

Grow your business with us.

two point zero

**Advertising information
2007**

We work in partnership with individuals and businesses that offer services pertaining to the theme of our issues. As a young magazine, we offer low rates, no production fee, and great customer service. Our current circulation is 500, and is aimed at a 18-35 educated middle-class demographic.

Two point zero is unlike most magazines as we do not concentrate on a specific topic (Gardening, Technology, Science) but rather combine these different topics under one umbrella theme. The goal is to examine interesting, albeit random, ideas in a concise and artistic format.

A little about us: Jasmine Greene and Lisette Johnson are both graduates from New York University with a degree in anthropology and journalism respectively. Jasmine Greene currently works at an upstart internet company as a marketing coordinator. She also has created her own 'zine entitled *On Wednesdays*, which had been in production for a year. Lisette Johnson freelances for Elizabeth Publishing, currently involved in the production of the New York Times *Essential Guide to Knowledge*.

We offer three styles of ads which can be done in color or black and white. Currently we only offer traditional display advertising in full page, 1/2 page, and 1/3 page (based on a 5.5x8.5 sized magazine). Each style will be explained in greater detail in the follow pages.



2007 ADVERTISING DUE DATES

July 15, 2007	June 26th
September 15, 2007	August 26th
December 15, 2007	October 26th
February 15, 2008	December 26th
April 15, 2008	February 26th
May 15, 2008	April 26th

IT'S NOT TOO LATE

If you receive this information after an ad close date has already past, please give us a call and we will do our best to accomodate you.

two point zero display advertising

A display ad offers maximum flexibility and exposure. You choose the size, content, and look of your ad. Rates vary by size and the choice between color or black and white advertisements. These ads are very effective for one-time events, products, and services that do not require a lot of explanation, or where a visual image is important to convey your unique message.

WHAT YOU NEED TO DO:

Fill out the attached ADVERTISING CONTRACT and send along with your ad or ad materials. We will be unable to process any ads that are not accompanied by a complete CONTRACT. We prefer to receive display ads via email, but we can also accept camera-ready art to be scanned.

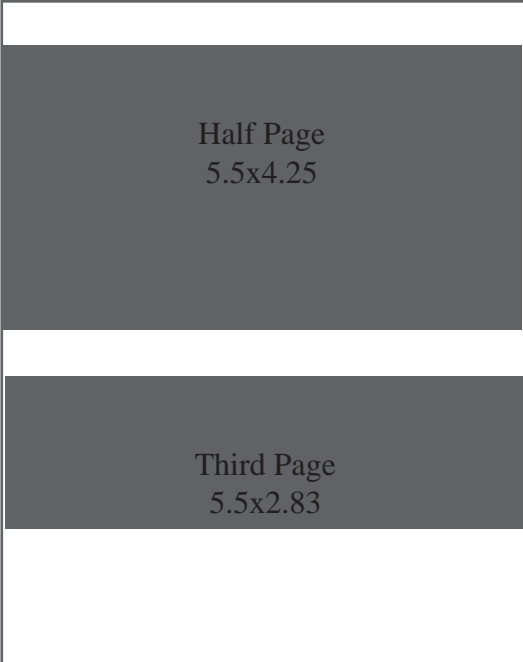
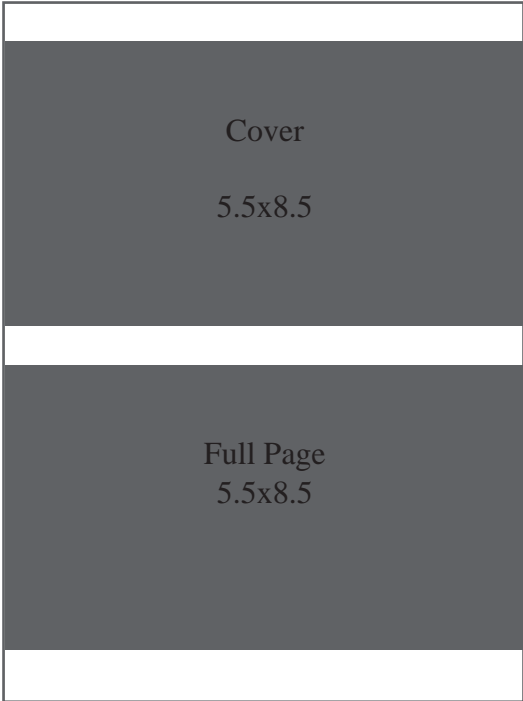
Ads must be submitted as a PDF, EPS, TIFF, or JPG; minimum resolution is 300dpi. We do not accept Quark, Adobe Pagemaker, or Microsoft Publisher, Powerpoint, Word, or Works file. Any ads submitted this way will need to be resubmitted in the proper format. Please note that files created in Microsoft programs subsequently saved as PDFs will not print correctly.

Ads must be exactly the specified dimensions, and deviation may result in extra fees.

Payment must be made at the time of the submission.

Display Ad size	Color	B&W	Color 3x	B&W 3x
Full page front cover	\$450	\$400	\$400	\$375
1/2 page front cover	\$300	\$250	\$250	\$200
1/3 page front cover	\$200	\$175	\$150	\$125
Full page Back	\$400	\$350	\$350	\$300
1/2 page Back	\$250	\$225	\$225	\$200
1/3 page Back	\$175	\$150	\$150	\$125

At this time we can only accept checks or money orders. Please make checks payable to: Jasmine Greene and send your contract along with check/money order to two point zero
 71 Stanhope Street
 Brooklyn, NY 11221



TWO POINT ZERO ADVERTISING APPLICATION & CONTRACT AGREEMENT

At this time two point zero does not accept credit cards and only accepts checks and money orders. We must receive payment before the deadline for your advertisement to appear in our magazine. Please make checks payable to: Jasmine Greene. Please send check and contract to:

two point zero
71 Stanhope Street
Brooklyn, NY 11221

You will be sent an advertising reminder prior to each deadline so that you can make any changes to your ad and submit payment on time. Once we have received payment we will notify you.

Company/Individual _____ Contact _____

Address/City/State/Zip _____

Telephone _____ Email _____ Fax _____

ADVERTISING OPTIONS - Select appropriate boxes

Run my advertisement in: 1 issue 3 consecutive issues

Display Ad

size _____ color B&W needs production design Enclosed: \$ _____

TWO POINT ZERO ADVERTISING CONTRACT AGREEMENT/CONTRACT TERMS\

I agree to advertise in two point zero, pursuant to the following terms of this contract: (1) I agree that payment for the first issue must accompany this form. For each issue hereafter I will pay by check/money order or when billed. (2) I understand that my listing will automatically rerun, as it last appeared, unless two point zero receives changes through email or mail by the next deadline date listed in the deadline reminder. For 3 issue contracts, I understand it is my responsibility to keep track of ad deadline dates and submit ads (if changed) and payment on time. (3) If I choose to discontinue my contract, I need to notify two point zero in writing, prior to the deadline date. (4) I understand and agree that if for any reason I do not run my advertisement in all of the consecutive issues that I have contracted for, I will pay a one-time rate for each of the advertisements that have actually been published. In this event, the amount I owe would be the difference between the non-contract price (one-time) and the 3 time price for each of the advertisements that were published in two point zero . *Please contact us if any of these terms are unclear.*

By signing this contract you acknowledge that you understand and accept these terms.

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Name (print) _____ Signature _____

Date _____