

ADVERTISING UNIT DIMENSIONS

UNIT	WIDTH	HEIGHT
Full Page (No Bleed)	7.25	9.5
Inside Front Page (Bleed) (add 0.125 for bleed)	8.25	10.5
Back Page Cover (Bleed) Crop Size (add 0.125 for bleed)	8.25	10.5
Inside Back cover Page (add 0.125 for bleed)	8.25	10.5
2/3 Page	4.75	4.6875
1/2 Page HORIZONTAL	4.6875	7.25
1/3 Page HORIZONTAL	7.25	3.0625
VERTICAL	2.3125	9.5
1/5 Page	4.75	3.0625
1/9 Page	2.3125	3.0625
1/12 Page	2.3125	2.25

FOR INSIDE FRONT & BACK COVER ONLY

Full Page (Bleed) (add 0.125 for bleed)	8.25	10.5
1/2 page (Bleed) (three sides cut, choose which side)	4.0	10.5
1/2 page (No Bleed)	3.5625	9.5
1/4 page (Bleed)	4.0	5.1875
1/4 page (No Bleed)	3.5625	4.6875

For special and ad size requests,
call Ad Dept. at 1-800-433-5288 EXT. 107
or ads@dejavupublishing.com

ALL DEADLINES 5:00 PM

Issue	Non-Camera Ready & Camera Ready	Release Date
May/June 2009	Mar. 10	Apr. 30, 09
July/Aug 2009	May. 10	June 30, 09
Sept/Oct 2009	July 10	Aug. 30, 09
Nov/Dec 2009	Sept. 10	Oct 31, 09
Jan/Feb 2010	Nov. 10	Dec. 31, 09
Mar/Apr 2010	Jan. 10	Feb. 28, 10
May/June 2010	Mar. 10	Apr. 30, 10

DIGITAL ADVERTISEMENT REQUIREMENTS

Software Specifications

PDF formats or Illustrator files with type outlines only.

Image Specifications

All image files should be set up at 300 dpi minimum at exact size.

Camera Ready Ads

Camera Ready Ads are 85 line screen to size with a border and laser writer quality hardcopy.

Black & white files should be grayscale.

All color image files must be set up to CMYK
(not RGB or indexed color).

Deja Vu® Publishing Company
P.O. Box 14399, Berkeley, CA 94712
1-800-433-5288 x107



Let Your Light Shine
Now in **FULL COLOR**
& Online



Deja Vu® Publishing Co.

P.O. Box 14399

Berkeley, CA 94712

1.800.433.5288 x 107

fax 510.644.1686

ads@dejavupublishing.com

www.dejavupublishing.com



PSYCHIC READER MAGAZINE

For over 33 years Psychic Reader has been the leading metaphysical publication in America. It is a free publication with paid subscribers and free mailing. Psychic Reader has a bi-monthly readership of over 90,000.

EDITORIAL — SUBSTANCE WITH STYLE

Exclusive, cutting edge interviews with today's most fascinating authors and spiritual leaders, articles on health issues, male/female communication, astrology, spiritual healings and more. Our readers have their fingers on the pulse of what's happening in the spiritual community.

Online Pricing (Prices Per Issue)

AD SIZE	1 Issue	3 Issues	6 Issues
Full Page	\$400	\$370	\$340
2/3 Page	\$300	\$280	\$250
1/2 Page	\$200	\$180	\$160
1/3 Page	\$190	\$170	\$150
1/4 Page	\$180	\$160	\$140
1/5 Page	\$170	\$150	\$130
1/9 Page	\$150	\$130	\$110
1/12 Page	\$130	\$110	\$90
Banner Ad	\$400	\$300	\$200
Special Ad Feature	\$500	\$450	\$400
Online Directory	\$15	\$10	\$5

For additional ad rate information, please call our Advertising Department

1.800.433.5288 x 107

510.644.1600 x 107

Fax 510.644.1686

email: ads@dejavupublishing.com

www.dejavupublishing.com



Print & Online Pricing (Prices Per Issue)

AD SIZE	1 Issue	3 Issues	6 Issues
Full Back Cover	\$1030	\$970	\$850
Inside Front Page	\$1000	\$920	\$810
Inside Back Page	\$940	\$860	\$730
Full Page	\$910	\$830	\$710
2/3 Page	\$810	\$780	\$690
1/2 Page	\$750	\$720	\$630
1/3 Page	\$470	\$420	\$390
1/4 Page	\$430	\$410	\$380
1/5 Page	\$300	\$240	\$190
1/9 Page	\$180	\$160	\$120
1/12 Page	\$140	\$120	\$90
Online Directory	\$15	\$10	\$5

ALL PRICES ARE PER ISSUE

A 5% discount applies for camera-ready ads.

Guaranteed placement, when available, at 25% additional charge.

A 10% Discount applies for advance payments.

SPIRITUAL MARKETPLACE ADS

Twenty words, \$30.00. Additional words, .50 cents per word up to a total of 40 words

Add \$1.00 for CAPITAL or Bold words

EVENT CALENDAR LISTINGS

To Order a Calendar Listing:

\$50 per listing per issue, as space provides.

All SMP and Events Calendar listings available in our print publication.

ONLINE DIRECTORY

Join our Online directory for as low at \$5 per issue.

AD DEPT 1.800.433.5288 x 107

PSYCHIC READER MAGAZINE

Print Pricing (Prices Per Issue)

AD SIZE	1 Issue	3 Issues	6 Issues
Full Back Cover	\$1020	\$960	\$840
Inside Front Page	\$990	\$910	\$800
Inside Back Page	\$930	\$850	\$720
Full Page	\$900	\$820	\$700
2/3 Page	\$800	\$770	\$680
1/2 Page	\$740	\$710	\$620
1/3 Page	\$460	\$410	\$380
1/4 Page	\$420	\$400	\$370
1/5 Page	\$290	\$230	\$180
1/9 Page	\$170	\$150	\$110
1/12 Page	\$130	\$110	\$80

RATE CARD POLICY

Rate change: Advertising rates and sizes are subject to change. Advertisers may not be notified of ad rate changes and all future ads will be billed at the new rates, after the present written agreement expires.

ACCEPTANCE AND ACCOUNTABILITY

- A) Advertising is subject to acceptance by Publisher as to character, layout and text.
- B) Position of advertisements is at the discretion of the Publisher. Guaranteed placement, when available, is at a 25% additional charge (no other discounts apply).
- C) Publisher shall not be liable for any cost or damages, if for any reason client is engaged with legal action.

PRODUCTION POLICY

- A) Design and production assistance is available upon request after the ad deposit is received.
- B) Camera ready materials must meet specifications of the Publisher.
- C) For special color printing needs call the Advertising Department for more information at 510.644.1600 x107.