



GAME ON

The Australian Digital Paintball Magazine



2011 MEDIA KIT



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The Australian Digital Paintball Magazine



Covering all Styles of Paintball and Skirmish. Including Bush Ball, Speed Ball, Comp Ball, Scenario and More.

Welcome to Game On - Australia's Digital Paintball Magazine.

First up...We are not hard core paintballers. We do play occasionally. But that's where it ends. Therefore we are not biased by 1 particular style of paintball/skirmish.

We Produce and Publish Digital Magazines. The Australian Swimsuit Edition and Swimsuit Illustrated Magazines. Both of which are very successful Publications in their own right. We are based in Coffs Harbour. NSW. But we have no affiliation with the paintball magazine that was produced in Coffs Harbour in the past. The only common denominator is that we have worked with Scott Seccombe from Extreme Skirmish Coffs Harbour. And we have produced a 1 off magazine for him in the past. We do have a passion for Paintball/Skirmish and that's where Game On begins.

We cant give you fancy facts, figures and demographics. As this is a new venture. What we can tell you is. Our other Publications are very successful. We put a lot of time and effort into what we do. And we push Social Networking such as facebook, to the limits to market and promote everything that we do.

Issue 1 is scheduled for an August 1st Launch. We will be covering all styles of Paintball and Skirmish. Including Bush Ball, Speed Ball, Comp Ball, Scenario and More.

The Magazine will start off bi monthly. And depending on demand. The magazine may eventually go monthly. We are endeavouring to keep our Advertising rates as low as possible. As we believe that good content. And lot's of it makes for a great and successful magazine.

Game On - Australia's Digital Paintball Magazine will be available as a FREE Magazine to it's readers. Because we feel that is the best way to increase and boost readership numbers. It will be available in Digital Format for PC Viewing. And PDF for Mac and Android Devices.



EXTREME OPS
BUSH BALL MAGAZINE

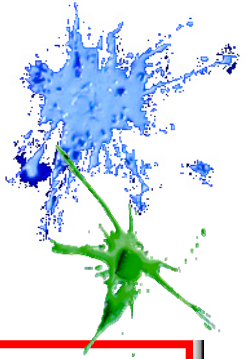
Elisabeth
EXTREME BABE

OPERATION INVASION II
PICS, VIDEOS AND MORE

Digital Magazine for PC's

Volume.1 No.2

Digital Magazine Advertising Specifications



We have sized the Digital Magazine at a size that can be read on the majority of Computer Screens. Being Digital. The Page and Advertising Sizes are in Pixels. There is no Bleed. Page sizes are to the exact Pixel. We use a spine image to give the magazine effect. On a Double Page Advertisement. The spine can be removed to give you Advertisement a clean page that doesn't have the spine running through the middle. On the single Page Ads. The spine needs to stay in place. 510 pixels Wide by 727 pixels High does allow for some bleed near the spine The spine is 30 Pixels wide. So an Advertisement that is 500 Pixels Wide by 727 Pixels High will fit without touching the spine. Basically, the digital magazine is close to A5 size (half A4)

