

Captive 
Media Inc.
2010
Media
Kit



Vision

We bring your audience to you.

Mission Statement

Captive Multi Media Group Inc. is dedicated to being a leading provider of diverse, audience-targeted communication tools through both print and digital media.

About Us

Captive Multi Media Group Inc. is a unique and dynamic synergy of knowledge, skills, and personalities ready to address the demands inherent in a changing and unpredictable media environment. Created in August 2005, Captive Multi Media Group Inc. is a convergence of two reputable companies with nearly 40 years of experience between them: Vogel Publishing Inc., a leading provider of satellite television guides in North America, and infoLink Inc., a cutting-edge Information Technology provider. Together, the company provides a wide range of multi-media services to meet the needs of an increasingly competitive marketplace seeking solutions on how to reach an intended audience.

From conception to completion, Captive Multi Media Group Inc. has a proven track record in reaching diverse audiences in a number of ways:

Independent Publisher

Producing five publications distributed across Canada and the U.S. has given Captive Multi Media Group Inc. the experience and expertise to recognize the needs of a readership and garner a loyal audience.

Custom Publisher

As a Custom Publisher, Captive Multi Media Group Inc. can create and develop a custom publishing solution to help you establish a leadership position in your market. Whether it be a magazine, brochure, newsletter or a web-based solution, Captive can add credibility to your profile, target your audience with the message you want to deliver, and draw more attention to your business.

Service Provider

Captive Multi Media Group Inc. delivers a wide range of services to publishers enabling them to meet their communications requirements, including:

- Fulfillment
- Print Management
- Newsstand & Distribution Management
- Advertising Sales
- Design
- Editorial Content Creation
- Website Creation & Management
- Project Management

Contact Information



Edmonton

Suite 215, 9148 – 23rd Avenue NW
Edmonton, AB T6N 1H9
Canada
Phone: 780.425.6905



Seattle

701 – 5th Avenue, 42nd Floor
Bank of America Tower
Seattle, WA 98104
USA
Phone: 206.262.8183

Key Contacts

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Advertising Manager
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tarekm@captivemultimedia.com

Janet Huynh

Controller
Phone: 780.425.6905 ext 235
janeth@captivemultimedia.com

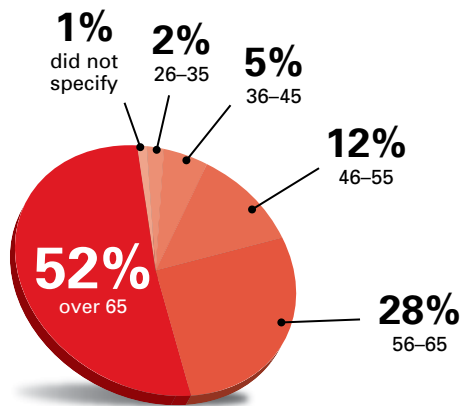
Satellite DIRECT

Satellite DIRECT is a unique programming guide exclusively for owners of DIRECTV®, satellite television systems. Every month, viewers can tap into entertainment-related feature articles, technical tips and satellite industry news, comprehensive movie capsules, sports schedules, and pay-per-view listings geared towards audiences turning into DIRECTV®'s multi-channel universe.

Demographics

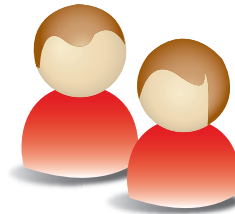
Audience by Age (377 total responses)

57% men
43% women
92% over the age of 45
79% are married
75% have children



Affluent by Dedicated

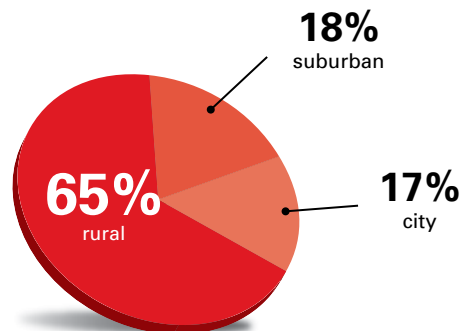
91% refer to guide everyday
96% keep copy for entire month
44% own 2 or more TVs
47% watch 20+ hrs of TV per week



