



Media Kit

Dear friends,

Thank you for the opportunity to introduce you to the **Denver Russian Parents Magazine**, the parenting publication that addresses the advertising and educational needs of over 70,000 Russian-speakers in our state.

Russian Parents Magazine is the first and only Russian monthly parenting magazine in the USA. Initially founded in New York 12 years ago, **Russian Parents Magazine** later became available in Colorado.

Denver Russian Parents Magazine is one of not too many perfect advertising alternatives, one that you may want to consider for the best result. As Denver and the entire state of Colorado grow, the Russian community in Denver rapidly expands as well. Russians from major cities across the United States are still moving to Denver to raise their families. Increasing numbers of Russian professionals and their relatives are coming from Russia and former Soviet Republics to live in Colorado. *They all read Denver Russian Parents Magazine*, the publication that provides an essential link between your business and the parenting Russian community of the Denver Metro area. Our publication is unique as it covers interests of all different age groups. This is why your advertisement in **Denver Russian Parents Magazine** gives you the opportunity to reach your entire market!

Denver Russian Parents Magazine is distributed monthly to the high traffic areas throughout the Denver Metro area. Free of charge for our readership, **Denver Russian Parents Magazine** can be found in international private schools, day care centers, pre-schools, public libraries, community organizations, cultural institutions, religious organizations, hospitals, medical centers, grocery stores, restaurants and doctor's offices.

We offer a full service professional art department that can assist you with the design and creation of the perfect ad. This service is free of charge and available to all of our advertisers.

We look forward to our future partnership in bringing the best businesses to our community and in opening our growing community to our successful clients. Please feel free to contact us to discuss a worthwhile advertising package that we offer.

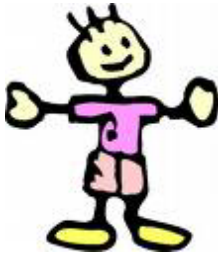
Publication: Monthly (2nd Friday of each month)

Format: #35 upgrade, full color and b&w **64 pages** (12" x 9.5")

Readership: **Metro Denver** 70,000

Distribution: All Russian businesses including Grocery Stores, Restaurants, Coffee Shops, Corporate Offices, Doctor's Offices, Hair Salons, Libraries, Apartment Complexes, Senior Citizen Complexes and Adult Day Cares, Waiting Rooms, Car Dealerships, Travel Agencies, Russian Art Galleries, Colleges, Schools and Universities teaching ESL programs – over 150 locations total.

Read **Russian Parents Magazine** Online at: www.russianparent.org



Areas of Distribution: South East Denver, Glendale, Aurora, Arvada, Thornton, Boulder, Colorado Springs, Breckenridge.

Demographics: Our readership consists of approximately 32% men and 68% women, (age 20-29 – 15%, 30-49 – 60%, over 50 – 25%) and as it is common in Russian and Eastern European Jewish communities, they are generally family oriented, very well educated professionals, typically own their own home, report an average household income of \$95,000+

Content: **Denver Russian Parents Magazine** features editorials and analytical articles on various subjects, including current events, economy, employment, worldwide and local news including news from USA, Russia, Israel, and Eastern Europe, interviews with politicians and celebrities, interviews with members of our community, recreational pages, movie and play reviews, poetries and short stories by local and world wide known authors, crosswords, horoscopes, photo contests, and much more. All of these materials always presented in a stream of high quality parenting publication and aimed to help families supporting and developing the best family values. We work directly with major Russian newspapers, TV and news agencies that provide us with exclusive articles and news. In **Denver Russian Parents Magazine** we also feature articles and reviews on businesses advertising with us. These articles provide the Russian community with important facts and explicit information concerning business of our clients.



Denver Russian Parents Magazine is the best way to introduce your business to the larger Russian-speaking community of Colorado.

ADVERTISING RATES

Price per month / display advertising	Full Page	1/2 page	1/4 page	1/8 page
1 to 5 months contract (black & white ad)	500	250	125	75
6 to 12 months contract (black & white ad)	400	200	100	50
1 to 5 months contract (full color ad)	600	300	150	n/a
to 12 months contract (full color ad)	480	240	120	n/a

(up to 25% OFF for advertising agencies; up to 50% off for clients of partnering media)

Display Ad Dimensions

Ad Size	X	Y	(Y color)
Full page	8.5	10.0	10.5
½ horizontal	8.5	4.8	5.2
½ vertical	4.2	10.0	10.5
¼	4.2	4.8	5.2
1/8	4.2	2.4	N/A

*We accept art works in PDF format / CMYK / 300 dpi

Special Insertions

Front page banner	\$ 200
Back Cover	+ 100%
Page 2 or 63	+ 50%
Page 32 or 33	+ 50%
Classified page	+ 25%
Art work ad only (free for our clients)	25 / h
Classified rate (up to 10 words)	\$15 per month
Телефонный справочник	от \$50 в год

Publisher reserves the right to accept or reject the request for specific placement with consideration of Publisher's needs and on the basis of space availability.

