

ADVERTISING KIT SUMMER 2015-SUMMER 2016

OVERVIEW

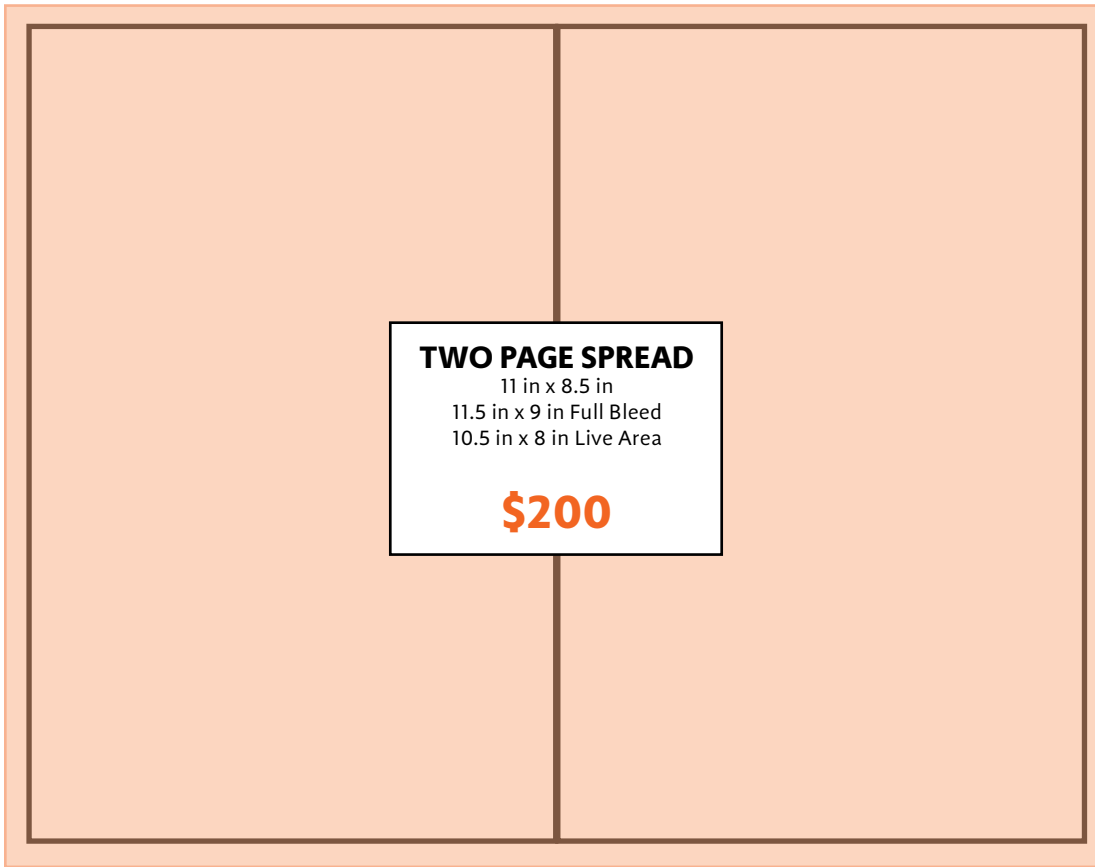
Old School Quarterly (**OSQ**) is not your traditional magazine publication. Focused on producing content that appeals to tabletop gamers who associate with the games and community of the *Old School Renaissance/Revival*, it brings modern day sensibilities regarding content production and delivery to the market to help support and grow the community of gamers that wish to not only play the games of yesteryear, but to continue to developing games and products in that vein.

While still partially following traditional publishing models and processes, **OSQ** breaks the mold when it comes to production and delivery of its quarterly magazine issues by giving its readership greater purchasing power and options. Leveraging the popularity and flexibility of electronic formats and Print On Demand (POD) technology through *OneBookShelf*, *Lulu*, and *Createspace*, **OSQ** allows direct consumer and retail purchasing of publications online at the readership's convenience with regards to format desired, purchase point cost, and point of sale location.

