

LiberateTM

The Online Magazine about Entrepreneurs

Liberate Magazine

a publication of Local Entrepreneurship & Development Co.

P.O. Box 500174
Austin, Texas 78732

publisher@liberatemagazine.com

832.515.7946

2009 Media Kit



www.LiberateMagazine.com

Liberate™

2009 Advertising Rates

Liberate Magazine™ was founded in 2007 to highlight the lives of Entrepreneurs primarily in their first five years of business. Liberate Magazine™ also covers the latest technology, training and resources available to entrepreneurs.

In the first two weeks of its internet release, the Liberate Magazine™ online circulation grew by the thousands with over 500 unique visitors each week. This type of growth is uncommon.

Currently, the magazine's circulation has overwhelmingly grown to 1,000 readers a day online. Liberate Magazine™ has become one of the premier magazines on the internet over the past two years.

Liberate Magazine™ is

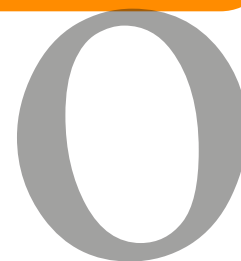
unique in that it provides advertisers an opportunity to have an expose article about their business in addition to the ad.

For a minimal cost, many advertisers will be given an opportunity to publicize their business to potential customers all over the world.

We are currently offering special rates for the first advertisers in our online issues of the magazine. Rates will increase as circulation increases online.

"Those who dream by day are cognizant of many things that escape those who dream only at night"

-Edgar Allen Poe



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Standard Advertising

Short term cost per month

AD SIZE	1X	3X
Feature Article	\$350	\$325
Sidebar Article	\$250	\$225
Footer	\$150	\$125

Long term cost per month

AD SIZE	6X	12X
Feature Article	\$300	\$275
Sidebar Article	\$200	\$175
Footer	\$100	\$75

*Ad rates are subject to change. When new rates are announced, advertisers will be protected at their contract rates until the end of the contract period.

IMPORTANT: Rates are based on advertisers providing finished artwork to Liberate Magazine™. Design service is available at an hourly rate from Local Entrepreneurship & Development Co™.

To inquire about design services or for specifications on artwork submission, please call the Liberate Magazine™ office at

832.515.7946

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Liberate™

Liberate Magazine™ Ad Sizes



Sidebar Article Ad:
height: 220px width: 220px

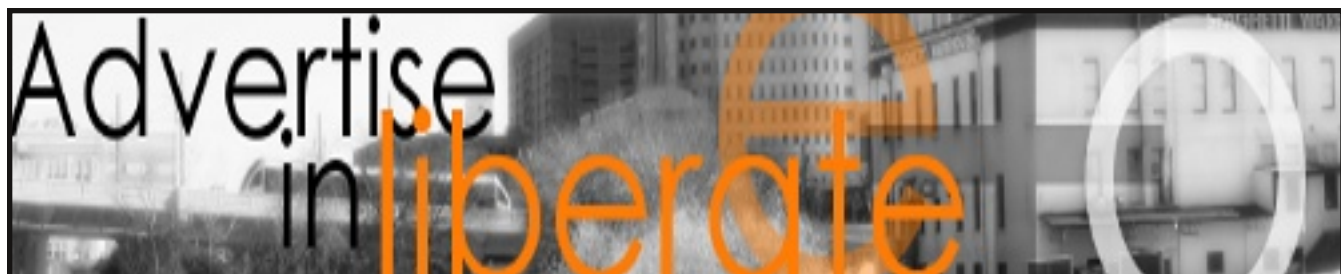
Advertising in Liberate Magazine is priced based on the location of the ad and the number of potential viewers.

The Feature Article Ad cost more because it is located below the feature article window on the main page of the website.

The Sidebar ad pricing is based on the ad being visible on every page except for the front page.



Feature Article Ad: height: 70px width: 500px



Footer Ad: height: 100px width: 500px

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Publication Guidelines & Schedule

Publication Schedule

Space Reservation: Space is reserved for the client's ad when the contract is signed

Article Updates: Articles are added daily

Issue Updates: New Issues come out monthly

NOTE: Cancellations will not be accepted after the contract has been signed. The publisher reserves the right to limit available space. Online publication schedule is subject to change.

Ad Specifications

Format: Liberate Magazine™ is a multi color online magazine. All ads must be sent in .psd, .xcf, .png, .jpg, or .gif format. If the Liberate Magazine staff is designing the ad, all images must be given in .png, or .jpg formats. Flash ads can be submitted and sent, completed, in .swf format. Our staff can also create the flash ad for a fee. The Liberate Magazine staff can prepare the ad copy for clients as an added service for a fee as well. A cost is associated with the graphic design based on the level of difficulty. Clients will be billed hourly in this instance. The ad will be linked to the client's web site.

Content: Liberate Magazine is a family oriented publication. Advertisements that contain tobacco products, alcohol products, products that are sexual in nature, personal hygiene products, partisan politics or solicitations for political support or public issues are not acceptable,

Original Artwork: All original artwork is submitted electronically, therefore none will be returned. The Liberate Magazine staff will adhere to all copyright laws when using clients' copyrighted materials.

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Publication Guidelines & Schedule

Contracts & Billing

Advertisers will be issued official contracts which must be completed and signed before ad placement. Advertisers or their designated agencies will be billed at the time of contract signing. For ad space to be reserved, payment in full must be received no later than one week prior to the date the ad is to be placed online. ALL ADS IN LIBERATE MAGAZINE™ MUST BE PAID FOR IN ADVANCE. A proof of all ads designed by the publisher will be sent to the advertiser and/or agency one week prior to the date is to be placed online.

Distribution & Shipping

The advertiser and/or agency is responsible for sending all ads in electronic form to the publisher. The ads must be sent in one of the following acceptable formats: .psd, .xcf, .png, .jpg, .gif. WE DO NOT ACCEPT ADS IN HARDCOPY FORMAT. ALL ADS MUST BE SUBMITTED ELECTRONICALLY. Advertising should be emailed to publisher@liberatemagazine.com.

Publisher's Policies

Liberate Magazine™ does not accept advertising for tobacco products, alcohol products, products that are sexual in nature, personal hygiene products, partisan politics or solicitations for political support or public issues. The publisher reserves the right to refuse any advertisement that does not adhere to this policy. All advertising content is subject to publisher's approval. Publisher reserves the right to cancel any advertisement at any time.

The advertiser and/or agency, if any, agree to indemnify the publisher against any liability or expense resulting from claims or suits based on the content or subject matter of the advertisement, including, without limitation, claims or suits for libel, violation of rights of privacy, plagiarism, copyright or trademark infringement or unauthorized use of name(s), likeness(es), statements(s) or work of any person or persons. Unintentional or inadvertent failure by the publisher to publish the advertisement shall not constitute a breach of contract.

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