

General Information

Frequency: Bi-Monthly
 Established: 2008
 Circulation: 4,000-7,000
 Publication trims at 8-3/8 x 10-7/8"
 Saddle Stitch binding
 Paper Stock: Cover 70 lb Gloss finish with coating; Inside pages 45 lb Gloss. 4-color process.

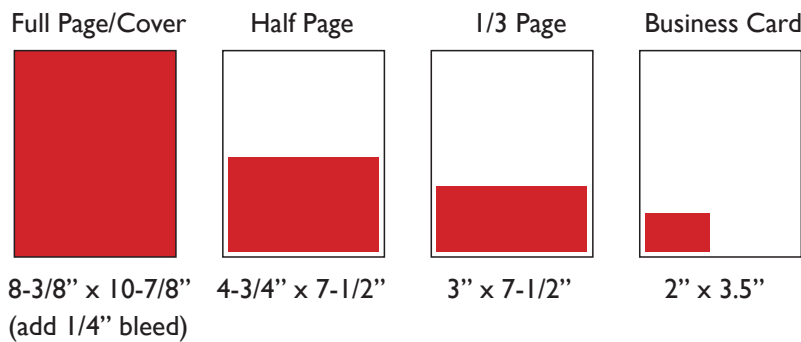
Advertising Rates

Sizes	1x	2x	3x	4x	5x	6x
Cover						
Inside Front	\$525.00	\$487.00	\$449.00	\$410.00	\$334.00	\$334.00
Inside Back	\$525.00	\$487.00	\$449.00	\$410.00	\$334.00	\$334.00
Full Page	\$320.00	\$300.00	\$280.00	\$260.00	\$240.00	\$220.00
Half Page	\$260.00	\$245.00	\$231.00	\$216.00	\$202.00	\$187.00
1/3 Page	\$220.00	\$209.00	\$198.00	\$187.00	\$176.00	\$165.00
Business Card	\$135.00	\$132.00	\$129.00	\$125.00	\$122.00	\$119.00

Electronic Ad Submission

Ads must be submitted as a 300 DPI CMYK high-resolution PDF with advertiser name and issue date in the filename.
 Email ads as a high-res PDF to info@cmdmedia.com
 We reserve the right to approve all ad creative's which will run in the magazine.
 We reserve the right to reject any creative that does not follow our specs.
 All materials must be furnished in completed form. It is our policy NOT to make changes to files after they are received. You will assume FULL responsibility for any errors that may occur and any charges incurred if under special circumstances you request for a change to be made.

Ad Specs



Professional Design

Salt Magazine can help you with the layout and design of your ad. Our designers can create professional and effective ads for your business to help maximize your advertising dollars! Production rates Full Page \$50, Half Page \$45, 1/3 Page \$40, Business Card size \$20.

All prices are net.
 All rates listed above are subject to change due to production costs.
 Prices as listed are for camera ready artwork (sized to fit).
 All ads submitted as not camera-ready may be subject to ad production charges.



ABOUT SALT FRESNO MAGAZINE

We currently have a list of over 3,000 subscribers, which includes every school site in Fresno County. Another 1,000 issues are distributed by Salt Fresno board members, staff members, writers to local churches, doctors offices and businesses.

Most of our readers are female, educators and 25- 50 years old. They are parents and grandparents. For leisure they go shopping, out to dinner, to the movies, and the theater, listen to music and enjoy outdoor activities.

They volunteer in the community as mentors and Sunday School teachers and like to read the Bible and devotional books, historical novels and spiritual growth books. Bass Lake, Yosemite, Cayucos and Pismo Beach are favorite destinations to relax and unwind from the busyness of life.

Our readers are well educated and represent the upper end of the economic spectrum. Most have online access and use the internet regularly.

Our website www.saltfresnomagazine.org has a very active viewership and we also offer digital on-line versions of the magazine as well that receives many additional impressions.



VISION

Salt Fresno Magazine aims to “improve schools and communities faithfully.”

PURPOSE

Focus on encouraging educators, church and community leaders to be “salt and light” in the world through full-color, bi-monthly magazine.

MISSION

To inform, inspire, and encourage people to transform lives and community by demonstrating the love of Christ through mentoring, teaching, and empowering the weak to be strong.

Accomplished by writers, photographers, artists, volunteers, prayer and financial support.

GOAL

To reach Christ followers with local stories about people making a positive impact in every field of influence.

The magazine is FREE to all subscribers and supported by donations.



Sales Agreement

Open Hands Marketing, LLC
2033 N Fine Ave
Fresno, CA 93727
(P) 559-840-1825
(f) 559-252-9318

Business Name: _____ Contact Name: _____
 Marketing Consultant: _____ Phone #: _____
 Date: _____ Fax #: _____
 Advertiser: _____ Email: _____
 Agency: _____
 Billing Address: _____
 City/State/Zip: _____

Issue/Month/Year	Size	Section	Gross	Discounts	Net Amount
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Has Artwork Needs Artwork Created

Estimate of production charges to be paid \$ _____ Total Agreement \$ _____

(Please Make Checks Payable to: Open Hands Marketing)

Notes: _____

Signature: _____ Date: _____