



**EDITORIAL CONTENT**

**ADVERTISING RATE CARD**


**MECHANICAL REQUIREMENTS**

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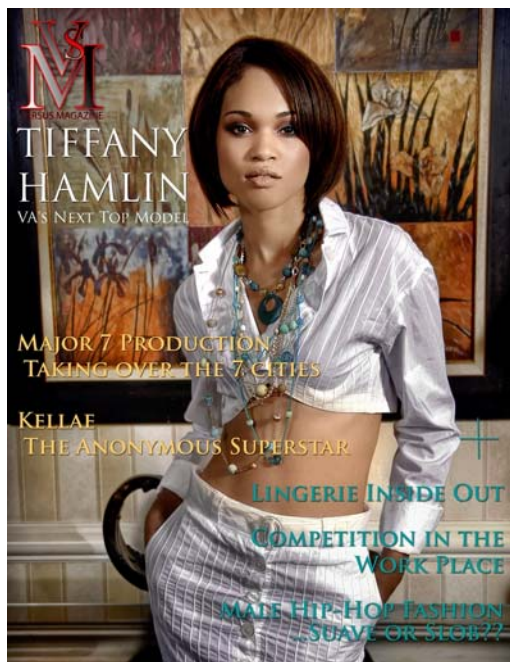
# VS MAGAZINE

## MISSION STATEMENT

 Our mission is to give you a hip stylish unisex fashion and glamour publication providing coverage of trends in fashion, beauty, entertainment, sports, and lifestyles with informative feature stories capturing various cultures. VS Magazine (VERSUS Magazine) differentiates itself from other publications by exploring and expressing issues from a male and female perspective while celebrating their uniqueness. We feature in depth articles on ideas taken from all geographical locations, socio-economical, ethnic backgrounds and creative groups (age 18-40) with the intent to inform our stylist unisex audience. VS Magazine showcases a wide variety of artistic expressions, a compilation of up-and-coming models, fashion designers, musical artist, fashion photographers, and movie directors as well as established members of the fashion industry.

# VS MAGAZINE

## EDITORIAL CONTENT



### Fashion

Inside Virginia's Fashion Scene  
Photographic Fashion Expressions for men and women  
Fashion trends for men and women  
Beg Borrow or Steal – shopping trends

Designers seasonal do's and don'ts  
International Fashion Trends

### Beauty

New and innovative products and procedures for men and women  
Healthy Skin

### Sports

Trends in major sports  
International sporting arena  
The lifestyle's of major athletes  
Feature stories on specific sports

### Real Estate

Featured Home story

### Auto

Today's hottest rides

### Features

Models in and around the 757 area  
VA's Newest Entrepreneurs'

### Culture

Cuisine & Nightlife  
Celebrity Sightings around the city  
Exclusive one-on-one celebrity Interviews

### Travel

Top spots in the well-traveled cities  
Exotic Vacation Getaways



## ADVERTISING RATES

RATES EFFECTIVE JANUARY 1, 2008

FREQUENCY	1X	2X	3X	4X
Full Page	\$2825	\$2595	\$2395	\$2190
1/2 Page	\$2460	\$2320	\$2045	\$1555
1/4 Page	\$2130	\$1810	\$1520	\$1150

COVER (back and front inside) \$3940. All special pricing details are available upon request. Please call for additional information on specific AD SPACE deadlines.

Issue 2008	Ad Space Reservation	Material Due date	On-sale Date
JAN	OCT 27	NOV 2	DEC 10
FEB	NOV 25	DEC 5	JAN 19
MAR	JAN 9	JAN 16	FEB 11
APR	JAN 27	FEB 3	MAR 13
MAY	FEB 26	MAR 1	APR 15
JUN	MAR 29	APR 5	MAY 18
JUL	APR 30	MAY 7	JUN 19
AUG	MAY 28	JUN 4	JUL 15
SEPT	JUN 26	JUL 3	AUG 17
OCT	JUL 29	AUG 5	SEPT 20
NOV	SEPT 10	SEPT 17	OCT 15
DEC	SEPT 27	OCT 5	NOV 18
JAN	OCT 26	NOV 4	DEC 17

