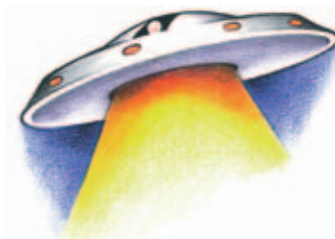


FATE Magazine Advertising General Terms & Conditions

1. Rates and conditions are subject to change without prior notice.
2. Contracts, orders or copy instructions containing conditions that conflict with the publisher's policies will not be considered binding on the publisher.
3. Orders containing incorrect rates will be considered clerical errors and will be billed at rates in force at the time.
4. The publisher assumes no responsibility if, for any reason, it becomes necessary to omit an advertisement. Failure by the publisher to insert any particular issue or issues invalidates the insertion order(s) in the missed issue(s) but shall not constitute a breach of contract.
5. Unless specifically contained in the terms of sale, positioning is not guaranteed—requests will be accommodated whenever possible. In the event a special position becomes unavailable, publisher will credit the advertiser only the amount of the additional "guarantee placement" charge.
6. The publisher reserves the right to reject, cancel, or omit prior to publication date any advertisement that is considered to be objectionable in wording or appearance, misleading or not in the public interest, regardless of whether or not advertiser has received an order confirmation.
7. The word "Advertisement" will be placed above and/or below any copy which in the publisher's opinion resembles editorial matter.
8. Each advertisement is accepted with the understanding the advertiser and/or advertising agency are authorized to publish its entire content, represent it to be suitable for mailing and in compliance with applicable mailing regulations, and agree to indemnify the publisher against any loss or expense resulting from claims arising out of its publication.

2009 Closing Dates

Jan-Feb issue: Dec 15	Sept-Oct issue: Aug 14
Mar-Apr issue: Feb 13	Nov-Dec issue: Oct 9
May-June issue: Apr 10	Jan-Feb 2010 issue: Dec 11
July-Aug issue: June 12	Mar-Apr 2010 issue: Feb 12



True Reports of the Strange and Unknown

Advertising Rates and Information

Rates effective January 2009

Mailing Address

Advertising Department	UPS or courier delivery
FATE Magazine	FATE Magazine
PO Box 460	17110 Hershey Ct.
Lakeville MN 55044-0460	Lakeville MN 55044

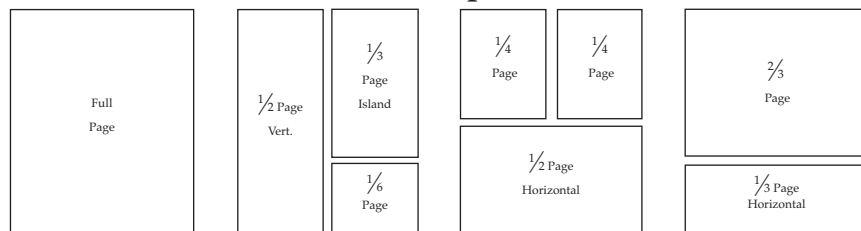
Please call during business hours Monday–Friday, central time
telephone (952) 431-2050 toll-free 1-800-728-2730
fax (952) 891-6091 (24 hours)

Visit us on the Internet at
www.fatemag.com email: ads@fatemag.com

FATE Mission Statement

FATE Magazine provides a one-of-a-kind reading experience. Published since 1948, FATE is the only publication to consistently supply its deeply loyal readership with a broad array of true stories of the strange and unknown. From psychics and spiritualists to archaeological hotspots and fringe science, from authoritative UFO and paranormal investigations to readers' personal mystic experiences, FATE articles are factual, informative and entertaining. FATE appeals to a wide span of readers from all age, education and income levels. Its unique combination of documented articles and photos enables FATE to serve the growing audience of people seeking both answers and entertainment.

Mechanical Requirements



Page Unit	Width	Height
Full Page Bleed	5 5/8"	7 7/8"
Full Pages and Covers	4 5/8"	6 7/8"
2/3 Page	4 5/8"	4 5/8"
1/2 Page Horizontal	4 5/8"	3 3/8"
1/2 Page Vertical	2 1/4"	6 7/8"
1/3 Page Horizontal	4 5/8"	2 1/4"
1/3 Page Island	2 1/4"	4 9/16"
1/4 Page	2 1/4"	3 3/8"
1/6 Page	2 1/4"	2 1/4"
Trim Size	5 3/8"	7 5/8"

Materials: All artwork must be camera-ready and meet FATE'S graphic and editorial standards. Camera-ready includes the following: correctly sized photographic copy—velox or photostat—in one piece with type, illustrations and halftones in desired positions.

Any additional production work, typesetting or stripping will be charged to the advertiser at the prevailing rate.

Black & white ads should be screened at no more than 110 lines per inch.

Color negatives: We require 133-line color screens, emulsion side down, right reading. All artwork should be delivered by insured mail in unbendable envelopes.

Electronic transmission: A document may be forwarded on 3 1/2" Macintosh compatible discs, CD roms, or zip cartridges in QuarkXPress. Artwork is acceptable in either tiff or eps files. Continuous tone images must be at 300 dpi. Line art must be at least 1200 dpi. Include any type fonts on disc and send laser proof or photocopy of ad.

Commission, Credit and Payment Terms

Agency commission: 15% gross.

Credit: Credit is only extended to agencies that submit evidence of sound credit standing.

