

# Shaman's Drum Ad Rate Card

Effective August, 2006



## Add the Magic of **SHAMAN'S DRUM** To Your Advertising Now!

*Shaman's Drum* has earned a reputation for editorial excellence and outstanding graphics that is attracting a lot of attention across the country—attention that will add visibility, impact and response to your advertising.

Your advertising message has a better chance of being seen and read in *Shaman's Drum* than in most alternative magazines. More importantly, our unique audience cannot be reached effectively through any other publication.

Rate Card Effective August, 2006

Shaman's Drum 3600-A Cedar Flat Road; P.O. Box 270, Williams, OR 97544 ~ (541) 846-1313 ~ [advertising@shamansdrum.org](mailto:advertising@shamansdrum.org)

# SHAMAN'S DRUM

## Display Ad Sizes & Rates

B.

2/3 page

4 3/4" wide  
x  
9 3/4" high

E.

1/3 page  
(vert.)

2 1/4" wide  
x  
9 3/4" high

C.

1/2 page (hor.)

7 1/2" wide  
x  
4 3/4" high

D.

1/3 page  
(square)

4 3/4" wide  
x  
4 3/4" high

F.

1/6 page (vert.)

2 1/4" wide  
x  
4 3/4" high

## Display Ad Rates & Formats

Based on circulation of 10,000. Prices below are for camera-ready ads only.

### Black and White Rates & Formats:

Description	Cost	Width	Height
A. Full Page	\$990	7 1/2"	x 9 3/4"
B. 2/3 page	\$660	4 3/4"	x 9 3/4"
C. 1/2 page	\$495	7 1/2"	x 4 3/4"
D. 1/3 page (square)	\$330	4 3/4"	x 4 3/4"
E. 1/3 page (vert.)	\$330	2 1/4"	x 9 3/4"
F. 1/6 page	\$165	2 1/4"	x 4 3/4"

### Four-color or Two-color Rates:

We may have space for a limited number of color ads each issue, in full page (\$1250) or 1/2 page (\$755) sizes only.

### Publication Schedule / Ad Deadlines:

Our publication schedule is somewhat flexible, as are our ad deadlines, so if you miss a deadline, or want to verify one, please contact us. Meanwhile, our deadlines for next issue are:

Issue Number	Space Reservation	Finished Ad Copy	Approximate Release
#73	.....	September 15, 2006	.....
		September 30, 2006	.....
		November, 2006	

**IMPORTANT:** If advertising a DATED EVENT, we urge you to advertise at least 6 months in advance of your event—longer, if it's an international event—to ensure adequate lead time for readers to plan and respond. If in doubt regarding which issue would be best for your advertisement, please contact us.

**You can save unnecessary problems by avoiding these common mistakes when advertising:**

- 1) Do not send ads in wrong sizes or formats. Measure your ads *very carefully*. Ads that are even a fraction of an inch too large or too small, are not acceptable.
- 2) Do not submit hard-copy ads on laser printouts, photocopies, or faxes. Copy toner tends to flake off, and paper is too fragile to withstand the rigors of production-related activities.
- 3) Do not submit electronic ads in formats or with fonts, graphics, etc., that are incompatible with our service provider (see Mechanical Requirements and Production Services on facing page for more detailed information).

Unacceptable ads may either be returned to the advertiser for correction or be fixed by the *Shaman's Drum* production department at the advertiser's expense.

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# SHAMAN'S DRUM

## Display Ad Terms & Conditions

### Advertiser's Code of Ethics

By advertising in *Shaman's Drum*, each business or individual agrees to maintain a high level of integrity, to respond to inquiries in a prompt and honorable manner, and to be ready to substantiate any claims made in their advertisements.

Products should work as advertised and services should be rendered as described. Should our readers notify us that this is not the case, we will ask the advertiser to rectify the problem, and/or cancel the ad, and/or notify our readers of the problem.

### General Policies

- 1) *Shaman's Drum* reserves the right to reject any advertising not in keeping with the publisher's standards for any reason at any time.
- 2) **All verbal instructions regarding contracts, insertions, or changes of any kind must be confirmed in writing by the advertiser prior to closing date.** No conditions (printed or otherwise, even if appearing on the contract order) or copy instructions which conflict with the publisher's policies will be binding on the publisher.
- 3) Advertisers agree to assume all responsibility and liability for all claims arising from their advertisements and will protect the publisher from same.
- 4) Limited liability: Publisher's liability for any error is limited to the cost of the space and is applicable only to an error which materially affects the value of the advertisement.
- 5) Missed deadlines: Ads received after our closing date will be run in the next issue unless otherwise specified. Repeating ads will be re-run as given unless new copy is provided to our office by the closing date.
- 6) *Shaman's Drum* reserves the right to insert the word "advertisement" with any ad we deem necessary.
- 7) Advertisers may be requested to submit sample catalogs, schedules, or other literature with their ads.
- 8) Rates and units of space are subject to change without notice by the publisher.



