

POCKETS



MENSWEAR

Reserve space
by calling

WAINSCOT MEDIA

SHAE MARCUS
856-797-2227

shae.marcus@waincotmedia.com

MARK DOWDEN
201-782-5730

mark.dowden@waincotmedia.com

DALLAS'S LUXURY BUYERS SHOP AT **POCKETS** AND (YOUR NAME HERE!)

Pockets, the premier luxury clothing retailer in Dallas, is now preparing the fall 2008 issue of **POCKETS** magazine. With its new association with Waincot Media, the upcoming issue raises the bar for this luxury lifestyle magazine. Here's why **POCKETS** represents an exceptional opportunity for local marketers of luxury brands.

Reach proven customers

The Pockets customer is worldly, well-to-do, curious, socially connected and aspires to the best of everything. Core customers range in age from 35 to 60. The male customer is likely to be a titan of industry, while his female counterpart may be a successful professional in her own right or a stay-at-home mom, a tireless supporter of local charities, and a passionate shopper. The customer may live in a high rise, a gated estate, or in one of Dallas's fashionable neighborhoods. Weekend travel varies from spending time at a family ranch to hopping on a jet to an exotic vacation destination. The magazine has more than 30,000 readers.

Benefit from supportive content

The core content is fashion, with treatments ranging from inventive photo shoots to educational pieces that extol the many ways to express personal style through clothing, grooming and accessories. The magazine's fashion core is complemented by features on other expressions

of personal style, from luxury automobiles, motorcycles and yachts to home furnishings to jewelry, timepieces, wine and spirits.

Leading figures from the world of fashion and design contribute to the pages of **POCKETS** magazine. Local content, including personalities and events, add to the relevancy and immediacy of the magazine for its engaged readers. With its emphasis on shopping, collecting and connoisseurship, **POCKETS** magazine is ultimately about driving readers to purchase at Pockets and compatible businesses in and around Dallas.

Ensure a perfect appearance

In keeping with the subject matter, **POCKETS** magazine is visually stunning. Heavy-weight premium paper is used for the interior pages, providing a luxurious hand and superb opacity. The magazine is curated with careful attention to the placement of advertisements and their reproduction, ensuring the best possible reflection of your brand.

POCKETS

2008-2009 RATES

Rates are per insertion. All rates are for four colors. No charge for bleed.

Page Rates	1X	2 X
Full Page	\$2,480	\$2,350
2-Page Spread	\$4,700	\$4,460

Preferred Positions

Back Cover	\$3,990
Inside Front Cover, Page 1	\$5,870
Inside Back Cover	\$3,300
Pages 2-and-3 Spread	\$5,540
Opposite Table of Contents	\$2,960

Closing Dates 2008-2009

Fall 2008 Issue (mails September 22)

Ad closing:	August 25
Materials due:	August 29

Spring 2009 Issue (mails March 10)

Ad closing:	February 8
Materials due:	February 15

Cancellation: Cancellations accepted with written notice if received 30 days prior to issue closing. Cancellations received less than 30 days prior to publication will be billed at the full rate.

Late charge: Advertisers will be charged \$50 for advertising materials received after the Materials Due date.

Production charges: For advertisements requiring reverses, strip-ins, typesetting or artwork, a \$200 charge will be billed to the advertiser at noncommissionable rates.

COMMISSIONS AND BILLING POLICIES

Agency commission: Recognized advertising agencies qualify for a 15% agency commission on gross billings.

Payment terms: Payment terms are net 30 days from publication date. Advertiser or agency must pay any and all reasonable attorney fees if it becomes necessary to place any claims or funds with an attorney.

Prepayment discount: Advertisers who pay for their insertions at least 10 days prior to publication will qualify for a 3% prepayment discount.

Short rates: In the event that advertiser or agency breaches a volume or frequency contract, any rate discount will be nullified and advertiser and agency will be charged the difference between the rates charged and the rates applicable for the volume or space actually used, in accordance with applicable rate schedules. In such event, advertiser and agency must reimburse Publisher for the short rate within 10 days of Publisher's invoice. Advertiser will thereafter pay for advertising at the open rate or at the newly determined rate(s) as applicable.

Rate changes: Publisher reserves the right to revise advertising rates by providing 60 days' advance notice.

Credit: Contact Publisher for credit application. Prepayment required for all advertisers until credit has been established.