2 readers per copy

Affluent by Location (412 total responses)

92% own their home
91% own their vehicle
58% have a minimum college education
58% travel
90% have internet access



* Information Extracted from 2003 Subscriber Survey performed by Votel

Satellite DIRECT Rate Card

	1 Time	3 Times	6 Times	12 Times
4-Color Coated				
Covers: IFC/IBC	\$1,900	\$1,700	\$1,500	\$1,200
Covers: OBC	\$2,000	\$1,800	\$1,600	\$1,400
Double Page Spread	\$2,400	\$2,200	\$2,000	\$1,800
Full Page	\$1,000	\$900	\$800	\$700
1/2 Page	\$600	\$500	\$400	\$300
1/3 Page	\$500	\$400	\$300	\$200
B&W Newsprint (Listings)				
Full Page	\$900	\$800	\$700	\$600
1/2 Page	\$700	\$600	\$500	\$400
1/3 Page	\$500	\$450	\$400	\$350
1/4 Page	\$450	\$400	\$350	\$300
Inserts				
Please contact our advertising department at 206.262.8183 for additional information.				

CPM	\$10.00
Rate Base	50,000*
Readership	100,000
Single Copy Price	\$6.95
<i>(All rates gross)</i>	

*Rate base is 98% subscribers, 2% satellite retailer bulk copies; annual subscription cost is \$39.95. Average two readers per copy. Publication is kept by subscribers for entire month and referred to daily. (Statistics obtained from 2003 Subscriber Study administered by Votel)



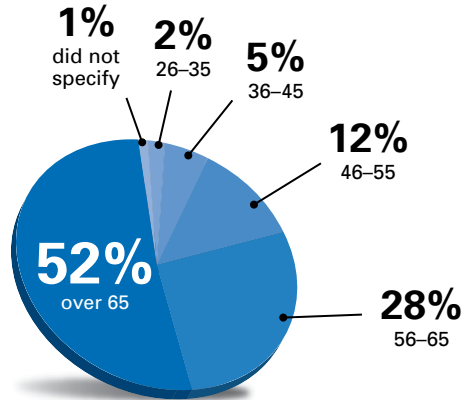
Satellite ORBIT

Satellite ORBIT is a monthly television guide geared at C-band, 4DTV and DISH Network®, viewers. Readers will find a variety of programming highlights, alphabetical movie and complete monthly sports listings, as well as technical advice.

Demographics

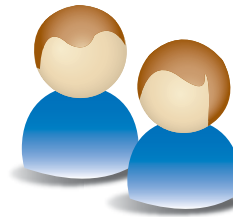
Audience by Age (377 total responses)

- 57% men
- 43% women
- 92% over the age of 45
- 79% are married
- 75% have children



Affluent by Dedicated

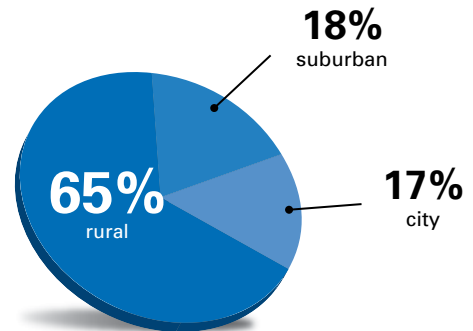
- 91% refer to guide everyday
- 96% keep copy for entire month
- 44% own 2 or more TVs
- 47% watch 20+ hrs of TV per week



2 readers per copy

Affluent by Location (412 total responses)

- 86% own their home
- 85% own their vehicle
- 40% have a minimum college education
- 59% travel
- 84% have internet access



* Information Extracted from 2003 Subscriber Survey performed by Votel

Satellite ORBIT Rate Card

	1 Time	3 Times	6 Times	12 Times
4-Color Coated				
Covers: IFC/IBC	\$700	\$650	\$600	\$550
Covers: OBC	\$725	\$675	\$625	\$575
B&W Newsprint				
Double Page Spread	\$400	\$350	\$300	\$250
Full Page	\$350	\$300	\$250	\$200
1/2 Page	\$300	\$250	\$200	\$150
1/3 Page	\$250	\$200	\$150	\$100
Inserts				
Please contact our advertising department at 206.262.8183 for additional information.				

