

Editorial Profile

Popular Communications is a monthly consumer magazine serving the varied interests of the consumer communications enthusiast. Our readers use VHF/UHF scanners, shortwave receivers, CB radios, amateur radio equipment, digital radio communications terminals and modems, AM/FM broadcast receivers, satellite communications equipment, and all forms of personal communications equipment. *Popular Communications* is edited for easy reading in a non-technical manner, reporting on scanner monitoring of police; fire, utility, and aircraft communications; international shortwave listening; CB radio; amateur radio; FRS; GMRS; monitoring radio digital communications, including CW, RTTY, SITOR, etc.; AM/FM commercial broadcasting; weather and communications satellites; wireless telephone, alternative radio; clandestine radio; military radio; and computer applications in communications.

It is our publishing philosophy that for readers to be expected to respond to your display advertising message, they must first be presented with a magazine they want to read every month from cover-to-cover, one that they understand and enjoy. In the consumer communications field *Popular Communications* is that magazine!

In addition to feature material, *Popular Communications* includes a wide variety of columns and departments written by a core group of highly regarded experts in many individual fields:

Columns:

The Antenna Room

Broadcast Technology

Global Information Guide – *Shortwave Radio News & Loggings*

Ham Radio

Homeland Security

Loose Connection – *Communications Humor*

Military Radio Monitoring

Propagation

Radio Resources – *Gordon West*

REACT In Action

ScanTech – *Scanner Technology*

Shannon's Broadcast Classics

Technology Showcase – *Product Reviews*

Utility Communications Digest

Wireless Connection – *Restoring Old Time Radios*

Worldband Tuning Tips

Departments:

Info Central – *News*

Our Readers Speak Out – *Letters*

Power Up – *New Products*

The Trivia Corner

Tuning In – *Editorial*

Washington Beat – *FCC and Congressional News*

Popular Communications offers top-quality features, sharply focused columns, and valuable departments. Each issue delivers on its commitment to be the best consumer communications magazine in print. *Popular Communications*... the favorite magazine of the world's most important communications enthusiasts: your customers!

Reader Profile

Who are *Popular Communications* readers?

The typical *Popular Communications* reader is a 44-year-old urban or suburban male who continued his education after graduation from high school. More than 80% of the readers have at least some post-high school education, with 45% of the readers holding 2-year or 4-year college degrees. One in ten of the readers continued on to postgraduate studies, with 12% holding post-graduate degrees. Readers work in various types of occupations, with the two most common being technical and professional. One in ten readers is retired. Average reader household gross income averages \$68,000, with 15% having a gross household income in excess of \$100,000.

Display Advertising

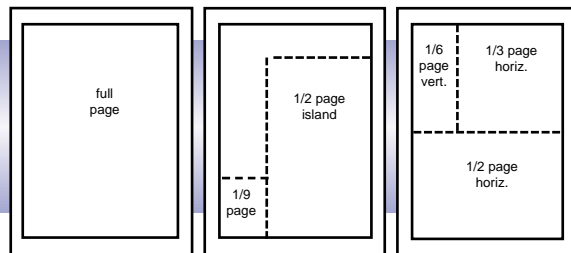
Display advertising in *Popular Communications* is available in a wide variety of sizes, shapes, colors, and positions, and at rates depending upon the total number of ads contracted to be run in a one-year period. Advertising is solicited from reputable firms and organizations whose products and services are of direct or related interest to the readership of *Popular Communications*.

In addition to standard display advertising, a variety of unique and innovative advertising devices are available only in *Popular Communications*. If your advertising campaign cries out for something "different," we can help.

Popular Communications assumes no responsibility for the technical worthiness of the products and services advertised within its pages, and reserves the right to refuse or reject any advertisement. Previous acceptance of an advertisement will not prevent *Popular Communications* from exercising its right to refuse the same advertisement in the future.

New advertisers may be required to file a credit application and/or prepay initial insertions in order to establish an open account.

Layout Information



Advertising Rates and Terms

Size	1X	6X	12X
Full page	\$2,420	\$2,180	\$1,935
2/3 page	1,815	1,630	1,450
1/2 island	1,600	1,440	1,280
1/2 page	1,430	1,290	1,145
1/3 page	970	875	775
1/4 page	775	695	620
1/6 page	530	475	425
1/9 page	450	420	365
1/12 page	340	305	280

1/24 page (no agency commission allowed)	\$160
24 full pages within one year	\$1,840 per page
Centerspread	\$3,900

Commission to recognized advertising agencies: 15%
 Terms: Net 30 days. 2% discount from Net if paid within 10 days of invoice, or if prepaid. Failure to meet Net terms forfeits agency commission. Balances due over 30 days from date of invoice are considered past due and accrue finance charges at the rate of 1¹/₂% per month on total past due amount (annual percentage rate of 18%).