Basic Ad Sizes

Double Page Spread

1031 pixels Wide by 727 pixels High

Single Page Spread

510 pixels Wide by 727 pixels High

Half Page Spread

Horizontal

510 pixels Wide by 363 pixels High

Half Page Spread

Vertical

255 pixels Wide by 727 pixels High

Other Ad Sizes

2/3 Page

1/3 Page

Vertical and Horizontal

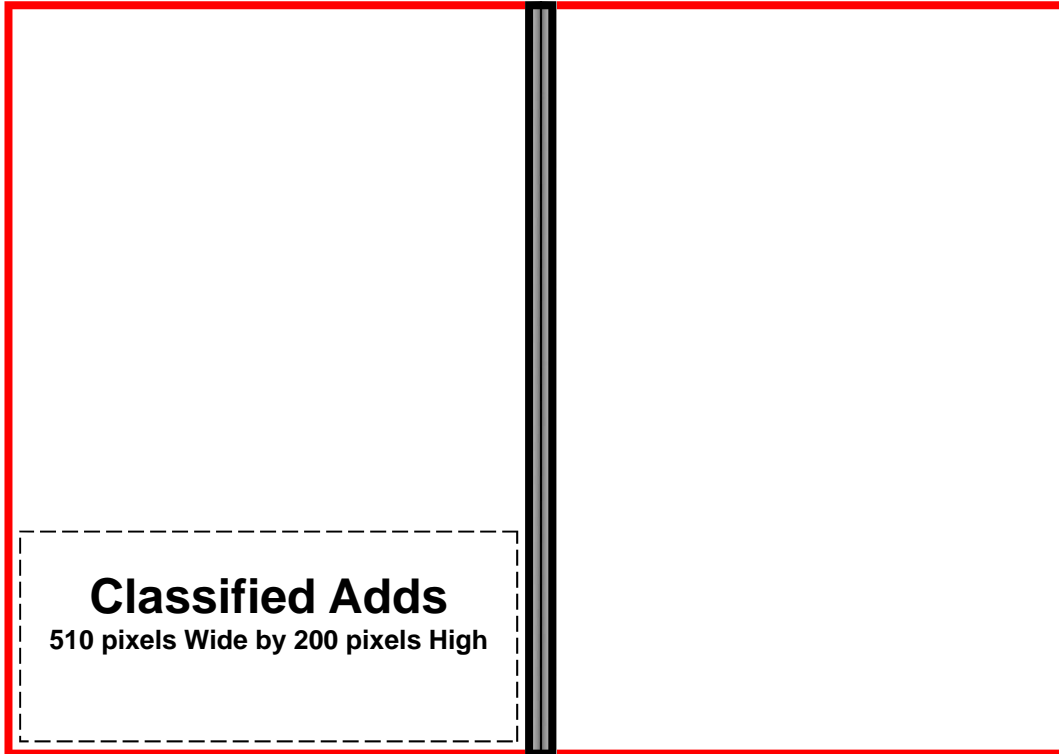
1/4 Page

Vertical

1/6 Page

Vertical and Horizontal

1/12 Page



Classified Adds

510 pixels Wide by 200 pixels High

Half Page Spread

Vertical

255 pixels Wide by 727 pixels High

Half Page Spread

Horizontal

510 pixels Wide by 363 pixels High

Double Page Spread

1031 pixels Wide by 727 pixels High

Single Page Spread

510 pixels Wide by 727 pixels High

Classified Adds

510 pixels Wide by 200 pixels High

Already have an ad that has been or is currently used elsewhere?

Then send it to us in PDF or jpg format and we will see what we can do. As long as we are not breaching copyright issues by using an ad created by a third party. We may be able to adapt it to our digital magazine format.



Digital Magazine Advertising Rates



Basic Ad Sizes

Double Page Spread - \$300.00 per Issue. Aust \$
1031 pixels Wide by 727 pixels High

Single Page Spread - \$180.00 per Issue. Aust \$
510 pixels Wide by 727 pixels High

Half Page Spread - \$100.00 per Issue. Aust \$
Horizontal
510 pixels Wide by 363 pixels High

Half Page Spread - \$100.00 per Issue. Aust \$
Vertical
255 pixels Wide by 727 pixels High

Classified Adds - Situated in Back Portion of the Magazine

510 pixels Wide by 200 pixels High - \$40.00 per Issue. Aust \$

Advertorial Prices and Guidelines - Take 25% off our Ad Size prices.

- To insure quality and consistency in our publications, all advertorial submissions must adhere to the following:
1. Headlines must fit on a single line (typically no more than 4-5 words.)
 2. Body copy should be approximately 160 words, not including contact information at the bottom, and will be edited as necessary.
 3. Body copy must be in paragraph form with no formatting (boldface type, bullets points, etc.)
 4. Contact information at the bottom must be no more than three lines.
 5. A single photo or logo may appear in the advertorial. Photos must be 300 dpi at the size printed.
 6. Game On Magazine has final edit on all copy to ensure it conforms to publication specifications

Artwork Basics

Text in Word .doc format. Advertisements can be supplied as a .jpg to exact measurements. If the magazine is viewed on a computer with an internet connection. Hyperactive website and email links can be included so that the reader can visit your website direct from the magazine. These links are text links. Text links need to be overlaid on your add. So please leave room for the text links to be added. Example

Video

Video can be added. However video's do add considerably to the finished mb size of the Magazine. Please contact us for more information.

Other Ad Sizes

2/3 Page - \$140.00 per Issue. Aust \$

1/3 Page - \$60.00 per Issue. Aust \$
Vertical and Horizontal

1/4 Page - \$40.00 per Issue. Aust \$
Vertical

1/6 Page - \$30.00 per Issue. Aust \$
Vertical and Horizontal

1/12 Page - \$20.00 per Issue. Aust \$

At the end of the day. We are very easy to get along with and we are happy to work with you on a particular add size to suit your requirements.

The screenshot shows the Australian Swimsuit Edition website. On the left is a large advertisement for 'symbala swim' featuring a woman in a bikini. The ad includes the website URL 'www.symbalawim.com' and several paragraphs of text describing the brand and its products. On the right is a 'Letter from the Editor' section with a pink background, discussing the magazine's purpose and mission. Below the letter is a 'Copyright' notice. At the bottom of the page, there is a navigation bar with various icons and text like 'GO TO MENU SAVE BOOK B8 P8'.

Important Information



PAYMENT: EFT - Account Name: East Coast Custom Calendar Productions
Bank: Greater Building Society **BSB:** 637-000 **Account Number:** 717867130
PayPal - Buy Ad Buttons will be available on line soon.
<http://www.x-treme-digital-productions.com/game-on.html>

INSERTION ORDER: A signed insertion order is required prior to placement of any ad.

