

OTAKU USA

RATE CARD 2009

anime • manga • j-pop • gaming • toys • cosplay

EDITORIAL PROFILE

OTAKU USA is the only magazine devoted to all things Japanese pop culture written from an American point of view for American readers. Each full-color, large-format issue covers the latest anime on DVD and on television, including what's playing now in Japan. Japan's unique live-action films, both old and new, are reviewed and discussed. An extensive number of manga are reviewed, and readers are treated to two previews of manga before they are published. Game players and collectors are sure to find what they are seeking in each issue. On-the-scene reports cover what's happening now in Japan, including cosplay, conventions, stores, and movie superstars. And music fans will find interviews with their favorite bands and reviews of new CDs in each issue. OTAKU USA is the next best thing to being in Japan.

CIRCULATION

Geographic Distribution: Throughout U.S. and Canada and selected foreign countries. Single Copy: \$5.99; Subscription: \$16.95 per year.

ADVERTISING RATES

	1x	4x	6x	12x
Full Page 4 Color	\$5,085	\$4,833	\$4,680	\$4,475
Spread 4 color	10,170	9,660	9,360	8,950
Cover 4	7,630	7,245	7,020	6,715
Cover 3	7,120	6,765	6,545	6,270
Cover 2 spread	11,950	11,350	10,995	10,515
Page 3	6,710	6,375	6,180	5,910
Page 5	6,255	5,940	5,755	5,505
Half Page	3,050	2,900	2,800	2,685
Third Page	2,035	1,935	1,870	1,790

Web OtakuUSA.com

Banner Ad Rates & Specs:

120 x 370 (15K)	\$800
120 x 90 (6K)	400
120 x 60 (4K)	250

(Net Rates)

Banner Ads will be run for a duration of 4 weeks
JPEG, GIF or Flash Form - 3 Loop max

DVD Rates & Specifications

Full Episode (30 Minute Maximum)	\$20,000
Single Trailer (5 Minute Maximum)	5,000

ISSUE AND CLOSING DATES

ISSUE	ON-SALE	SPACE CLOSE	MATERIAL DUE
August 2009	June 30	May 15	May 20
October 2009	Aug. 25	June 25	July 3
December 2009	Oct. 20	Aug. 28	Sept. 4
February 2010	Dec. 1	Oct. 9	Oct. 16

VOLUME DISCOUNT

Applicable to any advertiser contracting above and beyond frequency discount rates. Volume discount amount applied to bill for final insertion of contract. Rates quoted on request.

ADVERTISING DATA

- Advertising position—R.O.P. is standard.
- Inserts accepted. Rates provided on request.
- Bleed—no charge.
- Agency Commission—15% to recognized agencies.
- Rates subject to change upon notice from publisher.
- Not liable for key code errors.
- No classified advertisements will be accepted.

TERMS AND CONDITIONS

Payment is based on net 30 days. 1½% monthly service charge applied on unpaid balance over 30 days. Advertisers using P.O. Box Number in their address must furnish Publisher with a legal street address and phone number. Credits earned by increasing frequency during contract will be applied to future billing. No cancellations accepted after deadline. Any advertiser who doesn't complete a contracted schedule will be subject to a short rate. Advertisers will be held responsible for any and all costs incurred in collecting unpaid bills including court and legal costs.

PRINTING SPECIFICATIONS

Printing	Web Offset
Ink	4-color Process, SWOP Standards
Line Screen	133 lines for color and black & white
Binding	Saddle Stitched

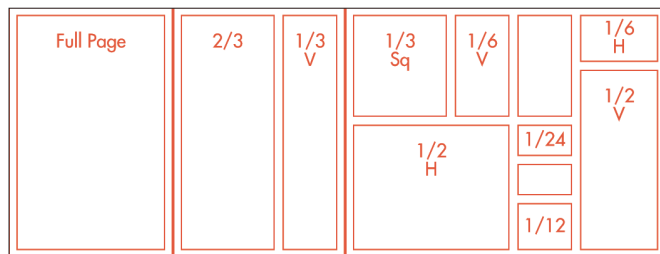
MECHANICAL REQUIREMENTS

Trim Size	9 x 10 7/8
Bleed Size - Single Page	9 1/4 x 11 1/8
Trim Size - Two Page Spread	18 x 10 7/8
Bleed Size - Two Page Spread	18 1/4 x 11 1/8
Live Matter Area	1/4 inch from Final Trim

