

Transatlantic Times

Sales Contact Information

SALES REPRESENTATIVES

Customer Service Manager
Caryl Matthew
Tel: 1-800-730-5914

Accounts Manager
Joe Gibson

CLASSIFIED SALES

Director of Operations,
Sales & Advertising
Gordon Ellison

INSERTION ORDERS & SALES INQUIRIES
For insertion orders and sales-related inquiries,
contact:

Cignet Publishing, Inc.
P.O. Box 6500
Largo, MD 20792

www.transatlantictimes.com

Tel: 1-866-444-5787
Fax: (301)-218-9233
e-mail: sales@transatlantictimes.com

All deliveries to Cignet Publishing Inc.
12164 Central Ave.
#200
Mitchellville, MD 20721
Tel: 301-218-9223
email: sales@transatlantictimes.com

Media Kit 2006



From the United States to Europe, to the Horn of Africa and South America,

Transatlantic Times shows readers what's new and what's next in politics, business, health, culture, technology, and global affairs - in a smart, dramatic, provocative package that captures the excitement of our fast-changing world.

Editorial Contact Information

Editorial Staff

Publisher
Cignet Publishing, Inc.

Editor-in-Chief/

Director of Communications
Len Blasso

Graphic Designers

Giovanni Rodriguez

Francis Bonnet

Michael Etherige

General Information:

Services

- Reprints
- Advertisements
- Classified Advertisement

e-mail: services@transatlantictimes.com



Subscription Information

- US \$47
- Canada \$59
- Europe \$59
- Africa \$59
- Asia \$59

Single Issue \$3.99

Additional charge may apply for postage

Transatlantic TIMES

THE NEW FACE OF INTERNATIONAL NEWS

Transatlantic times is a 21st century news magazine with a focus on international news, business, travel, health, science, technology, and entertainment—in short—matters that affect all of us in one way or another.

In a world of media overload and apathy, Transatlantic Times provides a new approach in establishing an ongoing connection with its readership. Our voice is informative, objective, at times, critical, and maybe even a little radical, but always perfectly in tune with our readers.

Our editorial philosophy is to inform and educate while letting you draw your own conclusions. To achieve that end, we bring you covers, headlines, photos, and most importantly, lively written content guaranteed to attract and keep your attention.

Our Targets

- Potential advertisers in Transatlantic Times typically will produce and distribute products primarily intended to meet the needs of consumers in the United States, and in other parts of the world as well. Transatlantic Times' area of interest covers all continents: North and South America, Africa, Asia, and Europe. Thus, our typical advertisers can be expected to be doing business in any or all of those geographic regions. Our editorial team and contributing writers are very familiar with the profile of the average Transatlantic Times reader/consumer. As a result, you can expect our staff each and every month to generate timely and interesting content appropriate to reader needs. We will provide a digest of information covering several topics including world news, business and finance, health, science, technology, travel, and entertainment.

Distribution

- The Transatlantic Times will be made available in most of those places where you would expect to find a quality, professionally produced journal of general consumer interest. These would include newsstands, convenience stores, bookstores, supermarkets, hotels, coffee shops, and libraries, as well as specialty shops such as European and African grocery stores. A specialized distribution of the Transatlantic Times will also be made to government offices, consular offices, international organizations, colleges, some airlines, and a few other miscellaneous locations.

Transatlantic Times Market

Transatlantic Times focuses its appeal to people from all walks of life, regardless of wage-earning level or ethnic persuasion. At the same time, we keep in mind the special needs and interests of urban dwellers and minority groups and we will be producing features from time to time with an emphasis on the demography of those areas.

Circulation/Coverage

In addition to being a highly relevant journal to non-European readers, Transatlantic Times will also have a particular appeal to European readers because of its international flavor. For this reason, it is expected to reach a substantial overseas as well as domestic readership every month. This wide readership, numbering in the hundreds of thousands, translates into worldwide marketability for many of our advertisers' products. A number of our advertisers' core products are marketed primarily via direct mail to many countries. Since many of these products are often created from the outset with international distribution in mind, they are thus able to maximize their global marketability.

So, with a readership that spans both sides of the ocean, it is clear that the Transatlantic Times can be a very cost-effective tool for both domestic and international product marketing.

Transatlantic Times • 2006 Frequency Rates • Full Run R.O.B.

