



Serving members of the world's largest service organization



West:

Melissa Austin
Melissa Austin Associates Media
2600 Ladybird Drive
Calabasas, CA 91302
818-225-0466
FAX 818-225-0675
maustin@earthlink.net

Central:

Tom Rickert
Rickert Media, Inc.
5401 Northwood Ridge
Minneapolis, MN 55437
952-830-1252
FAX 952-830-4566
tom.rickert@rickertmedia.com

Chicago:

Mary Kay Rietz
Lions Clubs International
The Lion Magazine
300 W 22nd Street
Oak Brook, IL 60523-8842
630-468-6880
FAX 630-706-9234
marykay.rietz@lionsclubs.org

East:

Robert Bernbach
Robert Bernbach Advertising
Representatives Inc.
677 Commerce Street, Suite 200
Thornwood, NY 10594
914-769-0051
FAX 914-769-0691
bob@rbadvertisingreps.com

PRODUCTION REQUIREMENTS

Effective March 1, 2009 Rate Card No. 62B



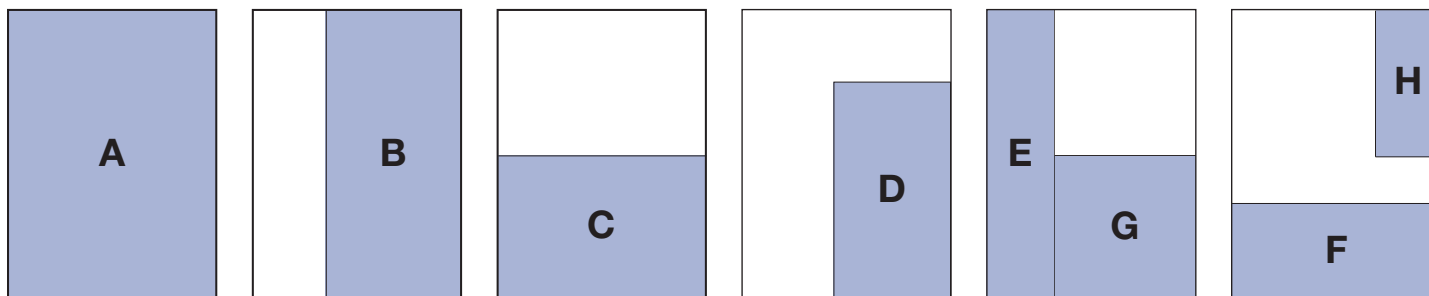
Serving members of the world's largest service organization



1. ADVERTISEMENT DISPLAY SIZES:

Pages are 3 columns wide by 140 lines deep, 420 lines to a page.

A: 1 page (420 lines)7" x 9-3/4"	E: 1/3 page vertical (140 lines)2-1/8" x 9-3/4"
B: 2/3 page (280 lines)4-9/16" x 9-3/4"	F: 1/3 page horizontal7" x 3-1/4"
C: 1/2 page (3 cols x 70 lines)7" x 4-3/4"	G: 1/3 page square4-9/16" x 4-3/4"
D: 1/2 page island4-9/16" x 7-1/4"	H: 1/6 page (70 lines)2-1/8" x 4-3/4" (vertical only)



CLOSING DATES:		
<u>ISSUE</u>	<u>INSERTION ORDER</u>	<u>MATERIAL</u>
January	November 15	November 20
February	December 15	December 20
March	January 15	January 20
April	February 15	February 20
May	March 15	March 20
June	April 15	April 20
July/August	June 15	June 20
September	July 15	July 20
October	August 15	August 20
November	September 15	September 20
December	October 15	October 20

2. MECHANICAL SPECIFICATIONS:

Printing Process: Web Offset

Binding method: Saddle

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

Bleed Size: 1/8"

3. DIGITAL SPECIFICATIONS:

File Construction:

- Build documents to size and extend bleeds 1/8" from edge.
- All high resolutions images, artwork and fonts must be included when PostScript file is written.
- Use only type 1 fonts. DO NOT apply application styles to fonts.
- CMYK color only, unless a spot color is specified.
- Total area density is not to exceed the 300% SWOP standard.
- All images placed in documents must be scaled at 100% and 300 dpi. All cropping and rotation of images should be done in photo/illustration programs before placing in layout application.
- All files should include registration marks offset 12 pts. and bleeds extended .125" from edge.
- Any required trapping settings must be included in file.

File Formats:

NO Application files accepted.

- PDF/X1a - must contain all high resolution cmyk images and embedded fonts.
- One ad per file.

SWOP Certified Proofs:

- Kodak Approval
- High quality inkjet or laser print

Media:

- CD-ROM
- Upload to FTP site: Contact Mary Kay Rietz for details.
- E-mail: marykay.rietz@lionsclubs.org or jim.sinclair@lionsclubs.org



Serving members of the world's largest service organization



CIRCULATION 403,347*

The Lions Club members who read **LION** Magazine are the decision makers of their businesses and their communities. They are involved with the human, social and cultural needs of their communities. **LION** Magazine—serving as their single link of communication throughout the United States—serves them with an editorial content designed to assist them in their efforts on behalf of humanitarian service.

LION Magazine Online

In an effort to provide our Internet readers of **LION** Magazine with a high-quality online reading experience, we are digitally publishing **LION** Magazine on our Web site www.lionsclubs.org. This online version will mirror it's print version with added interactive capabilities – go-to page, zoom, pointer with drag feature, e-mail referral, sticky notes, bookmarks, thumbnail layout and links for advertisers. All of this is being provided to our advertisers as an “added value” to their print advertising.