AD SIZES

	WIDTH/HEIGHT INCHES	WIDTH/HEIGHT PICAS
Bleed Page	9 1/4 x 11 1/8	56p6 x 66p9
Full Page	9 x 10 7/8	54 x 65p3
2/3 Page	5 1/8 x 9 3/4	31 x 58
1/2 Page V	5 1/8 x 7 1/4	31 x 43p3
1/2 Page H	7 7/8 x 4 3/4	47 x 28p6
1/3 Page V	2 1/2 x 9 3/4	15 x 58p9
1/3 Page Sq	5 1/8 x 4 3/4	31 x 28p6
1/6 Page V	2 1/2 x 4 3/4	15 x 28p6
1/6 Page H	5 1/8 x 2 1/3	31 x 14
1/12 Page	2 1/2 x 2 1/3	15 x 14
1/24 Page	2 1/2 x 1 1/6	15 x 6p6

RESPECTIVE ADVERTISING



PREFERRED MATERIALS

Additional typesetting, design, and printing preparation will be charged to the Advertiser.

DIGITAL FILES

We accept QuarkXPress 6.5, PhotoShop CS and Illustrator CS files in the following formats: PDF, EPS or TIFF. 4-Color images should be scanned at 300 dpi in CMYK. B&W line art should be at least 600 dpi and halftones should be 300 dpi. If you are sending native files please include all linked images and fonts. All files should be built in CMYK mode. Do not use spot colors. Black type should be 100% black not a 4-color composite black.

Preferred

- **PDF/X-1a** compliant with high resolution flattened transparencies.
- **PhotoShop**—Save as a TIFF or EPS file.
- **Illustrator**—Send original file with type converted to outlines and high resolution transparencies flattened. Save as an EPS file.
- **Quark**—Send with all linked images and fonts.

Acceptable

- InDesign CS files

Not Accepted

- PageMaker, CorelDraw, Freehand, MS Word and MS Publisher.

Removable Storage Media

CD or DVD

Proofs

A color proof must be supplied for all color ads. A laser proof is required with all B&W ads. Publisher is not responsible for the outcome of any digitally supplied ad received without an appropriate color or B&W proof.

MAILING INSTRUCTIONS

Address all advertising inquiries, contracts, insertion orders and materials to:

Advertising Director, Otaku USA Magazine

453 B Carlisle Drive
Herndon, Virginia 20170
Telephone: 703-964-0361 x25
Fax: 703-964-0366

CONTRACT REGULATIONS

- Benefits of discounts only extended to contracts signed in advance.
- Till forbid orders do not hold rate.
- Frequency discounts are based on use of same size (or larger) advertisements. Smaller sizes to act as rate holders not allowed.
- When change of copy is not received by closing date, copy from previous issue will be used.
- Publisher will not be bound by any condition, printed or otherwise, appearing on contracts, orders, or copy instructions which conflicts with the provisions of its rate card or with policies of Publisher.
- All orders are accepted subject to acts of God, strike, fire, accident, or any other occurrences of any nature beyond Publisher's control which prevent or delay full or partial production, publication, or distribution.
- Publisher reserves the right to reject or cancel any advertising for any reason at any time, and all orders are subject to Publisher's approval.
- Advertisements are accepted with the understanding that all matter therein complies with all U.S. Postal regulations and other applicable federal and state laws, rules, and regulations.
- As part of the consideration for and to induce Publisher to publish its advertisement, Advertiser and its agency (if any), and each of them warrant and represent that each is fully authorized and licensed to use (1) the names, pictures, portraits, and testimonials of living persons; (2) all and any copyrighted material; and (3) trademarks appearing in any advertising submitted by them. Advertiser and advertising agency, and each of them as partial consideration for the publication of advertisements submitted, will indemnify, defend, and hold harmless Publisher from any claim and all loss, expense, or liability arising out of the publication of any advertising copy printed or published including, but not limited to, those arising from libel, plagiarism, copyright infringement, violations of right of privacy, or any other claim or suit.
- The liability of Publisher for any error, delay or omission for which it may be held legally responsible, shall in no event exceed the cost of the space paid for and occupied by the error, and in no event shall Publisher be liable for any loss of income, profit or any consequential damages of any nature whatsoever.
- All advertising orders accepted are subject to the rates, terms and conditions of the current rate card. Rates, conditions, and space units are subject to change and orders which contain incorrect rates or conditions will be inserted and charged for at the regular schedule of rates currently in effect.
- Advertisements, which, in the sole judgment of the Publisher, are not immediately identifiable as such must be clearly labeled Advertisement.
- Publisher may hold Advertiser and its advertising agency jointly and severally liable for all sums due and payable to Publisher.

