

2012 ADVERTISING INFO

NOW 2 Editions (Print & Digital) for 1 Price!!!

POPULAR COMMUNICATIONS

The World's Leading Magazine for Communications Enthusiasts

Popular Communications (Pop'Comm) has been the first choice for broadcast listeners and radio and telecommunications enthusiasts for nearly 30 years. Each issue delivers a broad spectrum of the latest information of interest to communications technology hobbyists and professional users, such as broadcasters and public service providers.

Our readers are front-line, current-event information seekers who monitor cutting-edge news and information from around the world using a variety of technological tools including VHF/UHF radio scanners, shortwave receivers, analog and digital AM/FM radios, satellite receivers, Internet based "radios," and other specialized hardware and software. They are also purchasers and heavy users of the latest mobile two-way radio communications and navigation equipment, including GPS, Family Radio Service (FRS), MURS, CB, and other license-free systems, as well as amateur (ham) radio gear.

Pop'Comm's mission is to deliver the most up-to-date and high-quality editorial content in an entertaining and easy-to-understand format that supports—and expands—our readers' involvement in their hobby and professional use of communications technology. *Pop'Comm's* new digital editions are hosted by Zinio, one of the top names in the e-magazine business, and the world's largest e-magazine newsstand.

POPULAR COMMUNICATIONS' readers are the ultimate communications & information enthusiasts and have a "tuned-in" local and world view. Most are tech-savvy, well-educated, curious, and engaged, with a strong "need to know first." Their interests include public service/"action bands" (fire, police, EMS), international/world band, ham, AM/FM, air, marine, utility, government & military communications.

- 98% own a personal computer
- 96% have internet access
- 86% own a scanner
- 81% own a world-band receiver
- 66% are interested in product news, reviews, & spotlights
- 63% enjoy scanning VHF/UHF
- 60% enjoy world-band radio listening
- 55% are interested in securing a ham radio license
- 54% look to *Pop Comm* for frequency lists & schedules
- 52% are AM/FM broadcast band DX'ers
- 50% are interested in SW antenna theory & building
- 47% are interested in Citizen's Band (CB) radio
- 30% are ham radio operators
- 33% volunteer with local organizations (Fire, EMS, REACT, police)

**Source: Reader surveys*

DISPLAY ADVERTISING RATES for insertion in both the Print & Digital Editions!

AD SIZE	1X	3X	6X	12X
Full page	\$2,420	\$2,300	\$2,180	\$1,935
2/3 page	\$1,815	\$1,725	\$1,630	\$1,450
1/2 pg-island	\$1,600	\$1,520	\$1,440	\$1,280
1/2 page	\$1,430	\$1,360	\$1,290	\$1,145
1/3 page	\$970	\$920	\$875	\$775
1/4 page	\$775	\$735	\$695	\$620
1/6 page	\$530	\$500	\$475	\$425
1/9 page	\$450	\$430	\$420	\$365
1/12 page	\$340	\$320	\$305	\$280
1/24	(no agency commission allowed) \$160			

Centerspread . . . \$3,900 Cover 2 \$2,700 Cover 3 \$2,685 Cover 4 \$2,770

Cover positions include mandatory four-color charges. Cover and centerfold positions available on 12-time contract only. Four-color rate \$550 per page or fraction. Second color (standard 4A) \$125. Catalog pull-outs, postcard inserts, gatefolds, poster-sized pull-outs, special position and large volume space rates given upon request.

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 1 1/2% per month on total past due amount (annual percentage rate of 18%)

TO ADVERTISE CONTACT:

Chip Margelli, K7JA, Director of Advertising Sales and Marketing
 405-ADS-CQCQ • 405-237-2727 • email: advertising@popular-communications.com



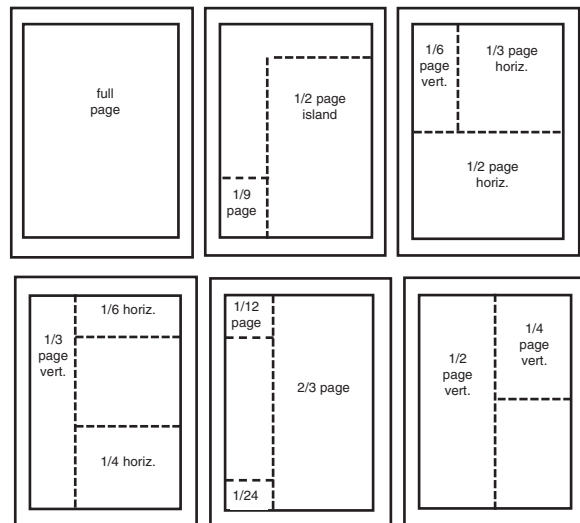
ISSUE	NEWSSTAND ON SALE	RESERVE SPACE	FINAL MATERIAL	BONUS SHOW DISTRIBUTION
January 2012	12/13	11/01	11/03	
February	1/17	12/01	12/05	
March	2/14	1/03	1/05	Orlando HamCation
April	3/13	1/26	2/01	Charlotte Hamfest & GBH&C/Timonium
May	4/10	2/24	2/29	Int'l DX Convention/Visalia Dayton Hamvention Preview Issue
June	5/15	3/29	4/02	Dayton Hamvention & Rochester Hamfes4
July	6/12	4/27	5/01	Dallas Ham-Com & SEA-PAC
August	7/10	5/29	6/01	
September	8/14	6/29	7/03	Huntsville Hamfest
October	9/11	7/27	8/01	
November	10/16	8/30	9/04	
December	11/13	9/27	10/01	

MECHANICAL REQUIREMENTS

Printed by web offset. Please supply hi-res PDFs with all fonts embedded. 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. Advertisements can be created by our Art/Production department at your request. Please call for more information.

PopComm's Print and Digital Editions are identical in content. Your Print ad will be used for both editions.

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"	-	-



Publication Size

Publication Trim Size8 1/8" wide x 10 3/4" deep
Bleed Size8 1/4" wide x 11" deep
InsertsSizes and specifications given upon request

Advertising Contract

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.				
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 sheet. 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 CQ Communications, Inc. 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 CQ Communications, Inc.

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.