

Leading the Market

Over 4,000 advertisers have seen the positive results of advertising with Cybersocket. With a decade of branding experience, Cybersocket is the undisputed leader of gay and lesbian online information. Each month over 1,000,000 Internet-savvy individuals are reached through our unique and innovative print and electronic properties. With our experience and vision working for you, see what a difference Cybersocket makes.

What People Are Saying

Cybersocket has been the foundation of our marketing strategy since before we even launched! With page after page of consumer focused articles, the magazine is an excellent vehicle for putting our message in the hands of consumers and industry pros alike. As a long time advertiser and event sponsor, it is clear that Cybersocket is an essential part of any gay-themed business plan!

— **Andy Fair**
Owner, Dirty Boy Video

Cybersocket is the only advertising venue that targets gay webmasters and consumers. If you can only advertise in one place, this is it!

— **Rob Novinger**
President, Channel1Releasing.com

Advertising in Cybersocket is invaluable to branding our products to a vast consumer marketplace as well as reaching webmasters.

— **Harmik Gharapetian**
Vice President of Sales and Marketing, Epoch

When the time came to plan our advertising campaign at Buddy Profits, it was clear that Cybersocket was an important choice in our strategy. With a professional, informed and incredibly impassioned team, Cybersocket is an important window in the gay porn industry.

— **Simon Soulières**
Affiliate Manager, BuddyProfits.com

Contact Us

Contact your Account Executive today. We look forward to providing space for your brand and product.

cybersocketTM

1017 N. La Cienega Blvd., West Hollywood, CA 90069

Phone: (323) 650-9906 Fax: (323) 650-9926

Email: sales@cybersocket.com

Online: www.cybersocket.com

Rate Card 14 ©2012 Cybersocket Inc.

1017 N. La Cienega Blvd.
West Hollywood, CA 90069
cybersocketTM



2012 Rate Card

The Leader in Gay and
Lesbian Online Information

Directory Advertising

A BEST SELLER SINCE 1998

FREQUENCY: 1x per year

STREET PRICE: \$9.95 US Dollars

PAPER: 105 GSM gloss with 230 GSM glossy laminated cover

ADVERTISING RATES

Back Cover: \$5500

Inside Front Cover: \$3575

Inside Back Cover: \$3000

Full-Page (Right Front Pages): \$2295

Full-Page (Left Front Pages): \$1995

Full-Page Color (Back of Book): \$1795

Half-Page Color: \$895

Quarter-Page Color: \$575

Full-Page Color Listing: \$95

Add 15% for Special Placement

ADVERTISING DEADLINES

Reservations: October 8, 2012

Artwork: October 18, 2012

Street Date: December 28, 2012

ADVERTISING SPECIFICATIONS

AD SIZES:

Full-Page Bleed: 4 1/4" w x 9" h **Live Area:** 3 1/2" w x 8 1/4" h

Full-Page No Bleed: 3 1/2" w x 8 1/4" h

1/2 Page: 3 1/2" w x 4" h

1/4 Page: 3 1/2" w x 2" h

ACTUAL PAGE SIZE: 4" w x 8 3/4" h

BLEEDS: Available for full-page ads only. The bleed should extend 1/8" beyond the actual page size on all sides, for a total image size of 4 1/4" x 9". **All text and non-bleed images should remain within the Live Area: 3 1/2" w x 8 1/4" h.**

COLOR ADS - DIGITAL SUBMISSIONS ARE REQUIRED

A digital submission must be 300ppi. TIFF, EPS, and PDF files are preferred. Quark and Illustrator documents must be submitted with fonts. Email your ad to art@cybersocket.com. Upload larger files to upload.cybersocket.com. Submissions on CD are acceptable. A color proof is required for color ads. Please call ahead for advice.

NOTE CONCERNING CYBEROCKET PRINT ADVERTISING

No profanity, genitalia, simulated or actual sexual activities, pubic hair, the words "child" or "teen" in conjunction with adult sites, images where the model appears under 18, or illegal activities depicted or described.

Magazine Advertising

CIRCULATION: 70,000, Audited

FREQUENCY: Monthly, 12x per year

STREET PRICE: Free

PAPER: 35# Electrobrite with 70# Litho cover and glossy pages

ADVERTISING RATES

SIZE	1X	3X	6X	12X	Glossy
Back Cover	\$5800	\$5510	\$5220	\$4930	Included
Inside Back	\$4250	\$4038	\$3825	\$3613	Included
Inside Front	\$4600	\$4370	\$4140	\$3910	Included
Full Page 1-5	\$3135	\$2993	\$2852	\$2710	+700
Full Page	\$2665	\$2547	\$2429	\$2310	+700
1/2 Exclusive	\$2000	\$1925	\$1850	\$1775	N/A
1/2 Page	\$1870	\$1792	\$1713	\$1635	N/A
3/8 Page	\$1400	\$1345	\$1290	\$1235	N/A
1/4 Page	\$985	\$946	\$907	\$867	N/A
1/8 Page	\$700	\$675	\$650	\$625	N/A
Glossy Center	Call for Rates and Availability				

CLASSIFIED RATES: TEXT LISTINGS - 20 words or less **\$30**

Each additional word **\$2 DISPLAY ADS** - **\$100** per vertical inch sold in 1" increments. Column width is 1 5/8", gutter size is 1/5".