### TERMS & DISCOUNTS

#### Credit Policy

Ads must be paid in full by the ad closing date—unless credit has been established. Credit accounts must be paid within 30 days of invoice date.

Advertisers outside the U.S. must send payment in U.S. currency by the closing date.

#### Prepayment Discount

A 5% prepay discount is available on camera-ready ads **paid in full before closing date.**

#### Agency Commission

Fully recognized agencies may qualify for 15% commission, but only if invoices are paid in full within 30 days of invoice date. Commissions do not apply on production charges.

#### Frequency Discount

10% off regular rates when same size ads are placed in consecutive issues. This discount does not apply the first time the ad is placed. **Ads must be placed by closing dates, and size and format must remain the same.**

#### Nonprofit Discount

Tax-exempt nonprofit organizations *may* be eligible for 10% off net rates. Please contact us for details before submitting ads.

#### Cancellations

Cancellations must be received before the ad closing date. No cancellations permitted on guaranteed placement or inside covers.

#### Guaranteed & Preferred Placement

**Guaranteed placement** on Page 1 or on inside covers is available for a \$260 surcharge and is restricted to full page ads or 1/2 page horizontal ads. Guaranteed positions on pages other than Page 1 and the inside-front cover are available for a \$100 surcharge. Payment in full must accompany each space reservation, and placement will be on a first-paid, first-served basis. Any cancellations will forfeit the surcharge.

**Requests for preferred placement** are honored, whenever possible, but are at the discretion of the art director.

Please identify all materials with your name, address, phone number, and insertion date. Materials are stored at advertiser's risk for three months and then destroyed, unless we are otherwise instructed in writing.

### Mechanical Requirements

**Black and White Ads:** Must be submitted in exact size, with graphics, text, and borders in place, on hard-copy or in electronic formats.

**Color Ads:** Please contact us for availability and requirements.

### Electronic ads

Ads submitted on disk or via email must include the following data and information:

- 1) **Identify computer system (Mac or IBM) and software used.** Pagemaker or Quark are preferred. Call for other options.
- 2) **Send all fonts used** in separate files. **Please use postscript fonts if at all possible.** True type fonts can cause problems resulting in delays or inability to print your ad.
3. **Send all Graphics used in separate files.** Tiff format is preferable.
- 4) **Send hard-copy of the ad** (laserwriter o.k.) so we can see what it should look like.

*For more specific information, please visit our printer's prepress website at <http://ovidbell.com/prepress.html> or contact Judy at 541-846-1313.*

### Hard copy ads

Submit hardcopy ads as follows:

1. **Positives** must be **photostats, PMTs, or veloxes.** Halftones (100-150 line screen) and borders should be submitted in place. **Laserwriter copies and photocopies are unacceptable.**
2. **Negatives** must be **right reading, emulsion side down.** Each negative must also be accompanied by a positive photostat, PMT or velox for placement purposes.

**Not Acceptable:** Ads submitted in wrong size; ads submitted on laser printouts, photocopies, or faxes. Such ads will either be fixed by us at advertiser's expense (see Production Services below) or returned to the advertiser for correction.

**Color Ads and Special Units:** Please contact us for details and mechanical requirements.

### Production Services

We can design and typeset your ad at \$30 per hour, or have photostats, and halftones made for \$10 each.

If such services are needed, please submit all copy, materials, and written instructions at least 10 days prior to closing date—or a 50% rush charge may be assessed.

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# RESOURCES DIRECTORY

## Shaman's Drum's Regional Service Directory

### Try Our Low Cost Maxi-Listing

List your business name, contact information, and a descriptive paragraph of **31-to-50-words**. Cost: \$250 /4 issues.

- Sample Maxi-Listing -

#### Leslie Gray, Ph.D., Psy #12630

San Francisco, CA

(415) 263-0423; e-mail: lgray@woodfish.org

Being powerful, "power-full," is to perceive yourself as whole, balanced, unfragmented. My counseling helps you overcome "learned helplessness," solve problems, and realize personal visions. I also offer a unique travel/study program to places of power in the southwest: Indian elders, sweatlodge, shamanic rock art sites, and experiential seminars.

### Or Our Lower Cost Basic Listing

List your business name, contact information, and a descriptive paragraph of **11-to-30-words**. Cost: \$150 /4 issues.

