



# ADVERTISING RATES FOR 2005

## ADVERTISEMENT SIZE AND FORMAT



### DATES

**Frequency:** Bi-annual (twice yearly).

**Print Run:** 2,000 issues.

### Issues:

Worlds of Cthulhu appears in print every February and August.

### Closing Date:

The advertisement submission deadline for the August issue is June.

The advertisement submission deadline for the February issue is December.

### SURCHARGES

**\*Four Color Advertisement:** Add 100% the cost of the base advertising rate.

**Cover 2:** Add 30% to the cost of the base advertising rate\*.

**Cover 3:** Add 20% to the cost of the base advertising rate\*.

**Cover 4:** Add 30% to the cost of the base advertising rate\*.

### SPECIFICS

#### Publishing Company:

Pegasus Spiele GmbH,  
Strassheimer Strasse 2, 61169 Friedberg  
Germany

Tel.: +49 / 06031 / 721730,

Fax: +49 / 06031 / 721717

Email: Verlag@pegasus.de

#### Head of Advertising

Daniel Stanke, Tel.: +49 / 06031 / 7217-22

#### Advertisement Creation

In house advertisement development can be performed from sketches and descriptions. Depending upon the amount of work, costs range from \$50.00 USD to \$100.00 USD.

#### Masters and Costs for Reproduction

Please send film positives that are capable of being reproduced. If sending masters on paper (hardcopy), there may be losses in reproduction quality. Furthermore, if masters are provided that cannot be reproduced, additional reproduction costs may be incurred, ranging from \$20.00 USD for B&W and \$100.00 USD for color.

#### Multiple Advertisements and Discounts

Advertisements purchased in 3 consecutive

issues are given a 10% discount off the total net price. Advertisements purchased in 6 consecutive issues are given a 20% discount off the total net price.

#### Closing Dates and Cancellation of Advertisements

Advertisements may be canceled up to and including the 10th of the month prior to the publication release. Failure to cancel prior to these dates results in a late cancellation fee equal to 50% of the advertisement's total net price.

#### Terms and Conditions

Orders are filled according to the general terms and conditions for advertisements and external articles in newspapers and magazines. Furthermore, Pegasus Spiele reserves the right to decline advertisements for textual or technical reasons.

#### Payment

Payment for advertisements can be made through PayPal.

#### Payment Terms

Prepaid advertisements receive a 2% discount on the net price on the final invoice.

**1/1**  
(full page)  
**\$ 250.00**

**2/3**  
(Vertical Space)  
**\$ 175.00**

**2/3**  
(Horizontal Space)  
**\$ 175.00**

**1/2**  
(Vertical Space)  
**\$ 125.00**

**1/2**  
(Horizontal Space)  
**\$ 125.00**

**1/3**  
(Vertical Space)  
**\$ 100.00**

**1/3**  
(Horizontal Space)  
**\$ 100.00**

**1/4**  
(Vertical Space)  
**\$ 80.00**

**1/4**  
(Horizontal Space)  
**\$ 80.00**

**1/8**  
(Horizontal Space)  
**\$ 50.00**

**1/8**  
(Corner)  
**\$ 50.00**