This approach gives the following benefits to all advertisers:

- ✦ Allows access to cost-effective full-color advertising for all
- ✦ Extends global reach digitally and in print with one single advert placement through a meshing of print, digital, and Internet technologies
- ✦ Places print copies of issues into retail distribution, increasing visibility (color interior depends on readership purchase)
- ✦ Customers choose the publication format that's right for them (PDF, print or both) increasing visibility of promotions
- ✦ No delay in publishing and distribution through traditional magazine printing/shipping models
- ✦ No limited inventory of print products that are restricted to a single national distribution market or territory
- ✦ Offers a long-tail approach to brand awareness through always-available electronic and POD products
- ✦ Allows the embedding of trackable hyperlinks to drive traffic to advertising destinations during initial publication runs and long-tail availability of product
- ✦ Advertising index in both print and electronic products, with bookmarks and hyperlinking within electronic PDF products — this is supported by a web-based index showing a web-friendly version of each issue's adverts with outbound links to publisher URLs

ADVERT SIZES AND BASE RATES



TWO PAGE SPREAD
11 in x 8.5 in
11.5 in x 9 in Full Bleed
10.5 in x 8 in Live Area

\$200



FULL PAGE SPREAD
5.5 in x 8.5 in
6 in x 9 in Full Bleed
5 in x 8 in Live Area

\$100



2/3 PAGE SPREAD
5 in x 5 in

\$67

1/3 PAGE SPREAD
5 in x 2.5 in

\$33



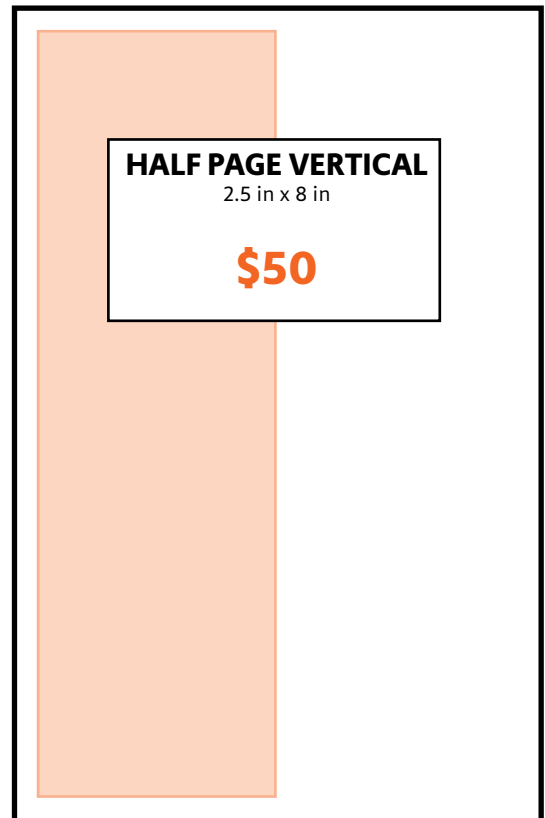
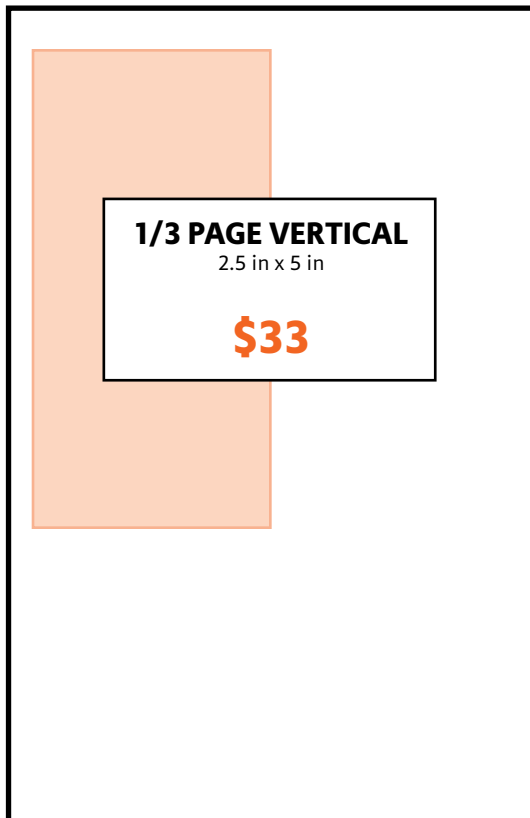
This visual display gives information on the available sizes of adverts within **OSQ** that are available for purchase with a comparison of how they look against the standard Digest page size of 5.5 in x 8.5 in.

