

Jacques

Media Kit

Jacques is Published 4 times a year.

Cover Price: \$9.00 USD

Median Age: 28

Average Age: 28.5

Male: 86%

Female: 14%

Average Household Income: \$60,000+

Jacques is Distributed by Ubiquity Distributors:

607 Degraw St., Brooklyn, N.Y., 11217

Tele. 718-875-5491

Rate Base: 15,000

Projected Readership: 3 per copy

Rates*	1x	2x	3x	4x
4/C Outside Back Cover	\$3,000	\$2,850	\$2,700	\$2,550
4/C Inside Front Cover	\$2,200	\$2,090	\$1,980	\$1,870
2nd Cover	\$2,000	\$1,900	\$1,800	\$1,700
3rd Cover	\$1,800	\$1,710	\$1,620	\$1,530
4th Cover	\$1,800	\$1,710	\$1,620	\$1,530
Page facing Table of Contents	\$1,800	\$1,710	\$1,620	\$1,530
4/C Unspecified page	\$1,600	\$1,520	\$1,440	\$1,360
4/C 1/2 Horizontal Unspecified page	\$1,000	\$950	\$900	\$850

Supplements are welcome, please contact advertising department for more information.

**These rates and all advertising transactions are subject to Jacques' Copy & Contract Regulations.*

AD Specifications & Mechanical Requirements

PRINTING

UV Web Press (Publication) & Sheet-Fed Press (Mailing Wrap)
Saddle-Stitched 50LB uncoated with 80LB coated mailing Wrap
Publication size 15 (h) “ x 11 (w)”

Space	Live
Full Page/ Cover	14” x 10”
1/2 Horizontal	7” x 10”

Minimum size knockout type should be 12 point

PREFERRED FILE FORMAT

- PDF/X-1a Format
- No application files will be accepted.

The PDF/X-1a files must have:

- All fonts MUST be embedded (True Type fonts can not be used for Printing).
- The color space must be CMYK or Grayscale. No RGB, LAB or embedded color profiles (such as ICC profiles).
- All PMS colors MUST be converted to CMYK. No files with PMS colors will be accepted without prior notification.
- Resolution: 300 dpi
- All partial size ads must have position marks indicating bleed and trim.
- All full page ads should be centered on a Trim Size Document and have marks indicating trim. All marks must be outside the trim size document.
- Maximum ink density: 300 total

PROOF REQUIREMENTS

- Preferred proof is SWOP
- All proofs must include the IDEAlliance Color Control Bar (can download color bar from <http://swop.org/resources/downloads>).
- All proofs should have clear identification indicating the type of proof it is, and the name, address and phone number of the prepress service provider.
- Ads uploaded via FTP will require a proof via next-day courier (FedEx, DHL, etc.)
- Ads must include the following information:
 - Issue date
 - advertiser name
 - contact name and telephone number

Please note*

A color proof of the ad is suggested to be submitted along with the digital files, and must meet SWOP standards. By choosing not to supply a SWOP certified proof with this ad submission the color reproduction of the ad will be based on industry standard best practices to achieve as accurate color as possible from the supplied digital file. If you do not supply a SWOP certified proof, a laser content proof will be required. Failure to submit a laser proof may jeopardize the final content within your ad.

Charges will be added to your invoice(s) for any submitted ads that do not include trim marks, color bars, or proofs calibrated for the press.

FILE STORAGE

The original proof and an archived copy of the digital ad file will be kept for 12 months after printing.

GENERAL MATERIAL DEADLINE

Materials are due at ad close.

For extensions, questions and complete copy & contract regulations please contact
Jonathan
84 North 9th Street Suite 406
Brooklyn NY 1121
Telephone: 347.529.5041
Email: Jonathan@Jacquesmag.com

Jacques 2009 Editorial Calender

Issue	Ad Close
Spring	CLOSED
Summer	June 15
Fall	September 14
Winter	November 2

Jacques Terms & Conditions

Jacques Magazine's Right To Reject, Cancel or Terminate Orders

Jacques Magazine reserves the right at its absolute discretion, and at any time, to cancel any advertising order or reject any advertising copy, whether or not the same has already been acknowledged and/or previously published. In the event of such cancellation or rejection by Jacques Magazine, advertising already run shall be paid for at the rate that would apply if the entire order were published.

In addition, Jacques Magazine reserves the right to remove from selected copies of the publication advertisements containing matter that subscribers have deemed objectionable.

