

# COMPLETE Survivalist

## SURVIVE WITHOUT FEAR

### MARKETING PROGRAMS

## Marketing Services

### Display Advertising:

Connect with thousands of potential customers through the pages of Complete Survivalist Magazine's Print and Online editions.

### Web Advertising/ White Papers:

Get instant response and traffic to your online offers by advertising on one of our many web properties. Offer your White Paper free to our readers for a viral burst of traffic and authority marketing.

### Email Marketing:

Have a unique offer for Complete Survivalist readers? Let us tell the world and create an instant buzz through email marketing.

### Webinars:

Want instant feedback? Engage readers on one of our sponsored interactive webinars.

### Web Design:

Web designers don't know marketing and marketers don't know web design.. But WE KNOW BOTH!

### Video Production:

DVDs, Commercials or Viral Video... We are industry leaders in Live Streaming and Video Production.

## Positioning For Success

### *Why Choose Complete Survivalist Magazine?*

Complete Survivalist Magazine offers advertisers direct access to the ever growing market of survivalist/preparedness enthusiasts.

Each issue of Complete Survivalist showcases the tools and techniques that will give readers the best chance for survival no matter what might happen!

Where other resources fail, CSM succeeds in bringing readers the tools that are necessary to be self-reliant and self-sufficient in a multitude of "real-life" scenarios that readers may find themselves in.

CSM is designed to be an encyclopedic resource that readers can refer to long after the "off-sale" date. Showcase your products in the premier magazine of the "Prepper" community. Connect and develop trust with our readers by advertising today.

**"If You're Not Appearing, You're Disappearing!"**

### Media Kit Contents:

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**Contact: Ed Mueller**

**(866) 437-6570 or (219) 759-4196**

**Email: [ads@completesurvivalist.com](mailto:ads@completesurvivalist.com)**

***Advertise Now in Complete Survivalist Magazine. Because...***

# **Your Survival May Depend on It!**

# COMPLETE Survivalist

SURVIVE WITHOUT FEAR

## Display Advertising Online Advertising

Rate Card #1.1 - Dec 2010

CSM is published Bi-Monthly

Size	Open	3x	6x	12x
<b>Full Page</b>	<b>1500</b>	<b>1425</b>	<b>1355</b>	<b>1295</b>
2/3 Page	1125	1070	1015	965
1/2 Page	900	855	815	775
1/3 Page	645	615	585	550
1/4 Page	525	495	475	450
1/6 Page	405	385	365	345
1/8 Page	330	315	295	280
1/12 Page	270	255	245	230
<b>Cover IV</b>			<b>1950</b>	
<b>Cover II</b>			<b>1800</b>	
<b>Cover III</b>			<b>1650</b>	

Size	Orientation	(W x H)
Full Page	Bleed	8-5/8 x 11-1/8
Full Page	Border	7-1/4 x 10
2/3 Page	Vertical	4-5/8 x 10
1/2 Page	Vertical	4-5/8 x 7
1/2 Page	Horizontal	7-1/4 x 4-7/8
1/3 Page	Vertical	2-1/2 x 10
1/3 Page	Horizontal	4-5/8 x 4-7/8
1/4 Page	Vertical	3-1/2 x 4-7/8
1/6 Page	Vertical	2-1/4 x 4-7/8
1/6 Page	Horizontal	4-5/8 x 2-1/4
1/8 Page	Vertical	2-1/4 x 3-1/2
1/8 Page	Horizontal	3-1/2 x 2-1/4
1/12 Page	Square	2-1/4 x 2-1/4

### Production Specifications

Trim size: 8-3/8 x 10-7/8, Binding: Saddle-stitched, Color: 4 color process (PMS available), Materials: We require digital files for all ads (.pdf, .eps, .tif, .tiff & .jpg files accepted), .pdf files must embed fonts and hi-res images(300 dpi).

Ads may be emailed, provided on CD-ROM or uploaded to our FTP(Call for instructions). Proofs: Positive print must accompany BW ads and a color match print must accompany color ads. Bleed: No extra charge. PMS colors: Unless otherwise requested and approved will be matched with process colors (CMYK)

### General Conditions (See Insertion Order Contract)

### Billing

Payments are due prior to production with the exception of new advertisers which must be pre-paid at the time of reservation. A late penalty of 1-1/2% per month will be charged on all unpaid balances after 30 days from date of printing.

