



Open Minds Magazine: THE DEFINITIVE NEWS SOURCE FOR UFOs

Editorial Content:

Open Minds Magazine is a 100-page, full-color magazine, published by Open Minds Production, LLC six times per year. The magazine is distributed throughout the U.S. in Barnes and Noble, Borders, and select airport locations. Open Minds Magazine is the only U.S. magazine that provides a comprehensive and compelling overview of the UFO phenomenon. The publication includes content from all over the globe, complete with unique artwork, compelling imagery, powerful feature articles and the latest news stories.

This exciting, new magazine explores the true nature of the UFO phenomenon in terms of its history, evidence and enormous sociopolitical and scientific implications. Open Minds Magazine is presented objectively with a focus on the facts, yet the publication is destined to change our current outlook on UFOs – an outlook that has been affected for decades by the stigma of ridicule and a relentless process of misinformation and/or disinformation by the mainstream media.

Open Minds Magazine is written and edited by a team of internationally-recognized journalists and researchers who have worked in the UFO arena for decades. They are supported by a network of highly qualified experts and writers. Open Minds Magazine is a part of Open Minds Production, a large media organization dedicated to the UFO phenomenon. The many divisions of the organization include a broadcast radio program, a TV program (in production), a video production and editing studio, the largest UFO conference in the U.S., a film festival, and OpenMinds.tv, the source for news relating to the UFO phenomenon.

Estimated Readership:

According to the most recent and authoritative poll data, more than 50% of the U.S. population believes that the UFO phenomenon is real. Moreover, a large portion of this group is also convinced that the truth has been concealed from the public eye by a governmental and/or military cover-up.

Open Minds Magazine is targeted to the vast and highly educated social segment fascinated with mysteries, anomalies and the unusual. Tens of millions of people spend their hard-earned money in this particular genre of movies and entertainment, and also non-fiction publications such as Open Minds Magazine. Humans have certainly watched the skies since the dawn of mankind because they are intrigued by the infinite spectacle of the stars and the mystery of other intelligences that could interact with Earth.

Thanks to Open Minds Magazine, readers, curious scholars, and even skeptics and rationally minded followers of the scientific method, will find some provocative answers to the most fascinating question: Are we alone in the universe?

Open Minds Magazine expects that each of its six annual issues will gain a readership of about 75,000 people. Of these readers, about one-third is engrossed in the UFO phenomenon and belong to UFO groups, attend conferences, interact online in UFO forums, etc. This magazine satisfies them, as well as an immense group of casual observers whose interest is piqued by the engaging topic of UFOs. Nothing compares to the effectiveness of a high-quality, print magazine, and Open Minds Magazine is rapidly becoming THE source for compelling and trustworthy information about UFOs.



2010 OpenMinds AD Specifications & Sizes

Unit Sizes	Width	Height
Two-Page Spread***		
Bleed	16"	11.375"
Trimming to	15.5"	10.875"
Live Area**	14.9875	10.375"
Full Page***		
Bleed	8.25"	11.375"
Trimming to	7.75"	10.875"
Live Area**	7.25"	10.375"
Full Page (w/Border)	7.25"	10.375"
Text Area*	6.75"	9.875"
1/2 Page (horizontal)***		
Bleed	8.25"	5.6388
Trimming to	7.75"	5.388"
Live Area**	7.25"	5.1388"
1/2 Page (horizontal - w/border)	7.25"	5.1388"
Text Area*	6.75"	4.888"
1/2 Page (vertical)***		
Bleed	4.0773	11.375"
Trimming to	3.8273"	10.875"
Live Area**	3.5773"	10.375"
1/2 Page (vertical - w/border)	3.5773"	10.375"
Text Area*	3.3473"	9.875"
1/3 Page (vertical)***		
Bleed	2.8333"	11.375"
Trimming to	2.5833"	10.875"
Live Area**	2.3333"	10.375"
1/3 Page (vertical - w/border)	2.5333"	10.375"
Text Area*	2.3333"	9.875"
1/4 Page (vertical - w/border)	3.5625"	5.1388"
Text Area*	3.0525"	4.6388"
1/8 Page (vertical - w/border)	3.5625"	2.5556"
Text Area*	3.0525"	2.0656"

*** Publisher will not be responsible for documents that are not customized to the bleed marks provided.

** All important text/images are to be displayed within this area of the document.

* Keep all your text within this point of the document. Exceeding the live area, may print too close to edge.

Publisher reserves the right to reduce or enlarge any advertisement which does not meet the reserved/specified size and charge for additional work.



2-Page Spread

1/2 Page-Vertical

1/2 Page-Horizontal

1/3 Page

1/4 Page

1/8 Page

Full Page



2010 Deadlines/Closing Dates

Issue	Space Reservation	Material
June / July	April 16 th	April 21 st
August / September	June 17 th	June 22 nd
October / November	August 17 th	August 23 rd
December / January	October 18 th	October 25 th
February / March	December 20 th	December 27 th

Space Reservation:
45 days prior to issue date

Material:
40 days prior to issue date

General Conditions

1. Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on the Publisher unless specifically agreed to in writing by the Publisher.
2. All advertisements and their content are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish and advertisement, or for errors in key number or advertisers index.
3. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
4. Cancellation or changes in orders may not be made by the Advertiser or its Agency after the closing date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or Agency.
5. Positioning of advertisements is at the discretion of the Publisher except where request for specific position is granted, in writing, by the Publisher.
6. Publisher is not liable for delays in delivery, or non-delivery, in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of Publisher affecting production or delivery in any manner.
7. Advertiser and its Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and its Agency agree to pay attorney fees, expenses, and costs incurred in connection with the collection of all monies due.
8. Advertiser and its Agency warrant that they are properly authorized to publish the entire contents and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a warranty by the Advertiser and its Agency that they have obtained written consent of the use of the name, likeness and/or testimonial of each and every living person which is contained therein. Advertiser and its Agency agree to indemnify and hold Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.
9. Until credit is approved, Advertisements are run on a prepaid basis only.