Jacques Magazine, at its absolute discretion, may terminate its relationship with Advertiser and/or Agency for the breach of any of the terms hereof, including without limitation a breach based on the failure on the part of either Advertiser or Agency to pay each bill by its due date. Should Jacques Magazine terminate its relationship with Advertiser and/or Agency, all charges incurred together with short-rate charges shall be immediately due and payable. Furthermore, in the event Advertiser or Agency breaches, Jacques Magazine may decide to exercise its right to (a) cancel its recognition of Agency, thereby causing Agency to lose claim to any commission for any further advertising placed with Jacques Magazine on behalf of Advertiser or any other client, and/or (b) refuse to publish any or all of Advertiser's advertising.

Advertiser's Failure to Run Advertising/Short-Rate

All agreements for advertising frequency discounts require that the specified number of advertisements be published within a four issue period. In the event of Advertiser's or its Agency's cancellation of any portion of any advertising order/contract or failure to have published the specified number of advertisements, or if at any time Jacques Magazine in its reasonable judgment determines that Advertiser is not likely to publish the total amount of advertising specified during the term of the agreement, any rate discount will be retroactively nullified, including for previously published advertisements, and may result in a short-rate. In such event, Advertiser and/or Agency must reimburse Jacques Magazine for the short-rate (which is the difference between the rate charged on the contracted frequency and the higher rate based on the reduced frequency of advertisements actually published and paid for) within 30 days of invoice therefor and Advertiser will thereafter pay for advertising at the open rate or at the earned rate(s) as applicable. Any merchandising program executed by Jacques Magazine in reliance on advertising that is cancelled will be paid for by Advertiser at the fair market rate for such program.

Credit And Payment Policies

Payment in advance is required for all new advertisers, all advertisers who have not established credit with Jacques Magazine, all political advertisements, all transient advertisements, and all short-term event advertisements. Credit may be established with prepayment of first two (2) advertisements in a scheduled campaign. Once credit has been established, advertiser will be billed upon publication.

Restrictions on Advertiser's Cancellation of Advertising Orders

Orders for inside or outside cover pages are non-cancellable. Options on cover positions must be exercised at least 20 days prior to four-color closing date. If an order is not received by such date, the cover option automatically lapses. Orders for all inside advertising units are non-cancellable less than 15 days prior to closing date. Orders for supplied inserts are non-cancellable the first of the fourth month preceding the date of issue. Orders for all Jacques Magazine-produced inserts are non-cancellable without the written agreement of Jacques Magazine. Should Jacques Magazine agree to cancel an existing order, Advertiser will be responsible for the cost of any work performed or

materials purchased on behalf of Advertiser, including the cost of services, paper and/or printing.

Advertising Positioning at Jacques Magazine's Discretion

Orders for advertising containing restrictions or specifying positions, facings, editorial adjacencies or other requirements may be accepted and published but such restrictions or specifications are at Jacques Magazine's sole discretion.

Labeling of Advertisements

Advertisements that simulate editorial content must be clearly defined and labeled "ADVERTISEMENT" or "PROMOTION" or "SPECIAL ADVERTISING SECTION" at the top of the advertisement, and Jacques Magazine may, in its discretion, so label such copy.

Inserts

An accurate facsimile of any furnished insert must be submitted to Jacques Magazine for review prior to the printing of the insert. Jacques Magazine is not responsible for errors or omissions in, or the production quality of, furnished inserts. Advertiser and/or Agency shall be responsible for any additional charges incurred by Jacques Magazine arising out of Advertiser and/or Agency's failure to deliver furnished inserts pursuant to Jacques Magazine's specifications. In the event that Jacques Magazine is unable to publish the furnished insert as a result of such failure to comply, Advertiser and/or Agency shall remain liable for the space cost of such insert.

Errors in or Omissions of Advertisements

In the event of Jacques Magazine's errors in or omissions of any advertisement(s), including but not limited to those caused by force, Jacques Magazine's liability shall be limited to a credit of the amount paid attributable to the space of the error and in no event shall exceed the total amount paid to Jacques Magazine for the advertisement, provided that the error/omission is brought to the Jacques Magazine's attention no later than 60 days after the advertisement is first published. However, if a copy of the advertisement was provided or reviewed by Advertiser, Jacques Magazine shall have no liability. Jacques Magazine is not responsible for errors in key numbers.

