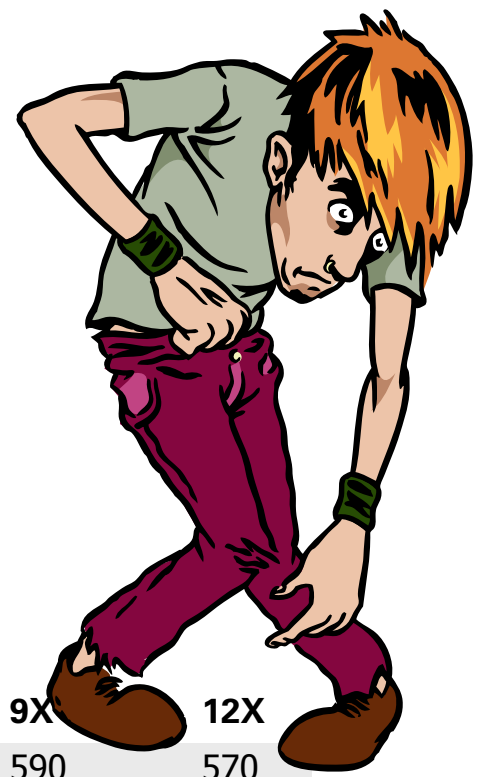


HMM

THE HARD MUSIC MAGAZINE



Rates [NET RATES SINCE 7/2003]

BLACK & WHITE	1X	3X	6X	9X	12X
Full Page	\$645	626	607	590	570
1/2 Page	\$464	451	438	425	412
1/3 or 1/4 Page	\$340	331	322	312	302
1/6 Page	\$218	212	206	200	195
Full Page Spread	\$1411	1370	1331	1290	1247
1/2 Page Spread	\$1014	986	957	929	898
4-COLOR	1X	3X	6X	9X	12X
Full Page	\$1243	1208	1173	1139	1105
1/2 Page	\$851	829	806	783	760
1/3 or 1/4 Page	\$705	686	668	650	630
1/8 Page	\$152	148	145	140	136
Full Page Spread	\$2716	2641	2563	2488	2411
1/2 Page Spread	\$1857	1807	1756	1706	1655
PREMIUM POSITIONS	1X	3X	6X		
Cover 2	\$2300	2231	2162		
Cover 3	\$2100	2037	1974		
Center Spread	\$2987	2897	2807		

FREQUENCY DISCOUNTS

Discounted prices are offered to those clients that commit to a "frequency contract," which specifies that client will run X-number of ads within a 12-month period. This gives them the corresponding reduced price/ad (3X, 6X, etc). All frequency agreements are binding and may not be cancelled without paying the difference from ads reserved (full price of ad less freq discounted price) immediately upon cancellation.

APPROVAL

HM Magazine reserves the right to refuse any ad for any reason, even if previously approved.

CANCELLATION

Orders may only be withdrawn in writing on or before the space reservation closing date. Orders withdrawn after space deadline will be subject to full charge as if the order had not been withdrawn and the advertising had run.

ARTWORK FILE TYPES

HM prefers PDF or other image files at 300 dpi.

Deadlines

ISSUE #	ISSUE DATE	SPACE	ART DUE	STREET	SPECIAL THEME
125	MAY/JUNE 2007	3/21	3/28	4/20/7	GMA ISSUE
126	JULY/AUG 2007	5/9	5/16	6/8	SUMMER FESTIVAL ISSUE
127	SEP/OCT 2007	7/11	7/18	8/24	
128	NOV/DEC 2007	9/12	9/19	10/26	SPECIAL MUSIC GEAR ADVERTORIAL SECTION
129	JAN/FEB 2008	11/7	11/14	12/21	
130	MAR/APR 2008	1/9	1/16	2/22/8	SPECIAL COLLEGE ADVERTORIAL SECTION