

# CERT RESPONDER™ MAGAZINE

## Media Kit

**SUBMIT YOUR STORY:** [certstories@certresponder.com](mailto:certstories@certresponder.com)

**ADVERTISE:** [advertise@certresponder.com](mailto:advertise@certresponder.com)

**SUBSCRIBE** to *CERT Responder*: [www.certresponder.com/subscribe](http://www.certresponder.com/subscribe)



# ADVERTISING

Ad Size/Postion	Single Issue	4 Issues	Savings Yearly	Ad Creation Charges:
<b>(Inside Front Cover)</b>	n/a	\$3,200	\$800	\$150
<b>Back Page</b>	n/a	\$3,200	\$800	\$150
<b>Back Page (Inside Cover)</b>	n/a	\$3,200	\$800	\$150
<b>Full Page</b>	\$750	\$2,400	\$600	\$100
<b>2/3 Page</b>	\$600	\$2,000	\$400	\$50
<b>1/2 Page Horizontal</b>	\$500	\$1,600	\$400	\$75
<b>1/2 Page Vertical</b>	\$500	\$1,600	\$400	\$75
<b>1/3 Page Square</b>	\$300	\$1,000	\$200	\$50
<b>1/3 Page Vertical</b>	\$300	\$1,000	\$200	\$50
<b>1/4 Page</b>	\$300	\$1,000	\$200	\$50
<b>1/6 Page</b>	\$150	\$500	\$100	\$35
<b>1/8 Page</b>	\$150	\$500	\$100	\$35
<b>Help Wanted Ad (60 Word Limit)</b>	\$40	\$160		\$15
<b>Sell It Ad (60 Word Limit)</b>	\$40	\$160		\$15

## Ad Specifications:

Furnish press ready pdf files (crops and bleeds on full page bleed ads only).  
All fonts must be embedded, and all images must be 200 dpi minimum (300 dpi preferred).

For bleed ads, make sure that all pertinent text/images are kept .25" away from trim on all size.  
(Trim size: 8.375 x 10.875")

full page no bleed 7.375 x 9.875

full page bleed 8.625 x 11.125  
(trim= 8.375 x 10.875)

keep all pertinent text/images .25 away from  
trim on all sides

## AD SIZES

third page square: 4.875 x 4.875

sixth page:  
2.375 x 4.875

half page horizontal: 7.375x4.875

# AD SIZES

half page vertical:  
3.625 x 9.875

eighth page: 3.625 x 2.375

quarter page: 3.625 x 4.875

# AD SIZES

two thirds: 4.875 x 9.875

third page vertical:  
2.375 x 9.875

Advertiser/Client: _____	Order No: _____
Address: _____	Date: _____
_____	Contact No: _____
Email: _____	_____
Advertiser Rep/Contact Person: _____	Contact No: _____
Email: _____	_____
Bill to: _____	_____

Insertion Order

Ad Size/Position	Rate	Frequency/ # of Issues	Issues	Ad Creation Charges	Cost
<input type="checkbox"/> (Inside Front Cover)					
<input type="checkbox"/> Back Page					
<input type="checkbox"/> Back Page (Inside Cover)					
<input type="checkbox"/> Full Page					
<input type="checkbox"/> 2/3 Page					
<input type="checkbox"/> 1/2 Page Horizontal					
<input type="checkbox"/> 1/2 Page Vertical					
<input type="checkbox"/> 1/3 Page Square					
<input type="checkbox"/> 1/3 Page Vertical					
<input type="checkbox"/> 1/4 Page					
<input type="checkbox"/> 1/6 Page \$150 \$500 \$100 \$35					
<input type="checkbox"/> 1/8 Page \$150 \$500 \$100 \$35					
<input type="checkbox"/> Help Wanted Ad (60 Word Limit)					
<input type="checkbox"/> Sell It Ad (60 Word Limit)					
<b>Total:</b>					

By signing this form, the Advertiser agrees that this constitutes an Insertion Order offer to purchase Ad Space. Cert Responder Magazine's (the "Publisher") signature on this form constitutes acceptance of that offer. By signing this form, both the Advertiser and Publisher agree that this Insertion Order shall be governed by the terms and conditions listed in the Agreement available at: <https://www.certresponder.com/terms>.

Payment in full is due \_\_\_ days from \_\_\_\_\_.

This order constitutes contractual agreement. Verbal orders do not constitute a contractual agreement.

This contract constitutes acknowledgement of your order. Billing follows immediately.

Payment Method:

- Credit Card       Check No. \_\_\_\_\_       Cash: \_\_\_\_\_

\_\_\_\_\_  
Advertiser

\_\_\_\_\_  
Publisher