Cover & Special Position Rates

Cover II	\$2,700	Cover IV	\$2,770
Cover III	\$2,685		

Cover positions include mandatory four-color charges. Cover positions available on 12-time contract only. Specified or special position requests and volume space rates are available. Please call for pricing information.

Color Rates

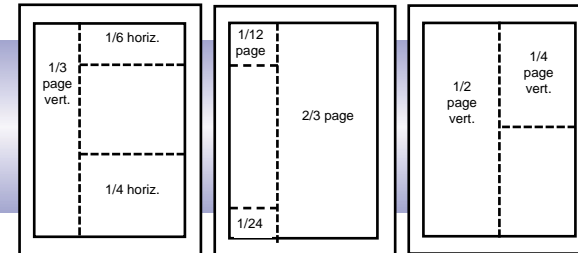
Standard 4A, \$125
 Matched color, \$60 extra per ad
 Four-color process, \$550 per page or fraction

Inserts

Catalog pull-outs, postcard inserts, gatefolds, and poster-sized pull-outs are available. Please call for pricing and mechanical requirements.

List Rental Discount

Popular Communications makes its circulation list available for list rental. Advertisers may qualify for a discount off the normal rental cost. Please call for details.



Mechanical Requirements

Printed by web offset. Please supply hi-res PDFs or digital ad files (QuarkXpress or PageMaker, Macintosh preferred, no embedded photos). When sending digital ad files please be sure to include art, logos, photos, fonts, and a laser proof. A color proof must accompany all 4-color ads. Publisher supplied layout, corrections or color proofs done at client's request and charged back at prevailing time and material rates.

Publication Trim Size8 1/8" wide x 10 3/4" deep
Bleed Size8 1/4" wide x 11" deep

Space Unit	Vertical		Horizontal	
	Width	Height	Width	Height
1 page	7"	10"	-	-
2/3 page	4 5/8"	10"	-	-
1/2 page island	4 5/8"	7 3/8"	-	-
1/2 page	3 3/8"	10"	7"	4 7/8"
1/3 page	2 1/4"	10"	4 5/8"	4 7/8"
1/4 page	3 3/8"	4 7/8"	4 5/8"	3 3/8"
1/6 page	2 1/4"	4 7/8"	4 5/8"	2 1/4"
1/9 page	2 1/4"	3 1/8"	-	-
1/12 page	2 1/4"	2 3/8"	-	-
1/24 page	2 1/4"	1 1/4"	-	-

Deadlines

Issue	Newsstand On Sale	Space Reservation	Final Material
January 2008	12/18	11/01	11/06
February	1/22	12/03	12/06
March	2/19	1/02	1/07
April	3/18	2/01	2/06
May	4/15	3/03	3/06
June	5/20	4/01	4/04
July	6/17	5/01	5/06
August	7/15	5/30	6/04
September	8/12	7/01	7/03
October	9/16	7/31	8/05
November	10/14	8/29	9/03
December	11/18	9/30	10/03

For assistance in planning your advertising program contact:

Arnie Sposato, N2IQO

Advertising Manager

253-853-4080 • Fax- 253-853-4070

advertising@popular-communications.com

Contract for Advertising

Date _____
(Account) _____
with offices at _____

requests that display advertising be inserted in the following issues of *Popular Communications* in the noted sizes and colors:

	Quantity	Size	Colors	Rate
Jan. 2008				
Feb.				
Mar.				
Apr.				
May				
June				
July				
Aug.				
Sept.				
Oct.				
Nov.				
Dec.				

We agree to pay for this advertising according to the rate schedule and terms of this advertising rate card Number 7J. If we use more insertions than listed above within the contract year, we may be entitled to a rebate to a lower earned rate for all space run within that year.

If an advertising agency is employed to prepare and purchase advertising on our behalf, final responsibility for payment to *Popular Communications* remains with us as advertisers, regardless of whether payment has been made to the agency. Payment for advertising is considered to be made only when that payment has been received by *Popular Communications*.

This contract may be cancelled by either party at any time on 30 days written notice. In the event of cancellation, we agree to pay the difference between the rates charged and the rates actually earned, using the rate schedule on this card.

We agree that if we fail to furnish the Publisher with acceptable advertising material by the issue deadlines noted elsewhere, the Publisher may at his option supply copy or repeat our last run advertisement.

The advertiser agrees to indemnify and protect the Publisher from any claims or actions based upon the unauthorized use of any person's name or photograph or use of any sketch, map, words, labels, trademarks, or other copyrighted matter, or based upon libelous statements in connection with the advertising referred to in this contract.

All advertising copy and illustrative material is subject to the Publisher's acceptance.

Signed for the advertiser by _____

Title _____

Signed for *Popular Communications* by _____

CQ Communications, Inc., 25 Newbridge Road, Hicksville, NY 11801

ADVERTISING rates & schedules

Card Number 7J Effective January 2008 Issue



POPULAR COMMUNICATIONS

25 Newbridge Rd,
Hicksville, NY 11801

www.popular-communications.com
(516) 681-2922 • Fax: (516) 681-2926