

ADVERTISING RATES

SPACE RESERVATIONS

Herp Nation Magazine does not reserve advertising space for new advertisers without advance payment in full. Regular advertisers can reserve space as long as they maintain an account in good standing. The fastest way to reserve space is to contact us through email and request an electronic space reservation invoice.

DEADLINES

Herp Nation Magazine is published six times per year (bi-monthly). Those issues may arrive at varying dates throughout the year depending on the publisher's monthly schedule which is subject to change at the publisher's discretion. Advertisements must be received with ample time to verify payment and placement, and receive and review art. Generally speaking, ads received no later than 10 days before an issue is sent to press will be included in the upcoming issue.

FREQUENCY DISCOUNTS

Herp Nation Magazine's published list rates are for advertisements slated for a single issue only. Frequency discounts are often available through the publisher or through special offers and promotions.

WE PUBLISH IN COLOR

Advertising pricing is based on 4 color process only. We can print your ad in black and white but the price will remain the same.

DIGITAL FILE REQUIREMENTS

For the best quality reproduction of your advertisement, please submit PDF files that are saved with the vector data included. JPG is also a high quality and acceptable format. Do not submit Adobe Photoshop files. Tiff files are unnecessarily large and will not offer you any print reproduction advantage. Please set up your files to the exact size pixel dimension shown in our file set up table.

BLEEDS

Full-bleed ads are only available for the back cover. It should be set up with ¼ inch bleeds. Set up all other ads without bleeds. Full-page interior ads will have a border.

AD PREPARATION ASSISTANCE

We can help you set up your ad, if needed. Our rates are \$35/hour with a required one hour minimum. We can also professionally design your ad from concept to final piece. Contact the HN Art Director, Jeremiah Easter at jeremiaheaster@herpnation.com for more details.

TERMS

1. Verbal agreements are not recognized by the publisher. Space will only be reserved after complete payment is received and cleared. Changes are required in writing (email is also acceptable) before the closing date.
2. Advertiser assumes responsibility for providing advertising material prior to established deadline date. If advertising material is not received by this date, publisher reserves the right to hold the advertiser's payment without publication until the advertiser provides such material. The publisher may use continuously run material, unless notified otherwise by the due date. Ad materials received after due date will be held for use in the following issue.
3. Advertisements are accepted on representation that advertiser and its agency have the right to publish the contents. Advertiser and its agency are responsible for the completeness and accuracy of any and all advertisements. Advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication of the advertisement.
4. Conditions, other than rates, are subject to change by publisher without notice.
5. Contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement at any time.
6. Positioning of advertisements is at the discretion of the publisher.
7. Cancellations, changes in orders or refunds may not be made after the closing date. All cancellations must be verified via email from an authorized party to be considered acknowledged and valid.
8. Publisher is not liable for any costs or damages if for any reason it fails to publish an advertisement.
9. No conditions other than those set here shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions set here.
10. Publisher is not liable for delays in delivery and/or no delivery in the event of a transportation interruption of any kind, work slowdown, or any condition that affects the production or delivery in any manner.

RESERVE SPACE BY CONTACTING:

scottwaters@herpnation.com

SUBMIT FILES TO:

jeremiaheaster@herpnation.com

IF YOU PREFER TO RESERVE SPACE BY CHECK:

Herp Nation Magazine
1017 L St., #505
Sacramento, CA 95814

AVAILABLE AD SPACES

SAME AREA AS BUSINESS CARD

SIZE	PRICE	FILE SET UP DIMENSIONS
1/24TH SQUARE	\$60	562 X 543
1/24TH HORIZONTAL	\$60	737 X 346
1/16TH VERTICAL	\$70	543 X 731
1/12TH SQUARE	\$80	737 X 731
1/12TH HORIZONTAL	\$80	1163 X 474
1/8TH VERTICAL	\$120	543 X 1519
1/8TH HORIZONTAL	\$120	1144 X 731
1/6TH VERTICAL	\$140	737 X 1519
1/6TH HORIZONTAL	\$140	2326 X 474
1/4TH VERTICAL	\$180	1144 X 1519
1/4TH HORIZONTAL	\$180	2326 X 731
1/3RD SQUARE	\$250	1531 X 1519
1/3RD VERTICAL	\$250	756 X 3076
1/3RD HORIZONTAL	\$250	2326 X 987
1/2 VERTICAL	\$350	1144 X 3076
1/2 HORIZONTAL	\$350	2326 X 1519
2/3RD VERTICAL	\$480	1531 X 3076
2/3 HORIZONTAL	\$480	2326 X 2031
FULL	\$720	2326 X 3076
BACK COVER	ENQUIRE	2550 X 3300

AD SIZE CHART