Where less than a Full Page is used for an advert, adverts may be placed on the upper or lower and/or the left or right of a page according to surrounding content and other advertisement placements purchased for the issue. Adverts will be initially clustered.

Full Page and Two Page Spreads may have a small interior gutter on some POD options.

For *Specific Placement* of an advert and other special options, look to the **ADVERTISING RATES** section which follows, under **ADDITIONAL OPTIONS**.

Rates shown are expressed in US Dollars.



ADVERTISING FORMAT GUIDELINES

Adverts submitted to **OSQ** should follow these guidelines:

- ✦ Supply files as EPS, TIFF, PNG, or PDF formats only.
- ✦ Provide all adverts in full color.
- ✦ Use the CMYK (US Web Coated SWOP v2) color profile.
- ✦ Set quality to 300 PPI at actual 100% (see following page for sizes) and Line Screen to 150.
- ✦ Full page and two-page spread ads should use indicated full bleed sizes.
- ✦ Fonts in EPS or PDF files should be embedded or outlined.
- ✦ Files may be compressed as ZIP files or use LZW compression for submission. Use high quality settings or lossless compression for PDF files.
- ✦ Do not include crop marks or guidelines in the advert.
- ✦ Adverts should not look like **OSQ** content unless part of a directed and approved advertorial campaign.

You will receive a shared Internet folder link in which to upload original artwork. Adverts will appear in FULL COLOR within electronic versions of the publication. POD versions of the publication will be offered in both color and black and white based on readership demand, with conversion performed by **OSQ**.

ADVERTISING RATES

The rates offered in this **ADVERTISING KIT** will remain set until Summer 2016. At that time, rates may be revised. Booking campaign runs in advance may guarantee rate lock-in. Advert sizes have standard base rates which are described in the visual display of adverts in the previous two pages. Ads smaller than full pages will be clustered together when possible. Premium options are added before discounts are applied.

PREMIUM OPTIONS

There are additional premium options that can be added to enhance placement of advertising. Unfortunately due to the requirements of POD printing we are unable to offer advertising on the rear or inside covers of the magazine.

OPTION	DESCRIPTION	ADVERT ALLOWED	PREMIUM
Page One	The first page after the cover and before any content	Full Page Spread (Bleed)	50%
Page Two	The second page after the Page One and before any content	Full Page Spread (Bleed)	50%
Page Three	The page immediately following Page Two before any content	Full Page Spread (Bleed)	50%
Specific Placement	Any specific location elsewhere in the publication, such as next to or within a specific regular column, feature, or adventure.	Full Page Spread (Bleed) and smaller	25% nearby 50% within
Exclusive ad on a page	The only advert included on a single page.	Full Page Spread (Bleed) and smaller	25%
Patreon Spotlight	Adjoining page to Patreon Spotlight. Special advertorial promotion effectively offering Two Page Spread promotion for featured Patreon creator.	Full Page Spread (Bleed)	25% for creator 50% for other

Page One, Page Two, and Page Three are available on a first-come, first-served basis, and will be filled in that order.