Reserve space
by calling

WAINSCOT MEDIA

SHAE MARCUS

856-797-2227

shae.marcus@

waincotmedia.com

MARK DOWDEN

201-782-5730

mark.dowden@

waincotmedia.com

POCKETS

ADVERTISING SPECIFICATIONS

Ad sizes (w x h):

SPACE	BLEED ART	BLEED TRIM	NON-BLEED
Full Page	9.25"x11.125"	9"x10.875"	8.375"x10.375"
2-Page Spread	18.5"x11.125"	18.25"x10.875"	17.75"x10.375"

Magazine trim size: 9" x 10.875"

Safety: 0.25" from trim and 0.375" from inside gutter. No text outside live area.

Printing and binding process: Web offset at 150 lines per inch; perfect bound with scored cover

Paper stock: 140# gloss coated cover; 80# gloss coated text.

Material requirements: POKETS accepts digital files only. All digital files must be accompanied by one set of high-quality color proofs. Acceptable contract proofs include Kodak Approvals, Fuji Pictro or Veris, Epson Stylus Pro and Matchprint Digital Proof. For a list of additional SWOP-certified proofs, visit www.swop.org.

Digital requirements:

- Create ads at 100% of final print size.
- Acceptable media are CD-R and DVD in either IBM or Mac format.
- Preferred file format is a "press ready" PDF. When distilling Postscript files, be sure all fonts are embedded and set your Distiller job options to the "press" setting. PDF files saved directly from InDesign also should use the "press" job option.
- If sending a flattened or locked file, such as a PDF, be aware that any changes are subject to additional production costs.
- **POCKETS** accepts files created using Adobe InDesign, Illustrator and Photoshop, as well as QuarkXPress. When

submitting a QuarkXPress document, please also include a "press-ready" PDF.

- All printer and screen fonts must be included.
- Acceptable graphic file formats are PDF, Photoshop Tiff, or EPS. Flatten all layered Photoshop files and outline fonts on Illustrator files. Do not compress with LZW encoding.
- All graphics must be saved as CMYK. Otherwise, RGB color will be converted to CMYK for printing, and the advertiser will be charged \$50 for file conversion.
- Image resolution must be a minimum of 300 dpi. Line art must be set to a minimum of 1200 dpi.
- For proper trapping in the computer-to-plate process, all image backgrounds must be set to "NONE."
- Unless special ordering an additional color, all spot and Pantone-specified colors should be converted to CMYK color.

GENERAL INFORMATION

Copy restrictions: Publisher reserves the right, at its absolute discretion and at any time, to reject advertising materials.

Content responsibility: Advertisers are solely responsible for the content of their advertisements placed and printed. Publisher accepts no responsibility for typographical errors. Advertiser hereby indemnifies publisher against any claims relating to unauthorized use of content or art.

Position guarantees: Position is guaranteed for covers, first two spreads, and opposite table of contents only.

Shipping: Space contracts, insertion orders, camera-ready copy and proofs should be addressed to:
Advertising Department, Wainscot Media
110 Summit Avenue, Montvale, NJ 07645, 201.505.5899
e-mail: thomas.ragusa@wainscotmedia.com

Reserve space
by calling

WAINSCOT MEDIA

SHAE MARCUS

856-797-2227

shae.marcus@
wainscotmedia.com

MARK DOWDEN

201-782-5730

mark.dowden@
wainscotmedia.com

POCKETS

INSERTION ORDER

Issue Dates: Fall/Winter 2008
 Spring/Summer 2009

Size: Full Page Spread

Rate/Frequency: 1X 2X

Order Date:

Customer:

Address:

Contact:

Phone:

Fax:

E-mail:

Website address:

Agency (if applicable):

Address:

Contact:

Phone:

Fax:

E-mail:

Position requested:

Client Signature

Date

AE Signature

Date

Please fax the signed contract to 1-856-797-2242.

Per issue

Gross ad rate

Frequency discount

—

Subtotal

=

Agency commission

—

Subtotal

=

Production charges (if applicable)

+

Subtotal

=

Pre-payment discount

—

Total net rate

=

Bill to: Customer Agency

Billing comments:

Credit card Check

Billing preference:

INITIALS Billing, net 30. All payments past due 15 days will automatically be charged to the credit card listed below. Your Initials are required.

INITIALS Automatically charge my credit card. Your initials are required.

Credit card type:

Card number:

Card verification #:

Cardholder name:

Billing address:

City, State & Zip:

Reserve space
by calling

WAINSCOT MEDIA

SHAE MARCUS

856-797-2227

shae.marcus@

waincotmedia.com

MARK DOWDEN

201-782-5730

mark.dowden@

waincotmedia.com