Design Cost of your ad: No charge to you for ad design, ad creation or ad revisions.

Deadlines: Last day of the month by noon for next month printing

Discounts: Special discount available. Please contact our representative.

Payment Method: Visa, M/C, American Express, Discover, Check, MO

Contact: Your representative _____



Published in Denver by AVWWII
(a Nonprofit Corporation since 1996)

Denver Russian Parents Magazine

8547 E. Arapahoe Rd., Ste J-177.

Greenwood Village, CO 80112.

Ph. 303-317-6378.

720-319-PRNT (7768)

Fax. 866-559-2923

e-mail: DenverRussianParents@gmail.com



ADVERTISING CONTRACT Please sign and fax to 1-866-559-2923

Date: _____ Advertiser (company name): _____ Acc N: _____

Check if advertising agency Contact: _____

Address: _____

City _____ State/Province: _____ Zip _____ Phone: _____

Fax _____ E-mail: _____

1. Insertion schedule: (check months desired)

Year _____ January; February; March; April; May; June;
 July; August; September; October; November; Dec.

Year _____ January; February; March; April; May; June;
 July; August; September; October; November; Dec.

2. Frequency: once a month

3. Space size: Full page 1/2 page (H) (V) 1/4 page 1/8 page Banner

4. Special placement: 1/2 page(v) Double full page
 Front cover banner Back cover Inside Front cover Inside Back cover

5. Color requirements: Black & White 4-color **6. Bleed:** No special order

7. Special instructions: _____

8. Cost: _____ B&W _____ + position _____ 4 color _____ + other _____ + bleed

TOTAL AMOUNT DUE PER MONTH (in U.S. Dollars)

9. Billing: Direct to advertiser; Through agency if listed above (check one)

Payment enclosed (*Enclosed is my check for \$ _____ I understand that this is non-refundable payment and agree to follow all advertising conditions listed on this contract and in the rate card.*)

CREDIT CARD PAYMENT OPTION

Please charge my: Master Card VISA American Express Discover

Card Number

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 Exp.Date

--	--	--	--	--	--

I authorize Horizon Media Sale to charge my card for my advertising in Denver Russian Parents Magazine

Cardholder's Name and Signature _____

10. Cancellation Policy: Cancellations and changes cannot be accepted after closing date.

Authorized signature _____ Date _____

Please sign and return original to: (*please make a copy for your files*)