- Sample Basic Listing -

#### Roy Bauer / Circle of the Sacred Earth

21 Aaron St., Melrose, MA 02176

(781) 665-6032; www.circleofthesacredearth.org

Shamanic church with ministers in 25+ states and 6 foreign countries (see website). Weddings, funerals, shamanic healing, and training in shamanic methodology and spirituality.

### Or Our Lowest Cost Mini-Listing

List your business name, contact information, and a descriptive paragraph of **up to 10 words**. Cost: \$75 /4 issues.

- Sample Mini-Listings -

#### Shaman's Drum Magazine

P.O. Box 270, Williams, OR 97544

(541) 846-1313; fax (541) 846-1204

The premier magazine of experiential shamanism; published quarterly; \$19 year.

#### Plant Teachers Journeys in Peru

Agustín Guzmán, Gral Suáñez 543, Lima 18 — PERU

E-mail: wachuma@terra.com.pe

Shamanic journeys with plant teachers in the Andes and Amazon.

## You won't find a more Resourceful way to reach some 30,000 Shaman's Drum readers.

### Professional-Looking Ads:

Our *Resources Directory* is designed to function like a "Yellow Pages" and is most effective for promoting the ongoing services of schools, organizations, and individuals, and for listing small businesses that do not necessarily need to "sell" their services but wish to be visible when their services are needed.

Your listing in our *Resources Directory* will reach a very receptive market of conscious, well-educated individuals who refer back to these listings time and time again throughout the year.

### Regional Format:

Listings in our *Resources Directory* are organized alphabetically and by geographic region. This makes it easier for readers to look up specific listings and, at the same time, encourages readers to browse through listings by region.

### General Policies:

- 1) We reserve the right to refuse any advertisement. All copy is subject to approval, and products and services must be consistent with editorial policies.
- 2) Advertisers using P.O. boxes must furnish a street address and phone number for our files. We may request advertisers to submit literature and/or samples, etc., before acceptance of ads can be assured.
- 3) Publisher's liability for any error is limited to the cost of space and is applicable only to an error which materially affects the value of the advertisement.

### Copy Formatting:

For your paragraph, please use regular spacing and capitalization. We **do not** accept requests for bold-face, all-caps, etc., and we reserve the right to reformat your copy to fit our style.

Changes in copy may be requested in writing before an issue deadline, but **there may be a \$20 surcharge for changes** (except for contact information changes).

For this reason we recommend that listings not advertise dated events. For announcing dated events, display ads are a much better format.

### Word/Line Count:

**Line 1—Your heading:** Your business and/or personal name must fit on one line (up to 34 characters).

**Lines 2 - 4—Your contact information:** mailing address, phone/fax numbers, e-mail addresses, and website URLs must fit on three lines. Additional lines of contact information may cost extra.

**Descriptive Paragraph:** Hyphenated words count as two; all other words, numbers, and abbreviations count as one each.

### Discounts:

Our low rates for *Resources Directory* Listings do not allow for cash, agency, or frequency discounts.

### Editorial Profile:

*Shaman's Drum* is a special-interest journal focused on experiential shamanism and related subjects, such as indigenous medicineways, ecstatic spirituality, and transpersonal healing. Our editorial style and content are oriented toward a general but well-educated audience.

Published in a standard magazine format (8<sup>3/8</sup>"x10<sup>3/4</sup>"), *Shaman's Drum* offers a stimulating mix of high-quality feature articles, thought-provoking departments, outstanding illustrations, and captivating full-color covers.

### Circulation & Distribution:

*Shaman's Drum* is an international publication with approximately 30,000 readers. Total circulation is over 10,000, including about 3,000 paid subscribers and over 7,000 in single copy sales each issue.

### Publication Schedule / Ad Deadlines

Our publication schedule is somewhat flexible, as are our ad deadlines, so if you miss a deadline, or want to verify one, please contact us. Meanwhile, our deadlines for next issue are:

Issue #	Space Reservation	Finished Ad Copy	Approximate Release
#73 .....	Sept 15, '06 .....	Sept 30, '06 .....	Nov, '06

**Important:** If advertising a DATED EVENT, we urge you to advertise a good 6 months in advance of the event—longer, for international events—to ensure adequate lead time for readers to plan and respond. If in doubt regarding the best issue for your ad, please contact us.

