,  
Salmon Arm Roots and Blues Festival**



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# The Rates

## ADVERTISING RATES

### FULLCOLOR

Full Page  
Centre Spread  
Inside Cover(s)  
Back Cover  
1/2 Page  
1/4 Page  
1/6 Page

### 1TIME

\$1275  
\$2800  
\$1450  
\$1650  
\$645  
\$320  
\$225

### 3-5TIME

\$1085  
\$2380  
\$1235  
\$1405  
\$550  
\$285  
\$195

### 6TIME

\$875  
\$1900  
\$1050  
\$1250  
\$450  
\$235  
\$165

## 2010 PUBLISHING DATES

### COVERDATE

May • June  
July • August  
September • October  
November • December  
January • February  
March • April

### MATERIAL DEADLINE

March 19, 2010  
May 28, 2010  
July 23, 2010  
September 24, 2010  
November 26, 2010  
January 28, 2011

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# ADSPECS

## ADSPACE

Back Cover  
Inside Cover  
Full Page  
1/2 Page (V)  
1/2 Page (H)  
1/4 Page (V)  
1/4 Page (H)  
1/6 Page (V)  
1/6 Page (H)

## LIVEAREA

8 X 10.25  
8 X 10.25  
8 X 10.25  
3.625 X 10.25  
7.375 X 5.0625  
3.625 X 5.0625  
7.375 X 2.4375  
2.375 X 5.0625  
4.875 X 2.375

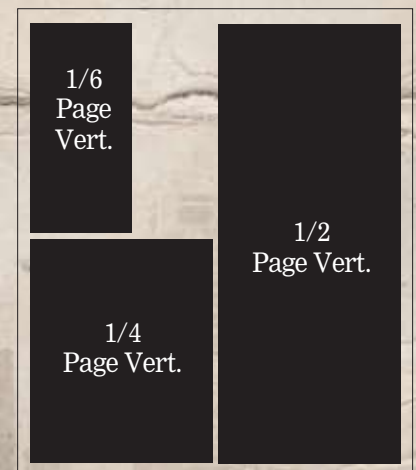
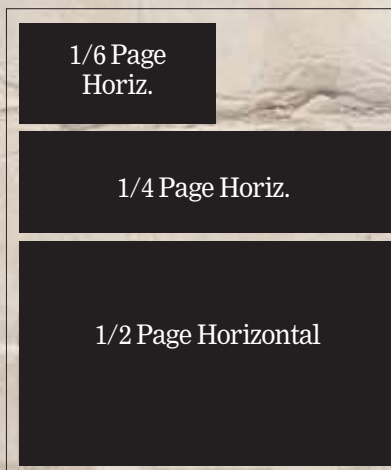
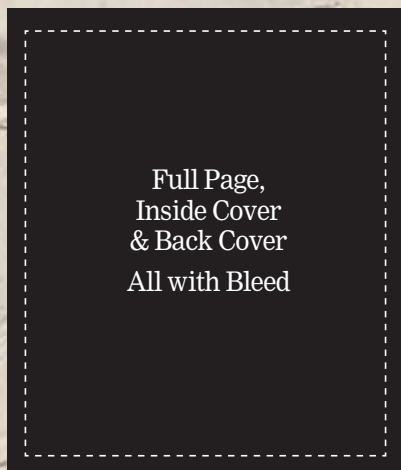
## TRIM

8.25 X 10.75  
8.25 X 10.75  
8.25 X 10.75  
-  
-  
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-  
-  
-

## BLEED

8.75 X 11.25  
8.75 X 11.25  
8.75 X 11.25

\* All critical elements must be kept within the live area



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# MAGAZINESPECS

## MAGAZINE SPECIFICATIONS

Trim Size: 8.25"(w) x 10.75"(h)

Bleed: Minimum 0.25"

Colour: CMYK throughout (100% Black text only)

Printing: Web Offset, coated stock

Binding: Saddle Stitched

## FILE FORMATS, ARTWORK & COLOR REQUIREMENTS

We accept files in the following formats: **INDD (packaged files only), AI (converted to outlines) and 300DPI high quality, EPS, TIFF, PDF and JPG.** When supplying digital images, images must be submitted at the size required or larger. **NO WEB IMAGES.** If images supplied are low quality, results will be unclear and pixeled. Please supply all Graphics & Fonts with submitted ad. Anything that is not to be cut off, **DO NOT** place within 1/4" circumference of trim size.

## FONTS

**ALL FONT FILES** must be supplied with your file unless converted to outlines. All fonts must be 100% Black **NOT RICH BLACK** (CMYK Black printing may result in blurry text.)

## AD PRODUCTION

SunCruiser Publishing Inc. provides advertisement design and production services at no extra cost (excluding photography).

## SUPPLYING MATERIAL

The following are guidelines for material supplied to SunCruiser Publishing Inc. An extra charge may apply if files do not meet these requirements.

We will not be held responsible for material that does not meet these requirements.

A color laser proof or PDF must be supplied with digital ads to SunCruiser Publishing Inc. We accept no responsibility for content or color accuracy if a proof has not been supplied. A proof of your ad will be generated and sent via email or fax to confirm accuracy. Digital Material may be supplied in one of the following ways, CD, FTP Site or Email.

**FILE NAME MUST SHOW COMPANY & PUBLICATION**

## FTP INFORMATION

<ftp.suncruiser.ca>

**Username: suncruiserftp**

**Password: 32searay**

Please place the file inside the appropriate folder.

Once the file has transferred please email us, we don't check it regularly. Or email your 8MB or less ad to: Candace Larson at [graphics@suncruiser.ca](mailto:graphics@suncruiser.ca).

## FILE COMPATIBILITY

Digital material must be supplied to the following specifications: We are currently on Mac Platforms with Adobe Creative Suite CS3. If sending from CS4 make sure to export to a CS3 format. (Xchange File)

Any system work required to correct deficiencies in electronic ads is billed at \$60 per hour.

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