Frequency	Full	2/3 Page	1/2 Page	1/3 Page	1/4 Page	1/6 Page
1x	US \$4,500	US \$3,500	US \$2,500	US \$2,000	US \$1,500	US \$750
2x	4,000	3,250	2,250	1,750	1,000	600
4x	3,500	3,000	2,000	1,500	750	500
6x	3,000	2,750	1,750	1,250	500	400
8x	2,750	2,500	1,500	1,000	400	300
10x	2,500	2,000	1,250	750	300	250

Note: all premium position rates include color charges. All premium positions non-cancellable without written notice, 60 days in advance of effective closing date.

Transatlantic Times • 2006 Insert Rates

Frequency	2 Page	4 Page	6 Page	8 Page
1x	US \$8,000	US \$15,000	Call	Call
2x	7,000	12,000	Call	Call
4x	6,500	10,000	Call	Call
6x	6,000	9,000	Call	Call
8x	5,000	8,000	Call	Call
10x	4,000	7,000	Call	Call

TAT • 2006 Premium Positions

Cover 2	US \$1,140
Cover 3	3,156
Cover 4	3,904
Gatefold Front Cover	1,384

TAT • 2006 Color Rates

2 Color	US \$1,140
3 or 4 Color	3,156
5 Color	3,904
Matched Color	1,384
Metallic	2,274

Paper Stock

Inside pages: 30 lb smooth coated. Cover: 60 lb smooth coated.

Type of Binding

Saddle Stitch

Reproduction Requirements

Film negatives, right reading, emulsion side down, 133-lines screen, DMX=280, dimensionally stable, static-free sheet film .004mm thick. Film should be supplied one piece per color with register marks, center marks, trim and color clearly identified.

Disposition of Materials

Reproduction material will be held 1 year from date of last insertion and then destroyed.

Digital Advertising

All materials supplied on disk are subject to review by the production department and should be supplied with color proof with register marks, center marks, and trim clearly identified. There will be a processing fee of \$ 75.00 for all materials submitted on disk.

This includes the cost of a valid color press proof. Contact Chris Bunn, Ad Manager

Agency Commission

- 15 % of gross billing on space, color, cover, and preferred position charges. Withdrawn on accounts not paid within 30 days of invoice.
- A finance charge of 1.5 % per month will be applied on all past-due balances.

Split Runs

- Less than 50 % of the earned black & white rates (plus color if applicable)
- More than 50%- proportionate ratio of earned black & white rate (plus color applicable).
- In addition a \$100 noncommisionable mechanical charge will be applied for R.O.B pages; split-run inserts- add \$70.

Production Contact Information

Ad Materials
Please send all ad materials to

Ad Manager
Steve Grindley
12164 Central Ave, #200
Mitchellville, MD. 20721
Tel: (301)-218-9223

Insert Shipping Instructions

Ship inserts to:
12164 Central Ave, #200
Mitchellville, MD. 20721
Tel: (301)-218-9223

Inserts

Availability

All inserts should full run. For short cut or gatefold inserts, consult publisher.

Sizes and specifications:

All inserts should be furnished printed, trimmed to publisher's specified size and ready for binding. Mechanical devices, except standard lacquering, that change the specifications or characteristics of the insert are generally not acceptable.

Stock weights acceptable:

- Single-leaf (2-page) inserts: 80 lb max.
- Double-leaf (4-page) inserts: 70 lb max.
- More than 4 pages-60 lb text; bulking factor no greater than 0.004 " per leaf for coated or uncoated stock
- For odd sizes or different paper stock, please consult publisher.

Trimming:

- 2-, 4-, 8-, or 10-page inserts: 8¼" x 10¾" final delivered size
- Trim size of journal is 8" x 10½"
- Keep live matter ¼" from all trim edges
- Keep nonbleed copy at least ⅜" from trim
- Inserts will be trimmed ⅛" from head, face, foot, and spine