# VS MAGAZINE

## MECHANICAL REQUIREMENTS

### SPREAD PAGE

Bleed—17" x 11.125"  
Trim—16.50" x 10.875"  
Live—15.75" x 10.50"

### FULL PAGE

Bleed—8.50 " x 11.125"  
Trim—8.25" x 10.875"  
Live—7.875" x 10.50"

### HALF-PAGE HORIZONTAL

Bleed—8.50" x 5.75"  
Trim—8.25" x 5.50"  
Live—7.875" x 5.125"

### HALF-PAGE VERTICAL

Bleed—4.25" x 11.125"  
Trim—4.125" x 10.875"  
Live—3.875" x 10.50"

### QUARTER PAGE

Bleed—4.25" x 5.75"  
Trim—4" x 5.50"  
Live—3.625" x 4.875"

### Non-Bleed Sizes

Full Page 7.5 x 10.125  
1/2 Page Vertical 3.25 x 10.125  
1/2 Page Horizontal 7.5 x 4.5  
1/4 Page 3.25 x 4.625  
2-Page Spread 15.75 x 10.125

Trim Size: 8.5" x 11"

Trim Allowance: 1/8" on all four sides  
Live/Safety Area: 3/8" on all four sides  
Bleed: 1/8" on all four sides  
Printing Process: Offset  
Paper: 80# gloss text  
Binding Method: Saddle stitch

### Ship All VS Magazine

#### Ad Materials to:

*VS Magazine*

Attn: AD Production  
505 Coral Key Place  
Suite 3-A  
Newport News, VA 23606  
Phone: (215) 264-0568  
Fax: (757) 273-9273  
E-mail: jbrown@versusmagazine.com

### Ship All VS Magazine

#### Insert Materials to:

*Graphics*

505 Coral key Place  
Suite 3-A  
Newport News, Virginia 23606  
Attn: Fred Davis  
Phone: 757-554-5722  
E-mail: fred@versusmagazine.com

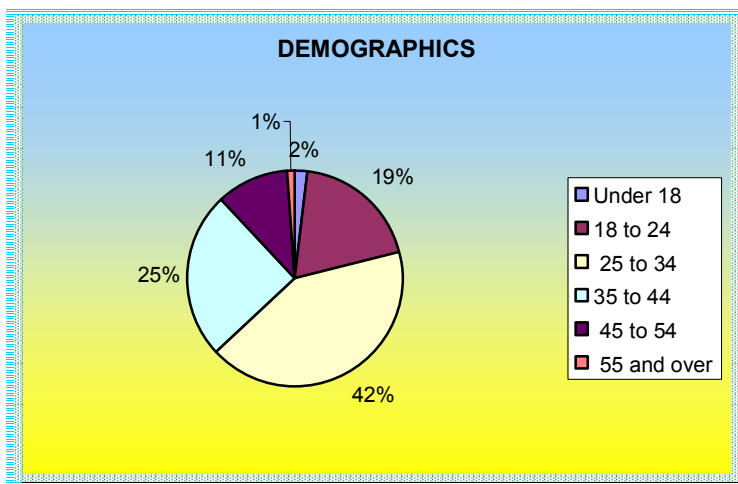
# VS MAGAZINE

## DEMOGRAPHICS and CIRCULATION

VS Magazine is distributed by Media Solutions, 1450 Sam Davis Rd., Ste. 145 Smyrna, TN 37167 to Books a Million Inc for a total of 200 stores in 19 states and the District of Columbia. Readers ranging in the following age groups.

### *Age*

- Under 18 2%
- 18 to 24 19%
- 25 to 34 42%
- 35 to 44 25%
- 45 to 54 12%
- 55 and over under 1%



# VS MAGAZINE

## 2008 ADVERTISING TERMS AND CONDITIONS

The following are certain general terms and conditions governing advertising published in VS Magazine (the "Magazine") published by VS Magazine LLC (the "Publisher").