Payment terms: All ads must be accompanied with payment and will be placed in the issue based on the closing date. If order or payment is received after the closing date, ad will begin with the following issue. To be eligible for the quantity discounts, payment for the entire period must be received prior to the closing date of the issue in which your advertisement will begin unless a preset payment plan has been approved.

Cancellations

Cancellations must be in writing (email or fax copy is acceptable) and received before the closing date or advertising remains collectible. Cancellation of pre-paid advertisements by the advertiser, prior to the last issue paid, will be refunded based on the current rate for the number of insertions the ad was actually placed.

Rates for Display, Marketplace and Classified Advertisements

Prices are per insertion.

Inserts and cards: Prices upon request.

Bleeds: (1/3 page to full pages only) add 10%.

Special positioning: Premium placement for page 1 (full page only) is available at a 30% surcharge applied to gross rate. For 1/4 page to full page ads, there is a 10% surcharge for special placement. Special placement for 1/6 page ads is available for a 30% surcharge.

Deadlines: All ad copy is due by the closing dates listed on the back side of this page.

	1-2x	3-4x	5-6x*
Back Cover	\$1,500	\$1,300	\$1,200
Inside Front	1,300	1,100	1,000
Inside Back	1,300	1,100	1,000
Full Page	850	650	600
2/3 Page	625	500	463
1/2 Page	500	400	375
1/3 Page	400	350	325
1/4 Page	325	300	285
1/6 Page **	175	150	140
2 1/4 " x 1" ***	100	85	80
Classifieds (per word)	1.25	1.15	1.10

* Annual pre-payment special - pre-pay for 6 insertions and receive an additional 10% discount on the rate above.

** These ads are placed in our Marketplace section unless special positioning is requested at a 30% surcharge.

*** Give your service or product an extra boost (such as a picture of yourself, your product or logo) with a Display Classified ad. Display Classified ads appear in the Classified section and are sold by column inch, in whole inches only.

Classified Ad Pricing

Word Count: There is a fifteen (15) word minimum. All words are counted, including abbreviations, (i.e. PO Box is three words; SASE is four words.) prices and amounts. Hyphenated words count as two words. Number groups (620, 1729, etc.), phone numbers (including area code), city name, state name, and ZIP code each count as one word. Email and website addresses count as two words. First three words of copy are set in capital letters at no extra charge. All Classified advertising is non-commissionable. No cash discounts.

Boldface, italics, or underlined: \$1 extra per word per insertion.

CAPITALIZATION (other than first three words): \$1 extra per word per insertion.

COLOR: Add color to any word for \$2.00 per word per insertion.

Border: Frame your ad with a border for only \$10 per insertion.

Reach thousands of readers by advertising in FATE Magazine!

Classified rates per word per issue (15 word minimum!): \$1.25/once or twice; \$1.15/ three or four times; \$1.10/five or six times. **Boldface, italics, underline** \$1.00 extra per word per insertion. **Additional caps** besides the first three words: \$1.00 extra per word per insertion. Add color for \$2.00 per word per insertion. Frame your ad with a border for only \$10.00 extra per insertion.

Payment: All ads must be accompanied with payment and will be placed in the issue based on the closing date. If order or payment is received after the closing date, ad will begin with the following issue. To be eligible for the quantity rates, payment for the entire period must be received prior to the closing date of the issue in which your advertisement will begin, unless your authorized credit card is on file with us.

All words are counted, including abbreviations (i.e. PO Box is three words; SASE is four words), prices and amounts. Hyphenated words count as two words. Number groups (620, 1759, etc.), phone numbers (including area code), city name, state name and ZIP code count as one. Email and website addresses count as two words.

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Responsibility: FATE will correct any errors we make but must be notified of this immediately by the advertiser. FATE will not be held responsible for collateral claims and is not responsible for errors due to unclear information from you.

FATE reserves the right to reject, cancel or omit prior to publication any advertisement considered to be objectionable in wording or appearance, misleading, or not in the public interest, whether or not advertiser has received an order confirmation.

2009 Closing Dates

Mar/Apr issue—Feb 13; May/June issue—Apr 10;
July/Aug issue—June 12; Sept/Oct issue—Aug 14;
Nov/Dec issue—Oct 9; Jan/Feb 2010 issue—Dec 11;
Mar/Apr 2010 issue—Feb 12

Reach thousands of readers by advertising in FATE Magazine!

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2009 CLASSIFIED ORDER FORM

Attach ad on separate sheet (15-word minimum)

Enclosed: check money order credit card information
Credit card: MasterCard VISA Discover Amer Express

\$ _____ for _____ words for _____ months

Category _____

Account number _____

Expiration date _____

Signature _____

Name on card _____

Address _____

City _____ State _____ Zip _____

Phone _____

Mail To: FATE Classifieds, PO Box 460, Lakeville MN 55044-0460

2009 CLASSIFIED ORDER FORM

Attach ad on separate sheet (15-word minimum)

Enclosed: check money order credit card information
Credit card: MasterCard VISA Discover Amer Express

\$ _____ for _____ words for _____ months

Category _____

Account Number _____

Expiration Date _____

Signature _____

Name on card _____

Address _____

City _____ State _____ Zip _____

Phone _____

Mail To: FATE Classifieds, PO Box 460, Lakeville MN 55044-0460