ADVERTISING DISCOUNTS

There are a number of discounts available to advertisers. These are primarily based on longevity of campaigns across multiple issues (Two Issues, Three Issues, Four Issues) or running multiple adverts in the same issue. It is possible to stack discounts based on:

- ⊕ First placement ever with **OSQ**
- ⊕ Number of issues insertion
- ⊕ Number of ads per issue

TYPE	DESCRIPTION	DISCOUNT
First Placement	The first advert placed in OSQ for an advertiser.	50%
Two Issues*	Two issues, paid in advance. Need not be continuous.	15% both ads
Three issues*	Three issues, paid in advance. Need not be continuous.	20% all
Four issues*	Four issues, paid in advance. Need not be continuous.	25% all
Second , Same Issue**	Taking a second advert in one issue. Cannot be on adjoining pages.	+5% all
Third, Same Issue**	Taking three adverts in one issue. Cannot be on adjoining pages.	+10% all
Fourth, Same Issue**	Taking a fourth advert in one issue. Cannot be on adjoining pages.	+15% all

**This discount is applied when all advert space is pre-purchased. Advertiser retains credit until all adverts are used. Adverts must be of the same type each issue.*

*** If adverts have already been pre-purchased, the price of additional adverts is discounted by the difference that would be applied to these adverts.*

SCHEDULE

The schedule for advertising is aligned with that of submissions to allow for adequate production time of each issue's publication.

Each issue has three distinct dates:

- ⊕ The **RESERVATION DATE** is the last day that an advert can be requested for insertion in any particular issue.
- ⊕ The **SUBMISSION DATE** is the last day that an advert has to be submitted to **OSQ** for insertion into an issue. It is also the last date for payment of advertising.
- ⊕ The **PUBLICATION DATE** is the expected time frame for release of electronic and POD issues of an issue.

The schedule for **SUMMER 2015- SUMMER 2016** is as follows:

ISSUE #	PERIOD	RESERVATION DATE	SUBMISSION DATE	PUBLICATION DATE
0	Summer 2015	May 31	June 15	July 15-30
1	Fall 2015	August 31	September 15	October 15-31
2	Winter 2016	November 30	December 15	January 15-31
3	Spring 2016	February 29	March 15	April 15-30
4	Summer 2016	May 31	June 15	July 15-30

Missing any of these dates may delay publication of an advert.

COMPLIMENTARY PUBLICATION OUTBOUND LINKS

In each issue of **OSQ**, when a product is used for content in an adventure, scenario, or other type of content, clickable links to the creator's website (when known) as well as to their stores and **OSQ** affiliate stores are included in the electronic PDF version of the issue (when possible), even if the creator isn't an active advertiser in that issue. We believe that doing this adds value to the overall marketing strategy of having products be represented in our publications and leads to awareness within the readership of them. These links are routed through the main **OSQ** website so that we can track which issue originated the link as well as how many times it was clicked, allowing for additional reporting on the effectiveness of product placement within **OSQ**.

COMPLIMENTARY WEB-BASED ADVERTISING

During the initial quarterly publishing period for an issue of **OSQ**, all advertisers that have adverts placed within the issue are also entitled to a free banner advert that will run on the banner cycle spot at OldSchoolQuarterly.com. This banner cycle advert will run from the day of publication until the day before the publication of the next issue of **OSQ** across the entire site, with each advert cycling equally until the period ends. The advert will be linked to the URL of the advertiser's choice. Banner adverts can be in PNG, JPG/JPE/JPEG, GIF, or SWF format. They should be 768px by 90px in size.

For advertisers who wish to take advantage of web-based advertising without other advertising in an issue of **OSQ**, a small fee allows for the inclusion of their banner ad in the cycle. Please contact advertising@oldschoolquarterly.com for more information.

COMPLIMENTARY WEB-BASED ADVERTISER INDEX

The OldSchoolQuarterly.com website has an **ADVERTISERS INDEX**, where advertisers from each issue are listed, including the page number that their advert appears on, a web-friendly version of the advert used in the magazine itself, and a hyperlink to the publisher's URL of choice. Entries in the Index will go live when individual issues are released and will remain listed and available to the general public permanently.