**Combined Discount:** If advertiser qualifies for multiple frequency discount, no other discounts or special rates may be applied.

### Banner Advertising

Leaderboard	728 x 90	\$975/mo
Tower	120 x 600	\$650/mo
Large Square	250 x 250	\$375/mo
Small Square	125 x 125	\$195/mo

### Other Marketing Services

Sponsored Webinars	Starting at: \$1250 each
Email Marketing	Starting at: \$.15 address
White Papers	Starting at: \$195 each
Web Design	Starting at: \$295 per site

Issue #	Close	Materials	Ships
Issue #1	11/29/10	12/01/10	12/13/10
Issue #2	02/04/11	02/11/11	02/25/11
Issue #3	04/01/11	04/08/11	04/29/11
Issue #4	05/27/11	06/03/11	06/24/11
Issue #5	07/22/11	07/29/11	08/19/11
Issue #6	09/23/11	09/30/11	10/21/11
Issue #7	11/11/11	11/18/11	12/01/11
Issue #8	01/13/12	01/20/12	02/17/12

### For Advertising Reservations:

**Contact: Ed Mueller**

**(866) 437-6570 or (219) 759-4196**

**Email: ads@completesurvivalist.com**

Complete Survivalist Magazine is published by:

**CDI Publications Inc.,**

PO Box 9, Boynton Beach, FL 33425

(866) 437-6570 or (714) 436-1234

# COMPLETE SURVIVALIST ADVERTISING INSERTION ORDER

DATE: \_\_\_\_\_

PO # \_\_\_\_\_

COMPANY / INDIVIDUAL NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_

CONTACT: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

NO. OF INSERTIONS: \_\_\_\_\_ ISSUE(S): \_\_\_\_\_

AD SIZE: \_\_\_\_\_ SPECS: \_\_\_\_\_

AD POSITION: \_\_\_\_\_ RATE: \_\_\_\_\_

Special Instructions: \_\_\_\_\_

Complete Survivalist is published by:

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PO Box 9

Boynton Beach, FL 33425

(866) 437-6570 or (714) 436-1234

Credit Card Information: CC # \_\_\_\_\_ Expiration: \_\_\_\_\_

Billing Address: \_\_\_\_\_

**Multiple Frequency Terms:** In consideration of the reduced rate at which this ad space is sold by Magazine, the undersigned advertiser agrees to display advertising terms as follows:

1) Advertising must be paid before final production file is sent to the printer. For new advertisers, payment in full is due at time of reservation. If credit terms are extended, advertiser agrees to pay in a timely manner within the terms of the agreement. Any breach of credit terms shall immediately bring the full unpaid balance due and interest charges shall accrue. 2) Should the number of ads placed by advertiser fail to total the number of ads hereby contracted for, all space published under this contract shall be charged at the nearest earned contract rate and advertiser agrees to make full retroactive payment within 30 days. 3) Any advertising deemed offensive or distasteful may be subject to review and removal. Publisher reserves the right, at any time, to terminate any advertiser's contract or withhold advertiser's ad from placement in magazine for any reason. If ad is withheld from placement, Advertiser will not be charged for ad placement. Advertiser agrees to comply with editorial guidelines of advertising as set forth by Publisher. 4) Publisher may, from time to time, modify schedules, distribution methods and locations at the sole discretion of Publisher. 5) This Contract serves as an UNCONDITIONAL GUARANTEE of accounts both jointly and individually by and between Advertiser's undersigned authorized representative, Advertiser's above-mentioned company and Magazine. 6) Advertisers accepts full responsibility for any and all claims arising from the use of Advertiser's products or services and/or any FTC or governmental actions in connection with said advertisements. Advertiser agrees to hold harmless publishing company from any such claims. 7) Advertiser agrees not to chargeback or dispute transactions for advertising made by credit card. 8) If any portion of this agreement is found to be unenforceable, it shall not affect the enforceability of the remainder of this agreement.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Signer's Name \_\_\_\_\_ Signer's Position \_\_\_\_\_

Artwork Instructions: Materials to arrive by closing date according to specifications- See Rate Card

Please send art materials via CD-ROM, Email or FTP(FTP instructions will be provided upon request)

**Please FAX this signed and completed form to: (714)455-2091**