

MISSISSIPPI SPORTS MAGAZINE

PEVEY PUBLISHING, LLC
 405 KNIGHTS COVE WEST
 BRANDON, MS 39047
 (Phone) 601-503-7205 • (Fax) 601-992-2885
 email: publisher@mssportsmagazine.com
 www.mssportsmagazine.com

ADVERTISING RATES - Gross (Rates are per issue)

All ads are Color6 issue 3 issues 1 issue

1/4 page	\$260	\$285	\$335
1/2 page	\$350	\$475	\$585
Full page	\$550	\$700	\$850
Back Cover	\$1,200	\$1,325	N/A
Inside Cover	\$1,100	\$1,250	N/A

NON-PROFIT DISCOUNTS

A 15% discount is given to all non-profit organizations who advertise.

SIZES AND DIMENSIONS - (in inches)

	Width	Depth
Full Page (Trim Size)	8.125	10.875
1/2 Page, Vertical	4.5	7.125
1/2 Page, Horizontal	7.125	4.8125
1/4 Page, Vertical	3.5	4.8125

GENERAL MECHANICAL SPECIFICATIONS

Size:8.125" x 10.875" (trim size)
8.375" x 11.125" (bleed size)
7.625" x 9.375" (live area)
 Printing Method: Web offset press; printed at 150 line screen
 Binding: Saddle-Stitch

COLOR REPRODUCTION

We print on a web offset press and produce ads in "pleasing color." We strive to match our clients' color specifications, but we do not guarantee a perfect match. If color matching is your utmost concern, please provide a match print proof with your digital ad.

SPACE RESERVATION AND DEADLINES

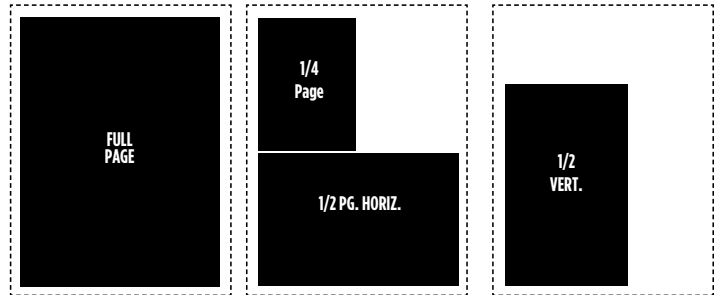
Space Reservation Ad Materials* Digital Ad

JANUARY/FEBRUARY '10 (Baseball Preview)	December 18
MARCH/APRIL '11 (Recruiting Issue)	February 19
MAY/JUNE '11	April 19
JULY/AUGUST '11 (Football Preview)	June 23
SEPTEMBER/OCTOBER '11	August 20
NOVEMBER/DECEMBER '11 (Basketball Preview)	October 22

* Materials received after the deadline may incur a late charge

SPECIAL POSITION REQUESTS

All positions are run of the book, determined at publisher's option. Guaranteed special positions incur a 15% position fee.



FREQUENCY DISCOUNTS

Frequency discounts are earned on the total number of insertions made within a period of one year (6 issues). If at the end of one year (6 issues), an advertiser has failed to fulfill the contract, billing will be adjusted accordingly. Orders canceled before expiration of contract are subject to short-rate billing.

EARLY PAYMENT DISCOUNT

A five percent discount is given to advertisers who pay in full by the space reservation deadline.

BILLING AND PAYMENTS

Payment is due within 30 days of receipt of invoice. A service charge of 1.5% per month will be added to accounts 30 days delinquent. Publisher can suspend or cancel a contract when invoices for prior advertisements are delinquent.

CANCELLATIONS

Neither the advertiser nor its agent may cancel after the space reservations deadline. If materials are not received by deadline, publisher may repeat the most recent advertisement.

AGENCY DISCOUNTS

"Recognized agency" as used in the rate card refers to an individual or group of individuals who make the media selection, handle the order, coordinate and process the space placed with the publisher under the terms of this rate card, furnish and provide transportation on all printing materials submitted, and process prompt payment. Agency must represent a minimum of three clients.

ADVERTISING RESTRICTIONS

The publisher reserves the right to decline any advertisement.

MAKE PAYMENTS PAYABLE TO:

PEVEY PUBLISHING, LLC
 405 Knights Cove W
 Brandon, MS 39047