Denver Russian Parents Magazine

8547 E. Arapahoe Rd., Ste J-177.
Greenwood Village, CO 80112
Ph. 303-317-6378. Fax. 866-559-2923

1. By ordering an advertisement in DENVER RUSSIAN PARENT MAGAZINE (DRPM) the advertiser agrees to accept the said conditions of business. 2. The signed contract is binding. 3. Orders cannot be cancelled after the booking deadline (one week before printing) for that issue. 4. Advertising material must conform to the specifications given in the rate card above. Typesetting as well as creation or upgrading of artwork may be a subject to additional charge. 5. If the advertiser, for whatever reasons, fails to supply material or instructions in time for publication, payment of the account in full must still be made. DRPM reserves the right to insert a previous advertisement if the advertiser fails to supply copy instructions prior to the deadline. 6. Materials will not be returned to Advertiser unless specifically requested by Advertiser. Materials will be discarded after two (2) months. 7. DRPM reserves the right to decline any advertising. 8. All space booked under the frequency discount plan should be used within the period specified on the contract. 9. All payments should be made to DRPM(check) or to HORIZON MEDIA SALE (credit cards). Accounts should be settled within 30 days from the date of invoice. The American Russian Publication DRPM reserves the right to require payment in advance of publication. Advertising privileges will be suspended on accounts over 90 days past due. DRPM reserves the right to cancel this Agreement at any time upon Advertiser's failure to pay any bill when due. Invoices which remain unpaid for 48 days or more will bear a delinquency charge of 1.5% per month. All expenses and legal fees incurred in collecting outstanding invoices will be paid by the Advertiser. In the event DRPM must employ an attorney to collect sums due hereunder or to enforce compliance by Advertiser with any of the terms of this Agreement, Advertiser shall pay to DRPM attorney's fees and other costs incurred by DRPM in connection with any legal actions and appeals thereof. 10. Every effort shall be made by DRPM to fulfill the terms of the contract, but no responsibility can be undertaken for events beyond the control of DRPM or HORIZON MEDIA. DRPM shall not be liable for any damages for failure to fulfill an order for any reason whatsoever, including but not limited to labor disputes, strike, war, riot, insurrection, civil commotion, fire, flood, accident, storm, act of God, or any other circumstances. 11. DRPM shall have the right to omit any advertisement when the space allotted to advertising has been filled. Unintentional or inadvertent failure to publish advertising invalidates the insertion order for that issue only. Failure of DRPM to insert any advertisement shall be considered immaterial and shall not constitute a breach of this Agreement, nor shall DRPM be liable for damages advertisement not inserted. Advertisements already run shall be paid for at rates in the Rate Card. DRPM reserves the right to require any advertising to be labeled "advertisement." 12. Any specification or order for the use or non-use of any particular page or position where the advertisement is to be inserted shall be treated as a request only, and DRPM shall not be obligated to comply with said request. In the event said request for position is granted, Advertiser shall pay an additional position charge. 13. Advertiser shall indemnify DRPM and hold DRPM harmless from any and all loss, cost, expense and damages on account of any and all manner of claims, demands, actions and proceedings that may be instituted against DRPM on grounds alleging behalf of Advertiser violates any copyright or any proprietary right of any person, or that it contains any matter that is libelous or scandalous, or invades any person's right to privacy or other personal rights. Advertiser agrees at Advertiser's own expense, to promptly defend and continue the defense of any such claim, demand, action or proceeding that may be brought against DRPM, provided that DRPM shall promptly notify Advertiser with respect thereto. The Advertiser shall reimburse DRPM for any amount paid by DRPM in settlement of claims or in satisfaction of judgments obtained by reason of publication of such advertising copy, together with all expenses incurred in connection therewith, including but not limited to, reasonable attorney's fees and court costs. 14. This writing contains the entire Agreement of the Parties. No representations were made or relied upon by either party, other than those expressly set forth in this Agreement. No representative of either party is empowered to alter any of the terms hereof, unless done in writing and signed by a duly authorized officer, employee or other representative of the respective parties. 15. Should any part of this Agreement, for any reason, be declared invalid, such decision shall not affect the validity of any remaining portion, which remaining portion shall remain in force and effect as if this Agreement had been executed with the invalid portion thereof eliminated and it is hereby declared the intention of the parties hereto that they would have executed the remaining portion of this Agreement without including therein any such part, parts, or portion which may, for any reason, be hereafter declared invalid. 16. This Agreement shall be construed under the laws of the State of Colorado. Venue for any legal actions regarding this Agreement shall be in Colorado, that their sole recourse against DRPM for any exclusion pursuant to this policy shall be refund of monies paid for advertising or exhibit space.

I understand and accept this Term & Conditions _____ (initial)

FOR OFFICE USE ONLY

Check no./Amount _____

Date rec'd _____

CC Auth. #: _____

CONTRACT AND COPY RULES

Advertorials Advertising simulating editorial content must carry the word "advertisement" in 8 point type.

Alterations An additional charge will be made for typesetting or alterations.

Approval of advertising All advertising is subject to publisher's approval. Since *DRPM* does not endorse products, we may (but not have to) limit ads to those products that have been evaluated and listed by third party independent safety testing laboratories. We do not publish materials promoting hate or those that could be considered as a potential cause of damage to our advertising clients or readers unless stated different by US Court.

Billing Bills are rendered at the time of publication.

Cancellation dates Cancellations accepted only prior to closing date. **All cancellations must be in writing.**

Covers and preferred positions are non-cancelable (unless agreed to on special occasions by *DRPM* representative).

Contract Rates Insertion orders or contracts should specify a definite schedule of insertions, issues, and sizes of space to qualify for a specific rate. A contract year begins with the first ad and extends for 12 months. When ad frequencies set forth in the contract schedule are not completed, the advertiser/agency will be re-billed at the actual rate earned for all advertising during the contract year. In lieu of a signed contract, ads will be billed at open rate.

Financial Responsibility Advertisers are financially responsible for the account upon agency's failure to pay.

Indemnity It is understood that the advertiser agrees to indemnify and protect *DRPM* from any claims or expense resulting from the unauthorized use of any name, photo, sketch, design or words protected by copyright or registered trademarks, or labels in connection with the advertising referred to in this order.

Publisher copy protective clause Advertisers and advertising agencies assume liability for all content (including text, representations, illustrations, or of any sketch, map, labels, trademark or other copyrighted matter) or advertisements printed, and also assume responsibility for any claims arising there from made against the publisher. The publisher reserves the right to reject any advertising that does not conform to publication standards.

Rate protection policy Advertisers will be protected at their contract rates for the duration of present contract. Contracts may be cancelled at the time rate changes become effective without incurring short rate adjustment, provided the contract rate has been earned up to the date of cancellation.

Regulations covering acceptance of advertising As indicated under Contract and Copy regulations appearing in Standard Rate and Data Service (SRDS) Business Publication Edition.

Storage Negatives or positives will be stored by publisher for 6 months and then destroyed unless otherwise advised by the advertiser or the agency.