STANDARD UNITS—BLACK AND WHITE RATES—OFFSET

	1 Time	5 Times	10 Times
1 page	\$4845.00	\$4375.00	\$3960.00
2/3 page	3290.00	2965.00	2690.00
1/2 page	2495.00	2250.00	2040.00
1/3 page	1670.00	1510.00	1370.00
1/6 page	910.00	830.00	750.00

COLOR RATES—BLACK AND ONE OTHER COLOR

1 page	\$5675.00	\$4815.00	\$4365.00
2/3 page	3785.00	3415.00	3090.00
1/2 page	2990.00	2695.00	2440.00
1/3 page	2165.00	1955.00	1770.00
1/6 page	1195.00	1075.00	975.00

2 COLOR COVERS—NON-CANCELLABLE—OFFSET

2nd or 3rd cover	\$5745.00	\$5135.00	\$4605.00
4th cover	6175.00	5525.00	4960.00

(Each additional color \$287.50)

4 COLOR OFFSET

1 page	\$5950.00	\$5370.00	\$4865.00
2/3 page	4295.00	3955.00	3655.00
1/2 page	3495.00	3235.00	3060.00
1/3 page	2545.00	2355.00	2230.00
1/6 page	1595.00	1425.00	1370.00

4 COLOR COVERS—NON-CANCELLABLE—OFFSET

2nd or 3rd cover	\$6375.00	\$5750.00	\$5210.00
4th cover	6805.00	6140.00	5565.00

Color prices are for standard process colors.
Colors available: 4-color process; Matched.

Bleed pages—No additional charge.

Magazine is saddle-stitched.

Minimum size of advertisement, 1/6 page vertical.

No cancellation accepted after closing date. Covers not cancellable.

Orders beyond three months accepted at rates then prevailing.

No regional advertising.

No mail order section.

*As reported in our Publishers Statement for 6 months ending December 31, 2008

2. SIZES:

1 page.....7 x 9-3/4	1/3 page vertical2-1/8 x 9-3/4
2/3 page4-9/16 x 9-3/4	1/3 page horizontal7 x 3-1/4
1/2 page7 x 4-3/4	1/3 page square4-9/16 x 4-3/4
1/2 page island4-9/16 x 7-1/4	1/6 page2-1/8 x 4-3/4 (vertical only)

3. INSERT CARDS:

Insert Card10-time B&W page rate
 Binding Charge\$1.75/M (non-commissionable)

4. READING NOTICES:

Not accepted

5. COMMISSION AND CASH DISCOUNT:

- Agency commission (to recognized agencies) 15% on gross if paid within 30 days after date of invoice.
- Cash discount, 2% on net if paid within 10 days after date of invoice.
- Payment must accompany orders except when credit has been established.
- No agency commission on production, bindery or handling charges.

6. CIRCULATION:

- Member Audit Bureau of Circulations
- Average paid circulation for 6 months ending December 31, 2008 is 403,347.
- Character of circulation: Community leaders, business executives and professionals.
- Location of circulation: United States and Canada, some foreign circulation.
- Date in circulation: 25th day of previous month
- Largest circulation in service club field.

7. MISCELLANEOUS:

- Established in 1918
- Subscription price \$6.00 per year-\$1.00 per copy.
- Published by Lions Clubs International, 10 times per year, plus a special photo issue in December. July/August combined.
- All advertisements subject to Publisher's approval.
- Alcoholic beverage and tobacco advertising not accepted.

GENERAL CONDITIONS:

- The term "publisher," as used in this section shall refer to **LION** Magazine.
- All insertion orders are accepted subject to provisions of our current rate card. Rates are subject to change upon notice from the publisher. Should a change in rates be made, space reserved may be cancelled by the advertiser or its agency at the time the change becomes effective without incurring short rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency rate. Cancellation of space reservations for any other reason in whole or part by the advertisers will result in an adjustment in the rate (short-rate) based on number of pages to reflect the actual space used at the earned frequency rate.
- Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication.
- All contents of advertising are subject to publisher's approval and publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time without cause. Publisher also reserves the right to insert the word "advertisement" above or below any copy.
- Advertisements not received by final closing day will not be entitled the privilege of OK or revision by advertiser or its agency.
- Cancellations or changes in orders may not be made by the advertiser or its agency after the reservation closing date.
- Positioning of advertisements is at the discretion of the publisher except where a request for a specific preferred position is acknowledged by the publisher in writing.
- Publisher is not liable for delays in delivery and/or nondelivery in the event of an Act of God, action by any government or quasi government entity, fire, flood, insurrection, riot, explosion, embargo strikes, whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of the publisher affecting production or delivery in any manner.
- Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising which advertiser or its agent ordered and which advertising was published.
- Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. The publisher's liability for error will not exceed the cost of the space occupied by the error.
- Publisher shall have no liability for errors in key numbers or advertiser's index.
- Conditions, other than rates, are subject to change by the publisher without notice.
- No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions of this rate card.

CLOSING DATES:

<u>ISSUE</u>	<u>INSERTION ORDER</u>	<u>MATERIAL</u>
January	November 15	November 20
February	December 15	December 20
March	January 15	January 20
April	February 15	February 20
May	March 15	March 20
June	April 15	April 20
July/August	June 15	June 20
September	July 15	July 20
October	August 15	August 20
November	September 15	September 20
December	October 15	October 20