CPM	\$10.00
Rate Base	10,000*
Readership	20,000
Single Copy Price	\$6.95
<i>(All rates gross)</i>	

*Rate base is 98% subscribers, 2% satellite retailer bulk copies; annual subscription cost is \$49.95. Average two readers per copy. Publication is kept by subscribers for entire month and referred to daily. (Statistics obtained from 2003 Subscriber Study administered by Votel)



Mechanical Requirements

Satellite DIRECT & Satellite ORBIT

General Specifications

Printing Method: Web Offset, Coldset,
Computer-to-Plate Process

Bindery Method: Perfect Bound

Platforms Accepted

We work in a Mac environment, supporting Acrobat, InDesign, QuarkXpress, Photoshop and Illustrator. If working in a Window environment, please convert files to a Mac compatible format. All final ads must be the same size as the ad space booked.

Color

4-color ads must be converted to CMYK, 150 line-screen, minimum 300 dpi resolution. Fifth color, Pantone®, or metallic spot colors may be available upon prior arrangements; additional charges apply. Black & White ads must be converted to grayscale, 120 line-screen, minimum 266 dpi resolution.

Digital Ad Specifications

We accept distilled high-resolution Acrobat PDF files with all supporting fonts and images embedded along with a preview file. DO NOT USE the "Save as a PDF" feature of your page layout program. As a backup, it is recommended to supply a Photoshop EPS format with all the fonts and images embedded properly, along with a preview file. Native application files (Mac compatible) such as InDesign, QuarkXpress, Photoshop or Illustrator with all supporting fonts, images along with a preview file will also be accepted.

Please supply 4-color ad materials in a digital format to the following specifications:

- Convert all supporting EPS and TIFF images and colors to CMYK
- Remove unused colors from files and convert spot colors to process
- 150 lines-screen, minimum 300 dpi resolution
- All 4-color ads require a high-resolution color proof (i.e. Matchprint, Epson, Kodak etc.) to ensure color match and content accuracy. Reproduction cannot be guaranteed if high-resolution color proofs are not supplied.

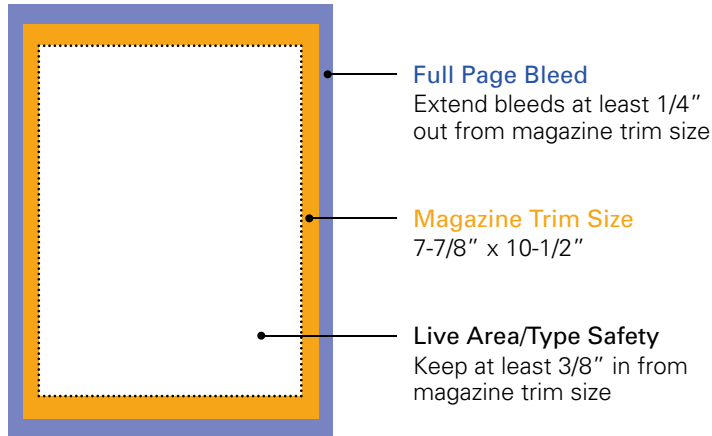
Please supply B&W ad materials in a digital format to the following specifications:

- Convert all supporting EPS and TIFF images and colors to grayscale
- 120 line-screen, minimum 266 dpi resolution
- Newsprint reproduction incurs a dot gain of approximately 35% (i.e. 50% screen will print at approximately 85%), please adjust artwork to accommodate dot gain

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Magazine Trim Size: 7-7/8" x 10-1/2"

- For full page bleed ads, extend bleeds (not document size) at least 1/4" out from all sides of magazine trim size
- Keep live area/type safety at least 3/8" in from all sides magazine trim size



Ad Dimensions

Ad Units	Live Area	Trim Size	Bleed
4-Color Coated			
Full Page or Cover	7-3/8" x 10"	7-7/8" x 10-1/2"	8-3/8" x 11"