COMPLIMENTARY CROSS PROMOTION AT OSRTODAY

To help further enhance the value of advertising in **OSQ**, all advertisers who purchase advertising within the publication will receive complimentary free banner advertising on all pages at OSRToday.com using the same banner advert used on OldSchoolQuarterly.com inserted at the **PATRONAGE Campaign Category** priority level. Priority can be increased by paying the difference for higher-level *Campaign Categories*. Effectively, this is a 90 Day Rotation worth \$27 value.

More information on OSRToday.com promotional programs can be found at <http://osrtoday.com/osrtoday-promotional-programs> where the current **OSRTODAY** Media Kit can be downloaded.



COMPLIMENTARY ELECTRONIC COPY

All advertisers receive a complimentary electronic copy of any issue in which an advert they have purchased runs. This will be delivered via *OneBookShelf*'s digital delivery platform, and requires that **OSQ** is provided with a email address registered with an account at *OneBookShelf* sites (*DriveThruRPG*, *RPGNow*, etc.) for issuance of this copy.

These copies are in addition to electronic proof pages sent before going to press.

AD DESIGN SERVICE

Advertisers who are looking for professional advert design can take advantage of **OSQ**'s in-house design to help create their adverts. Prices vary according to individual requirements. Requests for consultation (RFC) should be sent to advertising@oldschoolquarterly.com with the subject line "**Ad Design Service RFC**".

ADVERTISING ACCOUNT

Taking part in advertising in **OSQ** results in the issuance of an *Advertising Account* with **OSQ** and *InfiniBadger Press* for the purposes of tracking payments, campaigns, history, and the CREATOR CREDIT PROGRAM.

PAYMENT

Payment for advertising must be made by the **SUBMISSION DEADLINE** date for each issue. If payment is not received for an advert, it will be held back from release for that issue.

All payments are made to **OSQ**'s publisher *InfiniBadger Press* through *Paypal*'s Online Invoice system. Invoices are generated after initial consultation with **OSQ** regarding an advertiser's needs and identifying the best approach to meeting them.

STARTING THE PROCESS

If you are interested in advertising in **OSQ**, contact us first by visiting <http://oldschoolquarterly.com/advertising> and filing out the form there or send an email to advertising@oldschoolquarterly.com using the subject line "**OSQ Ad Request**". Include brief details about what type of advert you're interested in, any additional options and discounts that you're interested in, and which issue you'd like to start with. We'll provide a quote for you and discuss how best to place your ad.

CAMPAIGNS

If you are an advertiser interested in doing an extended campaign, an advertorial, or some other specialist form of advertising, please contact us to discuss how we can work with you to help connect you to our readership.

ADVERTORIALS

An advertorial is a special section of a publication designed to in a way to look like editorial copy, or to take up multiple pages within a publication as their own unique section. They are ideal for special promotions or press releases of new products. With the help of the editorial staff of **OSQ**, a finely-crafted campaign can help market and promote your product. Fees vary based on needs, and are based on purchase of multiple continuous Full Pages of advertising space.

CREATOR CREDIT PROGRAM

Another great option for advertisers to take advantage of is our **CREATOR CREDIT PROGRAM**. If you are a creator or publisher and want to generate content for **OSQ** to support your own product or others', this can be used to offset advertising costs in the issue the content appears in or future issues, with any balance carried forward or paid out after going to press. The same rules for submissions (see the **SUBMISSION GUIDELINES** and **STYLE GUIDE**) apply. The only difference is in how earnings for contributions are handled; they are placed into a credit account with the magazine rather than being paid out, but can be paid out at the next payment period if desired. The **CREATOR CREDIT PROGRAM** also allows multiple authors to have their contributions be applied to the same advertising account.

In addition, the **CREATOR CREDIT PROGRAM** allows placement of adverts adjoining created content or within the content without the normal additional associated premium fee that accompanies attaching to third party content: if you create the content and attach an advert to it, you receive the equivalent of a discount of 25-50%.

Slots for **CREATOR CREDIT PROGRAM** content are limited each issue, and under editorial assignment and control. There is no guarantee of availability.

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Version 1

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