

20,000 readers every week

MAY 2006

FACE IT ★ ROCKET BODY ★ CLUB CALENDAR ★ EVENTS  
ON THE BEAT ★ CHEAP DATE ★ DADDY, PLEASE!

CROTCH ROCKET ★ SEX FILES ★ IN THE PIT  
WHOROSCOPES ★ CLASSIFIEDS

# rocket

san diego

issue 007 ★ august 18, 2005

From the publishers of  
**glt**  
GAY & LESBIAN TIMES

**rocket shots**  
18 • 20 • 26 • 28 • 32 • 33

**LATIN PRIDE 2005**  
The hottest mix of men, music and culture

**ON THE BEAT**  
Can't get enough hip-hop and R&B

ADVERTISING RATE CARD

**rocket**  
magazine

# readership

## OUR READER... IS WAITING TO BECOME YOUR CLIENT!

Educated, affluent professionals who have money to spend...

That is the market you reach with every issue of *Rocket*. Gay men and lesbians are generally better educated, earn higher incomes, take more vacations and dine out more often than their non-gay counterparts. Southern California's gay community is one of the fastest growing and most affluent in the country.

## OUR READERS HAVE IMPRESSIVE STATS...

- ★ \$59,500 average gay male individual income  
(\$36,600 average San Diego individual income)
- ★ \$64,500 median gay male household income  
(\$45,000 median San Diego household income)
- ★ \$84,000 average gay male household income
- ★ 48% have a four-year degree
- ★ took an average of six round trips in the U.S. last year, including five domestic flights
- ★ went to a restaurant 14 times last month
- ★ 89% visit bars and nightclubs
- ★ 65% belong to a health club
- ★ 79% take vitamins and minerals
- ★ 91% regularly attend movies
- ★ 65% regularly attend live theater
- ★ owns two pets
- ★ 95% of our readers are somewhat or very likely to patronize a business that advertises in the gay and lesbian media

**rocket**  
magazine



# advertiser loyalty

And an inclination to buy...

With 8,000 copies distributed weekly, *Rocket* is Southern California's largest biweekly gay entertainment magazine serving San Diego. Your ad in *Rocket* reaches people in a friendly environment where the inclination to buy and advertiser loyalty run high.

## INVESTMENT PLANS

### full color glossy ads

	Single insertion	7-issue plan	13-issue plan	26-issue plan	Production (new)	Production (changes)
1/4 S	269.00	249.00	229.00	189.00	50.00	25.00
1/2 V or H	429.00	379.00	349.00	329.00	60.00	35.00
Full	599.00	559.00	529.00	489.00	120.00	60.00
Premium	639.00	599.00	559.00	529.00	120.00	60.00
Page 3	779.00	729.00	699.00	649.00	120.00	60.00
Inside Back Cover	889.00	859.00	829.00	769.00	120.00	60.00
Inside Cover	889.00	859.00	829.00	769.000	120.00	60.00
Back Cover	919.00	889.00	859.00	789.00	120.00	60.00

## CLASSIFIED INVESTMENT PLANS

### full-color glossy ads

1/8 H Display Classifieds	Single insertion	7-issue plan	13-issue plan	26-issue plan	Production (new)	Production (changes)
	149.00	129.00	109.00	99.00	40.00	20.00

Line Ads \$3.50 per 30-character line.

Bold Headings \$5.00 per 20-character line

### AD DIMENSIONS (width x height)

<b>Full Bleed</b> 5.75" x 8.5" (trim size: 5.5" x 8.25" with 0.125" bleed)	<b>Half horizontal:</b> 5" x 3.75"	<b>Half vertical:</b> 2.375" x 7.75"	<b>Quarter square:</b> 2.375" x 3.75"	<b>Classifieds 1/8 H:</b> 2.375" x 1.75"
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# 20,000 readers every week

## TERMS AND CONDITIONS

**Deadlines:** Deadline for space reservation and production and material is 10 days prior to publication date. All camera-ready art ads must be received by 12 noon on Tuesday. Cover deadline may be earlier. A \$25.00 fee will be charged for any insertion ordered or any insertion cancelled after 12 noon on Friday for the next week's issue.

**Payment:** *Rocket* is a pre-payment publication. Payment for insertions and production charges is due when order is placed. Payment terms are available on a once-a-week auto-charge basis. Your payment can be charged to Visa, Mastercard, American Express or Discover. All returned checks will be charged a \$25.00 service fee.

**Frequency Discounts:** Frequency discount rates apply only when an advertiser runs a display ad on our 7, 13 and 26 issue plans within a 12-month period. Frequency discounts can only be received by signing an agreement in advance.

**Advertising Agencies:** A 15% discount applies to accredited advertising agencies based on frequency rates for space only. Guaranteed position and color charges are not commissionable. Agencies must furnish camera-ready art to fit exactly our specifications. No agency commission is allowed if invoices are not paid within the 60-day credit terms. Rendering a bill to an advertising agency shall not release the advertiser in case of non-payment by the agency.

**Inserts:** Preprinted inserts are accepted at the following rates: \$100.00 per thousand for 5,000, \$75.00 per thousand for 6000,9000 and \$50 per thousand for 10,000 or more inserts. Minimum insert order is 5,000, in 1,000 increments only. Advertiser is solely responsible for shipping inserts to our printing house.

**Ad Copy:** All ads smaller than a full page must be ordered to their exact dimensions. When the ad submitted is the wrong size, we will re-border it to fit our dimensions and charge accordingly.

**Proofreading:** Advertisers are responsible for proofreading advertisements. The publisher is not responsible for any errors.

**Advertisers Acceptance:** *Rocket* reserves the right to refuse any advertising the publisher deems unacceptable.

**Advertiser's Right:** All advertisement are accepted and published upon the representation that the agency and/or advertiser are authorized to publish the entire contents subject matter. In acceptance by the publisher, the agency and/or advertiser will indemnify and hold the publisher harmless against any loss or expense resulting from claims or suits based upon the contents or subject matter of those advertisement including and without limitation claims or suits for libel, violations of rights of privacy, plagiarism and copyright trademark infringement.

**Publisher's Rights:** Publisher's liability for an error shall not exceed the cost of that portion of the space occupied by such error. No allowance, however, will be granted for an error that does not materially affect the value of the advertisement or for artwork submitted camera-ready or artwork proofed by the advertiser. Claims for adjustment must be made within seven days after publication. Credit is allowable for the first incorrect insertion only. Publisher accepts no responsibility for losses sustained as a result of selling merchandise or services at an incorrect price. Further, the publisher reserves the right to adjust rates upon 30 days written notice to advertiser and/or advertiser's agency.

I have read and fully understand and accept the terms and conditions set forward above:

signature: \_\_\_\_\_ date: \_\_\_\_\_

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magazine