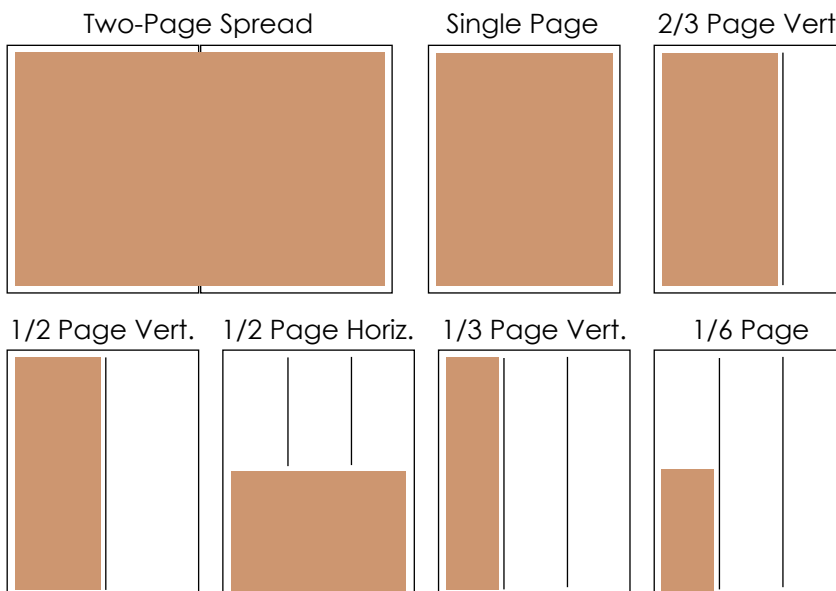
Quantity:
40,000

TAT Issuance & Closing Dates • Frequency 2x/year

2004 Issues	Closing Dates	Materials Due	Inserts Due
June	6th of May	3rd of May	3rd of May
July	6th of June	3rd of June	3rd of June
August	6th of July	3rd of July	3rd of July
September	6th of August	3rd of August	3rd of August
October	6th of September	3rd of September	3rd of September
November	6th of October	3rd of October	3rd of October
December	6th of November	3rd of November	3rd of November

Transatlantic Times • Mechanical Requirements

	Ad Sizes		Bleed Sizes	
	Width	Depth	Width	Depth
Two-Page Spread	15	10	16¼	10¾
Single Page	7	10	8¼	10¾
⅔ Page (vert.)	4⅝	10	5¼	10¾
½ Page (vert.)	3⅝	10	4⅝	10¾
½ Page (horiz.)	7	4⅝	8¼	5¼
⅓ Page (vert.)	2¼	10	2⅞	10¾
⅙ Page	2¼	4⅝	—	—



Transatlantic TIMES

THE NEW FACE OF INTERNATIONAL NEWS



WHAT TO SEND ON YOUR DISK

- Native application file of the ad (e.g., QuarkXpress file).
- EPS file of the ad (Use "Save page as EPS")(e.g., QuarkXpress file).
- All support files that are incorporated into your ad (e.g., logo scans, grayscale images, etc).
- The screen and printer fonts used in your ad. (For PC ads, MacIntosh fonts may need to be substituted at the magazine.) Fonts still need to be included even if the ad is saved as an EPS file. Look closely for any EPS files embedded within your ad (e.g., a logo) that may use fonts, and include those as well.
- The most recent hard-copy printout of the ad, specifying which software program was used in creation of your ad (e.g., Quark/Mac or PageMaker/PC).

Please follow these above guidelines when submitting digital advertisements.

CLIENT-SUPPLIED DISK SPECIFICATIONS FOR THE SUBMISSION OF DIGITAL ADVERTISING

Software

The magazine is produced using InDesign on the MacIntosh platform.

Following are software programs we recommend in the order of preference.

1. InDesign
2. QuarkXPress
3. Illustrator
 - Convert type to outlines
 - Save as EPS compatible with Illustrator 6.0 or higher
 - Supply a native file that can be opened in the application
 - Supply all linked high-resolution image files
4. Freehand
 - Convert to paths
 - Save as EPS
 - Supply a native file that can be opened in the application
5. Photoshop
 - Save as TIFF or EPS
 - If color, save as process color
6. Pagemaker

Most CMYK image formats supported by the MacIntosh are acceptable:

- EPS
- TIFF (do not use if the images are rotated or silhouetted.)
- Scitex CT

PC files may be submitted, however it is highly recommended that a phone call be made to the Production or Systems Manager to discuss compatibility before a PC file is submitted.

Also, MacIntosh fonts may have to be substituted in a PC file.