

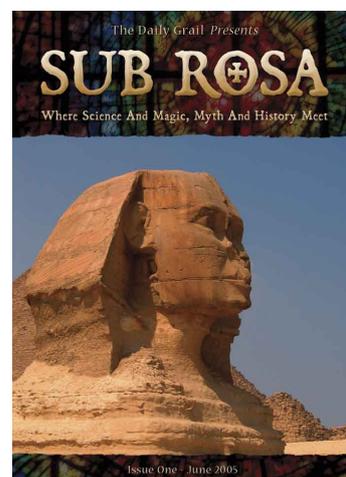
Thanks for your interest in *Sub Rosa*, a new idea in magazine publishing! We'd like to tell you a little more about the magazine, the future, and why it makes sense to work with us promoting your work and/or products.

## BACKGROUND

*Sub Rosa* magazine is the brainchild of Greg Taylor, well-known as the editor of the online news site **The Daily Grail**, and Mark James Foster, a skilled graphic designer who works under the moniker of **Artifice Design**. Greg and Mark are long-time associates who share an interest in the topics presented within *Sub Rosa*.

## CONTENT

The content of the magazine is best summed up by *Sub Rosa's* by-line: "**Where Science and Magic, Myth and History Meet.**" Articles and interviews cover topics from the edges of science, such as quantum consciousness and alien abductions, as well as the mysteries of past and present – from ancient civilisations to modern secret societies. With contributions from the likes of **Graham Hancock, Michael Grosso, Daniel Pinchbeck and Stuart Hameroff**, every issue of *Sub Rosa* promises a wealth of paradigm-challenging material. Although circulated as a free PDF file on the Internet, *Sub Rosa* is professionally designed and written, and has the added advantage of offering audio and video components to articles and advertisements.



## MARKETING OPPORTUNITIES

*Sub Rosa* readers are open-minded individuals who are interested in the cutting edge topics in science, technology and health, as well as the history of humanity and the 'science fiction' of our future. Those who take the time to download the magazine are seeking new ideas, and enjoy entertainment which satisfies their eclectic tastes – from science fiction movies to books about our past.

The first issue of *Sub Rosa* has already had **more than 7,000 unique downloads**, and we expect it will have been read by more than 10,000 people before Issue 2 is released. Additionally, all issues remain freely available for download as new issues become available, so as *Sub Rosa's* popularity increases you can be sure that readership of previous issues will continue to grow.

Advertisements in *Sub Rosa* can include both **audio and video components**, as well direct and live **hyperlinks** to websites. Not only can our readers view a full-page movie advertisement – they can also click on the page and watch the trailer!

## RATES

We currently offer three options for advertising. The standard options are a full or half page advertisement (design services are available). Publishers of individual books may wish to submit to our Book Spotlight advertisement, which will combine multiple books into a full-page advertisement:

PLACEMENT	COST	SPECIFICATIONS
Full page	\$US100	1278 x 1792 pixels, 150dpi
Half page	\$US60	1060 x 708 pixels, 150dpi
Book Spotlight *	\$US25	Cover image, 50 words text

\* Book Spotlight will feature four to five individual books per page. Fee is per book submitted.

## SUBMISSION SPECIFICATIONS

- See table above for size specifications.
- PDF, TIF or JPEG format. Flatten layers and rasterize fonts.
- Images must be minimum 150 dpi, RGB is recommended.
- When submitting, please indicate any hyperlinks or multimedia to be activated.
- Files may be submitted on CD, via email, or posted to your personal website for us to download (recommended). Email is not recommended if the file is larger than 5MB.

## PAYMENT

Full payment to be made on advertisement acceptance. We recommend using PayPal, although we are open to other suggestions – please enquire at the address listed below. Checks will incur a \$US10 surcharge, to cover bank fees. *Sub Rosa* reserves the right to decline advertising which is inappropriate in subject matter or presentation.

## ADVERTISING AGENCIES

*Sub Rosa* offers a 15% agency commission to advertising agencies, providing copy is correctly formatted and paid for as required.

## CONTACT INFORMATION

Enquiries, reservations and files can be sent to [subrosa@dailygrail.com](mailto:subrosa@dailygrail.com).

Website: [subrosa.dailygrail.com](http://subrosa.dailygrail.com)