Trademarks

The title and logo of the Jacques published by Luft Media Group LLC is a registered trademark. Neither the title nor the logo of the magazine may be used without the express written permission of Luft Media Group.

Indemnification of Jacques Magazine

Advertiser and its Agency, if there be one, each represent that any advertising or other material (including product samples) submitted by Advertiser or Agency complies with all applicable laws and regulations and does not violate the personal or proprietary rights of, and is not harmful to, any person, corporation or other entity. As part of the consideration to induce Jacques Magazine to publish such advertisement, Advertiser and its Agency, if there be one, each agrees jointly and severally to indemnify and save harmless Jacques Magazine, and its employees and representatives, against all liability, loss, damage, and expense of any nature, including attorneys' fees, arising out of any actual or potential claims for libel, invasion of privacy, copyright or trademark infringement and/or any other actual or potential claims or suits that may arise out of the copying, printing, publishing, distribution or transmission of such advertisement (regardless of whether Jacques Magazine participated in the creation of such advertisement).

Responsibility for Payment of Advertising Bills

In the event an order is placed by an Agency on behalf of Advertiser, such Agency warrants and represents that it has full right and authority to place such order on behalf of Advertiser and that all legal obligations arising out of the placement of the advertisement will be binding on both Advertiser and Agency. Advertiser and its Agency, if there be one, each agrees to be jointly and severally liable for the payment of all bills and charges incurred for each advertisement placed on Advertiser's behalf. Advertiser authorizes Jacques Magazine, at its election, to tender any bill to Agency, and such tender shall constitute due notice to Advertiser of the bill and such manner of billing shall in no way impair or limit the joint and several liability of Advertiser and Agency. Any bill tendered by Jacques Magazine shall constitute an account stated unless written objection thereto is received by Jacques Magazine within ten (10) days from the rendering thereof. Payment by Advertiser to Agency shall not discharge Advertiser's liability to Jacques Magazine. The rights of Jacques Magazine shall in no way be affected by any dispute or claim between Advertiser and Agency. Advertiser and Agency agree to reimburse Jacques Magazine for its costs and attorneys' fees in collecting any unpaid advertising charges. Advertiser confirms that it has appointed Agency, if one is specified, to be its authorized representative with respect to all matters relating to advertising placed on Advertiser's behalf with the understanding that Agency may be paid a commission.

No Assignment of Advertising

Advertiser and its Agency may not use any advertising space either directly or indirectly for any business, organization, enterprise, product, or service other than that for which the advertising space is provided by Jacques Magazine, nor may Advertiser or Agency authorize any others to use any advertising space.

Republication of Advertisements

Advertiser and Agency agree that any advertisements published may, at Jacques Magazine's option, be republished or reused by Jacques Magazine or its agents in any form in whole or in part in all media now in existence or hereafter developed, whether or not combined with material of others. The copyright in any advertisement created by Jacques Magazine is owned by Jacques Magazine and may not be otherwise used by Advertiser or third parties without Jacques Magazine's prior written consent.

Advertising Rates

Rates contained in advertising orders that vary from the rates listed herein shall not be binding on Jacques Magazine and the advertisements ordered may be inserted and charged for at the actual schedule of rates. Rates and units of space are effective with the Summer 2009 issue. Announcement of any changes in rates will be made thirty (30) days in advance of the closing date for the first issue affected by such new rates. Advertising in issues thereafter will be at the rates then prevailing.

Rate Base Guarantees

Rate base guarantees are made on an annual contract-year average.

Terms of Sale

Payment is due thirty (30) days from the date of invoice. Interest will be charged at a rate of 1.5% per month on past due balances. Jacques Magazine may at its option require cash with order or change payment terms.

Choice of Law and Forum

All issues relating to advertising will be governed by the laws of the State of New York applicable

to contracts to be performed entirely therein. Any action brought by Advertiser against Jacques Magazine relating to advertising must be brought in the state or federal courts in New York, New York. The parties hereby consent to the jurisdiction of such courts in connection with actions relating to advertising.

Entire Agreement

The foregoing terms and conditions shall govern the relationship between Jacques Magazine and Advertiser and/or Agency. Jacques Magazine has not made any representations to Advertiser or Agency that are not contained herein. Unless expressly agreed to in writing by Jacques Magazine, no other terms or conditions in contracts, orders, copy, or otherwise will be binding on Jacques Magazine. Failure by Jacques Magazine to enforce any of these provisions shall not be considered a waiver of such provision.

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