INTERNATIONAL

For all advertisers outside domestic U.S., payment must be made in U.S. funds by or before the space reservation deadline of the issue requested.

Otaku USA Magazine

Otaku USA magazine, the ultimate cross-media platform

US demand for manga and anime is steadily expanding. Yet, until now, there has been no US-based consumer magazine for the American J-pop market written by an American staff, from an American point of view.

Otaku USA, the thick, full-color, comprehensive yet ultra-creative coverage of manga, anime, computer games and all of J-pop, is written from an American point of view. Published by Sovereign Media, *Otaku USA* calls on Sovereign's knowledge of the passionate niche media marketplace. Each issue of *Otaku USA* is filled with coverage of the hottest new manga, anime, video games and live-action releases, along with all the latest pop culture trends happening right now in Japan. *Otaku USA* has up to 36 pages of the hottest manga previews and sample chapters from the top publishers bound in the center spread. Each issue is over 120 pages, oversized at 9 x 10 7/8", full-color, glossy, big, brash and colorful!

Because *Otaku USA* is an independent US magazine, not a licensed product owned by those with a vested interest in a particular line of comics, anime, manga, games, or movies, it presents the American market with objective coverage of all of J-pop. *Otaku USA* has the freedom to cover what's hot in America regardless of the publisher or game producer.

Otaku USA is a publishing hybrid creating a strong community franchise, with a magazine and interactive website that reference each other and provide a fuller otaku community experience than either media can provide separately.

For American Otaku . . . By American Otaku
OtakuUSAmagazine.com

Web Otaku USA www.OtakuUSAmagazine.com

Web Otaku

The *Otaku USA* franchise is so much more than a magazine...it is a modern-day publishing hybrid, blending the magazine experience with the online experience as never before, geared to the sophisticated tastes of the educated young adult marketplace.

OtakuUSAmagazine.com is the online component of the *Otaku USA* magazine franchise, and is the perfect complement to the magazine.

Otaku USA Magazine gives an overview of what's hot with J-pop, and it sends readers to OtakuUSAmagazine.com for more in-depth coverage of what's in the magazine, along with daily updates of what's hot with J-pop and gaming, additional manga chapters, secret shortcuts for games, interviews with artists and writers too extensive to fit print pages, writing contests, drawing contests, web-only reviews and tips, reader forums and an online community program, bringing an immediacy to the market that has never before been seen.

Web Otaku also offers a constantly changing array of "virtual DVD" content, with free viewing of some of the top anime 38-minute episodes.

Otaku USA is a true hybrid, an entity larger than any one medium.

For American Otaku . . . By American Otaku
OtakuUSAmagazine.com

Target Market

Target Market

American Otaku—Those with a passion for manga, anime & J-pop

60% Male

Primary Market Age: 12-24

Secondary Market Age: 25-34

Household Income: \$80,000+

Heavy Users of video games, collectibles, cons

Circulation

Circulation

- US and Canadian distribution: 100,000 copies
- Includes all major bookstore chains and comic distributors
- Distributed nationally and internationally by Curtis Circulation Company

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About Sovereign Media

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Sovereign Media was started in 1992 by Mark Hintz and Carl Gnam, two veterans of the niche market magazine industry.

Magazine launches from Sovereign Media include *SCI FI*, *Realms of Fantasy*, *Military Heritage*, *WWII History* and *Country's Best Log Homes*, *Luxury Log Homes*, and *Vacation Log Homes*; Country's Best Log Home Shows were established through Sovereign's affiliate Homestead Communications.

Sovereign Media's philosophy is to find niche markets where readers are passionate and to deliver high-quality, well-written, beautifully produced magazines to those readers utilizing mass-distribution newsstand and subscription techniques.