

Circulation Info & Demographics

Circulation & Distribution

Accessible online and coming soon to print in January 2010, Off Da Chain Magazine, the printed version will be readily available through our distributors, which are various automotive shops, motorcycle dealerships/ repair shops, bars & pubs, bookstores, motorcycle clothing stores, music studios and many more including countless "mom and pop" locations.

The San Francisco Bay Area, commonly known as the Bay Area, is a metropolitan region that surrounds the San Francisco and San Pablo estuaries in Northern California. The region encompasses large cities such as San Francisco, Oakland, and San Jose, along with smaller urban and rural areas. Overall, the Bay Area consists of nine counties, 101 cities, and 7,000 square miles. The nine counties are Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma.

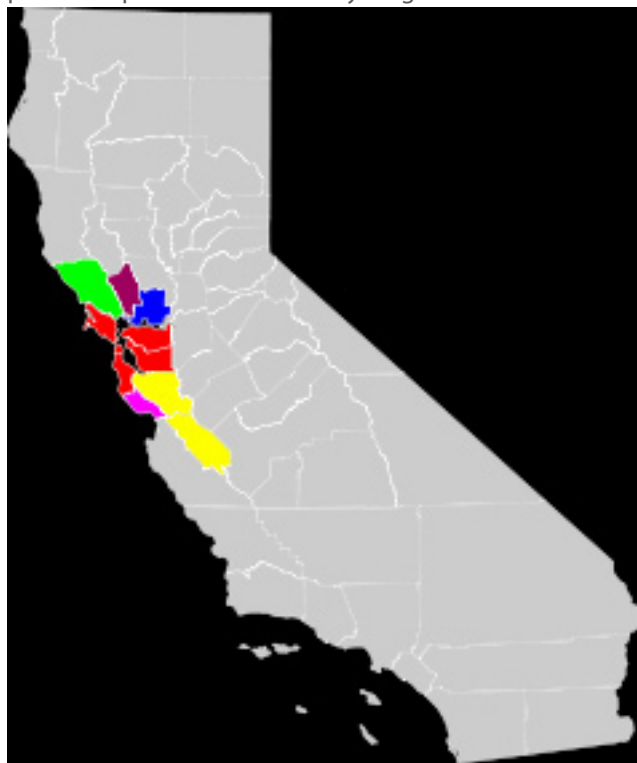
The Bay Area when defined as a Combined Statistical Area, is the sixth largest in the country, with approximately 7.4 million people. It encompasses the metropolitan areas of San Francisco (12th largest in the country) and San Jose (31st largest in the country), as well as four other smaller, surrounding metropolitan areas. The Bay Area hosts many cities, towns, military bases, airports, and associated regional, state, and national parks, connected by a massive network of roads, highways, railroads, bridges, tunnels and commuter rail. The combined urban area of San Francisco and San Jose is the 46th largest urban area in the world.

Off Da Chain Magazine started as an online publication to build interest in a entertainment/motorsport base magazine, that brought all the things that bikers, car builders, riders and their fans loved. Adding a touch from the tattoo world plus hot sexy Pin-Ups and centerfolds we have made a winning combination with a alternative entertainment based magazine verses the standard

publication, Off Da Chain Magazine provides an edgy, provocative and entertaining publication to the Bay Area.

As our readers are craving Off Da Chain Magazine in a printed version we are now determine to make this happen.

Our Goal & Plan for 2010 is to provide the Bay Area with over 50,000 printed copies of our bimonthly magazine.



Location of the San Jose-San Francisco-Oakland CSA and its component metropolitan areas:
San Francisco-Oakland-Fremont
San Jose-Sunnyvale-Santa Clara
Santa Rosa-Petaluma
Vallejo-Fairfield
Santa Cruz-Watsonville
Napa

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Demographics

Sex: approximately 85% male, 15% female

Age Range: 25 to 55

Relevant Purchasing History: Motorcycle parts, Car parts, motorcycle events, entertainment, clothing, music, tattoos and accessories

Activities: Riding and racing, attend motorsport events and music festivals, NASCAR, AMA Sportbikes and Bikini contest, Pin-Ups, enjoy all types of biker and car magazines.

Lifestyle: Most own computers and cell phones, have piercing and/or tattoos, like to drink, smoke and party down, are die hard motorcycle riders that support the lifestyle, music scene and related industries until their very last breaths.

Terms

1. This sheet cancels all previous rate sheets, November 2009.
2. All contracts, advertisements, and insertion orders are accepted subject to terms and regulations of this rate sheet.
3. All advertising is subject to approval by the publisher. Advertisements are positioned at the discretion of the publisher, except where exact locations are reserved and agreed by contract, i.e. inside front cover.
4. Liability for the content of advertisements printed is assumed by the advertiser and advertising agency. Any claims made against the publisher that are related to the advertisement are the liability of the advertiser and advertising agency.
5. Publisher assumes no legal responsibility for errors in advertisement, or failure to publish advertisement for any reason.
6. In the event of agency default, the advertiser will assume full accountability for payments.

Payments

Make payable to "Off Da Chain Magazine.com" in US funds by check, money order, cash, or PayPal to **advertiser@offdachainmagazinee.com**

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Ad Rates

Size	Regular Rate	Discounted Rate*
Cover Pages - 4 Color		
Inside Front	\$1200.00	\$1090.00
Inside Back	\$1300.00	\$1180.00
Outside Back	\$1500.00	\$1360.00
Full Page, 4 Color	\$1000.00	\$920.00
Full Page, B/W	\$600.00	\$550.00
Half Page, 4 Color	\$550.00	\$510.00
Half Page, B/W (Horizontal or Vertical)	\$320.00	\$300.00
Small Business Economy	\$250.00	\$200.00

My Blackbook

Basic Listing	\$25.00
Enhanced Listing	\$75.00
Breakout Box	\$200.00

*Our Discounted Rate is applied when your ad is placed in more than one issue. This applies when full payment is received with your ad artwork. If payment is received after the due date the Regular Rate applies.

For an extra charge we can also do the layout and design for your ad. Contact us for details.

Digital Ad Details

1. Ads sent electronically must be high resolution (300 dpi) JPEG, PDF or TIFF file formats. Color ads must be converted to CMYK.
2. Files are accepted via CD Rom, Zip, and email.
3. All submitted advertisements should be suitable to print as is. The publisher does not assure reproduction of the ad for improperly sized files or files that do not meet our requirements. In this case additional production fees may be charged to the advertiser for any corrections.

Specs

Size	Keep Inside	Trim	Bleed
Full Page	8.25" X 10.75"	8.5" X 11"	8.625" X 11.25"
Half Page, Horiz	8.25" X 4.75"	8.5" X 5"	8.625" X 5.12"
Half Page, Vert	4" X 10.75"	4.25" X 11"	4.37" X 11.25"
Quarter Page	3.5" X 4.75"	No Trim	No Bleed