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# UNCLASSIFIEDS

## Shaman's Drum's Mail-Order Marketplace

— Sample Custom Unclassified —



A Magazine To Inspire Your Spirit  
**SHAMAN'S  
DRUM**  
Available at better bookstores, or save  
by subscribing at \$19 per year (4 issues).  
Satisfaction guaranteed or money back.  
Shaman's Drum, P.O. 270, Williams, OR 97544

— Sample Regular Unclassified —

*Shaman's Drum Magazine* inspires your spirit and shares with you the heart of shamanism. Top quality articles and outstanding illustrations. Available at better bookstores, or send \$19 for 4 issues to *Shaman's Drum*, P.O. Box 270, Williams, OR 97544

## Expose Your Business to 30,000 Responsive Readers

### Low-Cost Advertising For Small Businesses

*Shaman's Drum Unclassifieds* are ideally suited for small mail-order businesses and cottage industries whose products appeal to quality-conscious consumers.

Our market research shows our readers have a proven record of responding to mail-order advertising, spending an average of \$302 per person each year. Our unclassified format encourages browsing by readers and increases exposure for your ads.

### Proofs:

**Advance proofs of unclassified ads are not provided.** A tear sheet or photocopy of the page with your ad will be mailed to you upon publication.

### Cancellations:

**Any changes and cancellations must be submitted in writing prior to closing dates.** A \$10 processing charge may be assessed on all cancellations, with no refunds made after closing date.

### General Policies:

- 1) All advertisers agree to provide a money-back or make-good guarantee when requested.
- 2) We reserve the right to refuse any advertisement. All copy is subject to approval, and products and services must be consistent with editorial policies.
- 3) We may request advertisers to submit literature and/or samples, etc., before acceptance of advertising can be assured.
- 4) **Advertisers using P.O. boxes must furnish street address and phone number for our files.**
- 5) Publisher's liability for any error is limited to the cost of the space and is applicable only to an error which materially affects the value of the advertisement.
- 6) The advertiser and their agency, if they have one, agree to indemnify and save harmless the publishers of *Shaman's Drum* against all loss, liability, damage, and expense whatsoever arising out of the publishing of their advertisements.

### Custom Unclassifieds

Notice how your attention was drawn to this box. *Custom Unclassifieds* allow you to state your message with creativity, for maximum prominence at low cost.

Camera-ready Unclassified ads cost \$70 per column inch (2 1/4" wide).

### Unclassified Format:

All regular unclassified ads are set in a uniform style to enhance readability. No paragraphs, indents, or other breaks.

### Rates and How to Pay:

Regular Unclassifieds cost a minimum of \$20, which includes the first 20 words. Each additional word costs \$1. For words set in ALL CAPITALS, **bold-faced** type, *italics*, or underlined, add \$1 per word—with this exception: as a style preference, we automatically set up to the first three words of your ad in **BOLD FACE CAPITALS** at no extra charge to you.

**All Unclassifieds must be prepaid.** Personnel factors do not allow us to bill you. Also, our low rates do not allow for any cash, agency, or frequency discounts.

### How to Calculate Word Count:

All words, numbers, and abbreviations count as one each, except hyphenated words, which count as two. E-mail and website addresses also count as two words.

Your address—**not including your name**—and phone number may be counted as a total of five words. Please show your state in the postal service two-letter code: NY, OR, etc.

### First Come, First Placed:

Unclassifieds are placed according to the order in which payment for the ads is received. **Specific position requests are not accepted.**

### Editorial Profile:

*Shaman's Drum* is a special-interest educational journal focused on experiential shamanism and related subjects, such as indigenous medicineways, ecstatic spirituality, and transpersonal healing. Our style and content are oriented toward a general but well-educated readership.

Published in a standard magazine format (8<sup>3/8</sup>" x 10<sup>3/4</sup>"), *Shaman's Drum* offers a stimulating editorial mix of high-quality feature articles, thoughtprovoking departments, outstanding illustrations, and captivating full-color covers.

### Circulation & Distribution:

*Shaman's Drum* is an international publication with a circulation of over 10,000. Considering the industry average of three readers per issue, *Shaman's Drum* reaches more than 30,000 readers!

As the premier magazine on shamanism, *Shaman's Drum* has established itself as one of the best-selling alternative magazines on the market. With retail outlets throughout the U.S. and abroad, *Shaman's Drum* can provide your products and services with the vital exposure they need.

### Publication Schedule / Ad Deadlines

Our publication schedule is somewhat flexible, as are our ad deadlines, so if you miss a deadline, or want to verify one, please contact us. Meanwhile, our deadlines for next issue are:

Issue #	Space Reservation	Finished Ad Copy	Approximate Release
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**Important:** If advertising a DATED EVENT, we urge you to advertise a good 6 months in advance of the event—longer, for international events—to ensure adequate lead time for readers to plan and respond. If in doubt regarding the best issue for your ad, please contact us.

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