BELLY BANDS & PREPRINTED/CD INSERTS: Prices Upon Request.

PUBLICATION SCHEDULE

Issue	Reservation/Payment	Art Deadline	Street Date
14.1	Nov 28 2011	Dec 2 2011	Jan 1 2012
14.2	Dec 28 2011	Jan 5 2012	Feb 1 2012
14.3	Jan 30 2012	Feb 6 2012	Mar 1 2012
14.4	Feb 27 2012	Mar 5 2012	Apr 1 2012
14.5	Mar 26 2012	Apr 6 2012	May 1 2012
14.6	Apr 30 2012	May 4 2012	June 1 2012
14.7	May 30 2012	Jun 4 2012	July 1 2012
14.8	Jun 25 2012	July 6 2012	Aug 1 2012
14.9	July 30 2012	Aug 3 2012	Sep 1 2012
14.10	Aug 27 2012	Sep 5 2012	Oct 1 2012
14.11	Sep 28 2012	Oct 4 2012	Nov 1 2012
14.12	Oct 29 2012	Nov 2 2012	Dec 1 2012

ADVERTISING SPECIFICATIONS

AD SIZES:

Full-Page Bleed: 8 3/8" w x 9 1/4" h

Full-Page No Bleed: 7 1/2" w x 8 1/2" h

3/8 Page Horizontal: 5 1/2" w x 4" h

3/8 Page Vertical: 3 1/2" w x 6" h

1/2 Page Horizontal: 7 1/2" w x 4" h

1/2 Page Vertical: 3 1/2" w x 8 1/4" h

1/4 Page Horizontal: 3 1/2" w x 4" h

1/4 Page Vertical: 1 3/4" w x 8 1/4" h

1/8 Page Horizontal: 3 1/2" w x 2" h

DIGITAL SUBMISSIONS ARE REQUIRED FOR ALL ADS

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Online Advertising

Cybersocket offers many online advertising options and traffic resources to fit your needs. Contact our sales department for a package best suited to you.

ADVERTISING OPTIONS

CYBEROCKET.COM

OVERVIEW: Website reviews, DVD reviews, directory listings, unique editorial content from Cybersocket Web Magazine.

VERTICAL BANNER ADS

Displayed on the right hand side of our website on all pages.

IMAGE SIZE: 160 X 260 PIXELS 72ppi and submitted as JPEG, GIF, or Animated GIF files no larger than 40k - **NUDITY ALLOWED**

BUTTON BANNER ADS

Displayed on the top frame of many cybersocket pages

IMAGE SIZE: 120 X 60 PIXELS 72ppi and submitted as JPEG, GIF, or Animated GIF files no larger than 40k - **NUDITY ALLOWED**

PREMIER SITE LISTINGS

The top listings located in every category of our directory section.

OUR BLOGS

SITES: www.GayPornucopia.com & www.GooGabber.com

OVERVIEW: Website reviews and unique editorial content.

VERTICAL BANNER ADS

Displayed on the right hand side of our website on all pages.

IMAGE SIZES: 120 x 240, 120 x 120, and 120 x 60 pixels 72ppi and submitted as JPEG, GIF, or Animated GIF files no larger than 40k. - **NUDITY IS ALLOWED**

ELECTRONIC NEWSLETTERS

OVERVIEW: Site reviews, events and unique editorial.

READERSHIP: 100% Opt-In

WEB PROFESSIONALS: Sent monthly to 8,000+ Webmasters.

WEB SURFERS: Sent monthly to over 51,000+ Web Surfers.

NEWSLETTER OPTIONS

FULL BANNER ADS

Exclusive ad displayed at the top of the newsletter.

IMAGE SIZE: 468 x 60 pixels

BUTTON BANNER ADS

Visible on the bottom left hand side of the newsletter.

IMAGE SIZE: 100 x 100 pixels

TEXT LISTINGS

Visible towards the bottom of the newsletter. 80 words max.

EXCLUSIVE HTML OR TEXT NEWSLETTER

Compose your own newsletter and we'll send it out to our readers.

ADVERTISING RATES

Banner and Email advertising campaigns can be as low as \$500 per insertion. Call your Account Executive for a package best suited to you.