1. Rates published herein are effective with the issue dated January 2008. Announcement of any change in rates will be made in advance of the Magazine's advertising sales close date of the first issue to which such rates will be applicable. The Magazine Rate Card specifies the publication schedule of the Magazine, and its respective on-sale dates.
2. Advertisements that imply editorial material must be clearly labeled "ADVERTISEMENT." VS may, at its sole discretion, so label such advertisements to facilitate a patent distinction. Advertiser must clearly and prominently identify all advertisement insertions.
3. The publisher may reject or cancel any advertising order or advertising copy for any reason at any time, whether or not the same has been acknowledged and/or previously published. Advertisements simulating the Magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.
4. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine. Advertiser and/or Agency will be liable for all space reservations and payment. If there is an instance where insertions are not available within deadlines, VS has the right to run alternative material at the agreed cost to the Advertiser and/or Agency. Orders for cover pages may not be canceled.
5. It is understood that the advertiser and agency are jointly and severally liable for the payment of invoices for advertising published hereunder. The publisher reserves the right to cancel any advertising insertions due to non-payment of prior obligations.
6. Cancellation of any portion of any advertising contract by agency and/or advertiser or failure to have published the specified number of pages automatically nullifies any rate discount, including for previously published advertisements, and may result in short rate. In such event, the page rate will be recalculated for the published portion of the order and agency and/or advertiser must reimburse VS for the short rate within

30 days of invoice thereof.

7. A sample of any supplied insert must be submitted to and approved by VS before printing, in accordance with the production requirements detailed in this rate card. Advertiser and agency shall be responsible for any additional charges incurred by VS due to the advertiser's and/or agency's failure to deliver supplied inserts pursuant to VS's specifications. If VS is unable to publish the supplied insert as a result of such failure to comply, advertiser and agency shall remain liable for the space cost of said insert/invoice thereof.

8. The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates

9. All advertisements, including without limitation those for which Publisher has provided creative services, are accepted and published in the Magazine upon the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof in all applicable editions of the Magazine and that such publication will not violate any law such as the trademark, copyright, right of publicity, or right of privacy, or infringe upon any other proprietary right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold the Publisher harmless from and against any and all losses and expenses (including, without limitation, attorney's fees) (collectively, "Losses") arising out of the publication of such advertisements in all applicable editions of the Magazine, including, without limitation, those arising from claims or suits for libel, plagiarism, violations of right of publicity or privacy, defamation, copyright or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any and all claims now known or hereafter devised or created (collectively "Claims").

10. Advertiser and agency agree to reimburse VS for any fees and costs incurred by VS in collecting any unpaid charge or portion of the charge for advertisements, including attorney fees and court costs.

11. In consideration of the Publisher's right to review advertising for publication in the Magazine, the agency and advertiser agree not to make promotional or merchandising references to VS in any way except with the prior written permission of the publisher in each instance.

12. VS shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issues because of strikes, work stoppages, accidents, fires, acts of God, or any circumstances not within the control of VS magazine.

13. Any condition on contracts, orders, or copy instructions involving the placement of advertising within an issue of VS (such as page location, competitive separation, or

placement facing editorial copy) will be treated as a positioning request only. VS's inability or failure to comply with any such condition shall not relieve the agency and advertiser of the obligation to pay for the advertising.

14. Terms of sale: Payment is due within 15 days of the date of invoice. Bills are rendered on or about the on-sale date. Interest will be charged at a rate of 2% per month (or the highest rate permissible by law if lower than 2%) on past due balances. The Publisher reserves the right to change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the Magazine.

15. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these Terms and Conditions or the provisions of the Magazine's Rate Card will be binding on the Publisher and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions. The Publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Magazine (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher's inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.

16. The copyright in any advertisement created by VS is owned by VS and may not be otherwise used by the Advertiser without VS's prior written consent. Advertiser and Agency agree that any advertisements published in VS may, at the Publisher's option, be included in all media, whether now in existence or hereafter developed, in which the issue containing the advertisement is published, reproduced, distributed, displayed, performed, or transmitted, in whole or part.