



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

Its publications are 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: 1.877.895.7192

Key Contacts

Raymond Merhej

President & CEO Phone: 1.877.895.7192 raymondm@captivemultimedia.com



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

Phone: 1.877.895.7192



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



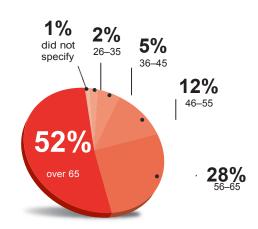
57% men

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



Affluent by Location (412 total responses)

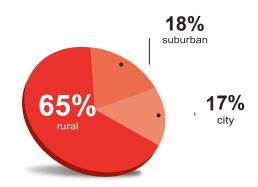
92% own their home

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

	1 Time	3 Times	6 Times	12 Times
4-Color Coated				
Covers: IFC/IBC	\$900	\$800	\$700	\$600
Covers: OBC	\$1,000	\$900	\$800	\$700
B&W Newsprint (Listings)				
Full Page	\$700	\$650	\$600	\$550
1/2 Page	\$600	\$500	\$400	\$300
1/3 Page	\$500	\$400	\$300	\$250
1/4 Page	\$400	\$350	\$250	\$200
Circulation as per January 2019 issue: 15 200				



Mechanical Requirements

Satellite DIRECT

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 linescreen, 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 gray scale, 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:

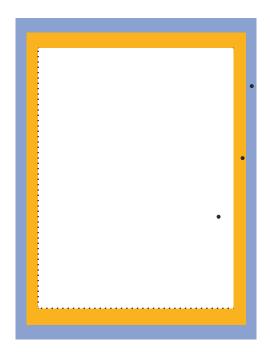
- Convert all supporting EPS and TIFF images and colors to gray scale
- 120 line-screen, minimum 266 dpi resolution
- Newsprint reproduction incurs a dot gain of approximately 35% (i.e. 50% screen will print at approximately 85%), please adjust artwork to accommodate dot gain



Satellite DIRECT

Magazine Trim Size: 8-3/8" x 10-7/8"

- 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



Full Page Bleed

Extend bleeds at least 1/4" out from magazine trim size

Magazine Trim Size

8-3/8" x 10-7/8"

Live Area/Type Safety Keep at least 3/8" in from magazine trim size



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.

Mail:

Ad materials may 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



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 en-route.

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.