Ad Units	Width	Height
4-Color Coated/B&W Newsprint (Editorial)		
1/2 Page Horizontal	7-3/8"	4-1/2"
1/3 Page Horizontal	7-3/8"	3-1/4"
1/3 Page Vertical	2-3/8"	10"
1/3 Page Square	4-3/8"	4-1/2"
B&W Newsprint (Listings)		
Full Page	7-3/8"	10"
1/2 Page Horizontal	7-3/8"	4-1/2"
1/2 Page Vertical	3-1/2"	10"
1/3 Page Horizontal	7-3/8"	3-1/4"
1/3 Page Vertical	3-1/2"	6-1/2"
1/3 Page Square	5-1/4"	4-1/2"
1/4 Page Horizontal	7-3/8"	2-1/2"
1/4 Page Vertical	1-7/8"	10"
1/4 Page Square	3-1/2"	4-1/2"

Additional Information

While every effort is made to meet the advertiser's expectations, materials and files may be rejected if these applications and/or requirements are not met. The Publisher is not responsible for reproduction quality from materials furnished to improper specifications and/or requirements or in poor quality.

Delivery Of Material

Upload to FTP Site:

Ad materials may be uploaded onto our FTP site. If providing native files, please include all supporting fonts and high-resolution images in a folder and compress the folder into a .SIT or .SEA format.

Please clearly indicate the magazine, issue date and advertiser to ensure proper handling of material.

- Website: www.captivemultimedia.com
- User ID: cmmgclient
- Password: up!oadfile

Mail:

Ad materials may also be mailed to us. Please allow sufficient time for ad materials to arrive by our material closing dates.

Please clearly indicate the magazine, issue date and advertiser to ensure proper handling of material.

Captive Multi Media Group
Attn: Production Manager
Suite 215, 9148 – 23rd Avenue NW
Edmonton, AB T6N 1H9

Inserts/Special Advertising Sections

Information is available upon request.

2010 Editorial Calender & Advertising Deadlines

Satellite DIRECT & Satellite ORBIT

Issue	Topic	Ad Space Close	Ad Material Close
January	Midseason Show Previews	November 11, 2009	November 16,2009
February	Academy Awards Preview	December 11, 2009	December 16, 2009
March	Top Outdoors Shows	January 8, 2010	January 13, 2010
April	CMT Awards Preview	February 9, 2010	February 15, 2010
May	Women's Programming Roundup	March 11, 2010	March 16, 2010
June	Top Travel Programs	April 12, 2010	April 16, 2010
July	Take Your Dish on the Road!	May 11, 2010	May 17, 2010
August	NFL Football Preview	June 11, 2010	June 16, 2010
September	Fall TV Preview	July 12, 2010	July 16, 2010
October	NBA Basketball Preview	August 11, 2010	August 16, 2010
November	Holiday Shopping Guide	September 10, 2010	September 16, 2010
December	Holiday Programming Preview	October 11, 2010	October 15, 2010

Editorial calender and advertising deadlines are subject to change.

Terms and Conditions

Notifications of cancellation of advertisement must be received in writing. If cancellation is received after the insertion order deadline, or if advertising material is received after the material deadline, the advertiser will be charged for the insertion and previous material may be repeated. Covers may not be cancelled. The Publisher will not accept responsibility for materials lost or damaged enroute.

Positioning of ads is at the discretion of the Publisher. The charge for guaranteed position is 10% above the regular space cost. No special placement or position for advertising can be guaranteed unless so specified on the insertion order and accepted by the Publisher.

The Publisher reserves the right to reject, discontinue or omit any advertisement, or to cancel any advertising contract for reasons satisfactory to the Publisher without penalty to either party. Advertising subject to approval by the Publisher. Rights reserved to revise or reject advertisements in accordance with standards acceptable to Captive Multi Media Group Inc. without notice.

Rates are subject to change upon notice from the Publisher.

Commissions 15% discount to recognized advertising agencies if paid within 30 days from date of invoice.

Invoice terms payment is due within 30 days from the date of invoice.

2% per month is charged on overdue accounts.

All accounts are payable in the currency stated on the invoice.

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