AD PLACEMENT / POSITION: Ad placement in the magazine is at the discretion of the publisher.

PREFERRED POSITION PLACEMENT: Advertisers have the option to purchase space by position such as a specific page number, a right or left facing page or placement within a specific span of pages. The additional cost for preferred position is \$50.00 per page.

AD PLACEMENT: Advertisers will be furnished with the publishing schedule which includes CLOSING DATE, ARTWORK DUE DATES and MAGAZINE RELEASE DATE. The number of ads you wish to place in an issue should be supplied to the publisher by the CLOSING DATE. The MAGAZINE RELEASE DATE is the approximate date the magazine will be on line for download. It is solely the responsibility of the advertiser to provide any new artwork or changes in the appropriate format by the ARTWORK DUE DATE. Failure to do so may result in the ad not running.

EDITORIAL CONTENT: It is understood that the placement of advertising does not entitle the advertiser to any editorial consideration. Choice regarding articles, reviews, profiles and opinions are at the sole discretion of the editor, regardless of past, present or future advertising.

DISCOUNTS: Multiple ads are entitled to additional discounts, Contact us to discuss your requirements.

PRODUCTION OF ADS: You may supply artwork created by yourself or by an agency, as long as the artwork is supplied as specified per the ad specs. Game On Magazine can be contracted to create your advertisement. Ad design fees are as follows: \$300 for one ad design. This includes one design consultation, ad production and one follow up redesign or change. All graphics and illustrations are the responsibility of the advertiser. Additional revisions or artwork changes can be provided at the rate of \$85 per hour. Custom Logo design work is also available for \$150. Please email for more details.

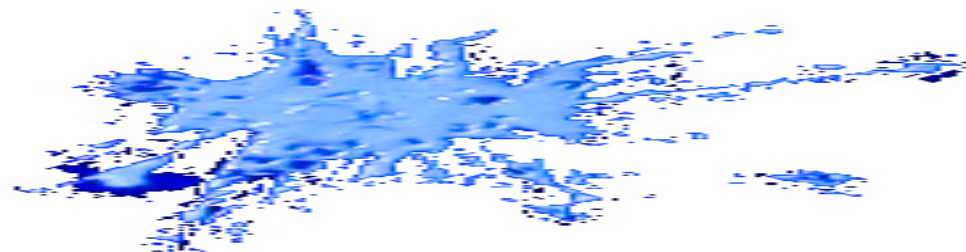
CHANGES TO PREPARED ADS: If you supply an ad that is not to spec and needs to be changed, you may request that we make the changes for you. You will be billed at a rate of \$85.00 per hour plus any additional charges we incur.

ADVERTORIAL

An advertorial is a paid advertisement that has the look and feel of an editorial section of a magazine. Research has shown that readers are more likely to stop and read content in an editorial section instead of taking the time to read an ad. For the ideal media campaign, Game On suggests to include a variation of ads and advertorials. This gives a chance to appeal to readers both visually and through text.

WHAT TO SUBMIT FOR ADVERTORIAL

All editorial content must be sent in a WORD document. .doc. Please see below for the number of words to submit based on the size of the ad. Send 3 to 4 hires images and your logo in a JPG, TIF or PDF file. Not all images will be used. If you have specific images you prefer, please note that when sending the images. A proof will be sent for your approval within 14 days upon receiving your files. Once again. These are only guidelines. And more than happy to work with you on your requirements.



Payment Information

EFT - Account Name: East Coast Custom Calendar Productions
Bank: Greater Building Society **BSB:** 637-000 **Account Number:** 717867130

Please quote your Business Name or Invoice Number as the Payment Reference

PayPal - Buy Ad Buttons will be available on line soon.

East Coast Custom Calendar Productions
P.O Box 4409 Coffs Harbour Jetty. NSW 2450
Website: www.customcalendars.com.au
Mobile: 0418 489 122
Email: Peter@customcalendars.com.au

Digital Magazine Production Schedule

Cover Issue Name	Add Closing and Artwork Due Date	Magazine Release Date
Volume: 1. Issue: 1. August 2011	July 14th 2011	August 1st 2011
Volume: 1. Issue: 2. October 2011	September 14th 2011	October 1st 2011
Volume: 1. Issue: 3. December 2011	November 14th 2011	December 1st 2011
Volume: 2. Issue: 1. January 2012	December 14th 2011	January 1st 2012
Volume: 2. Issue: 2. March 2012	February 14th 2012	March 1st 2012
Volume: 2. Issue: 3. May 2012	April 14th 2012	May 1st 2012
Volume: 2. Issue: 4. July 2012	June 14th 2012	July 1st 2012
Volume: 2. Issue: 5. September 2012	August 14th 2012	September 1st 2012
Volume: 2. Issue: 6. November 2012	October 14th 2012	November 1st 2012
Volume: 2. Issue: 7. December 2012	November 14th 2012	December 1st 2012

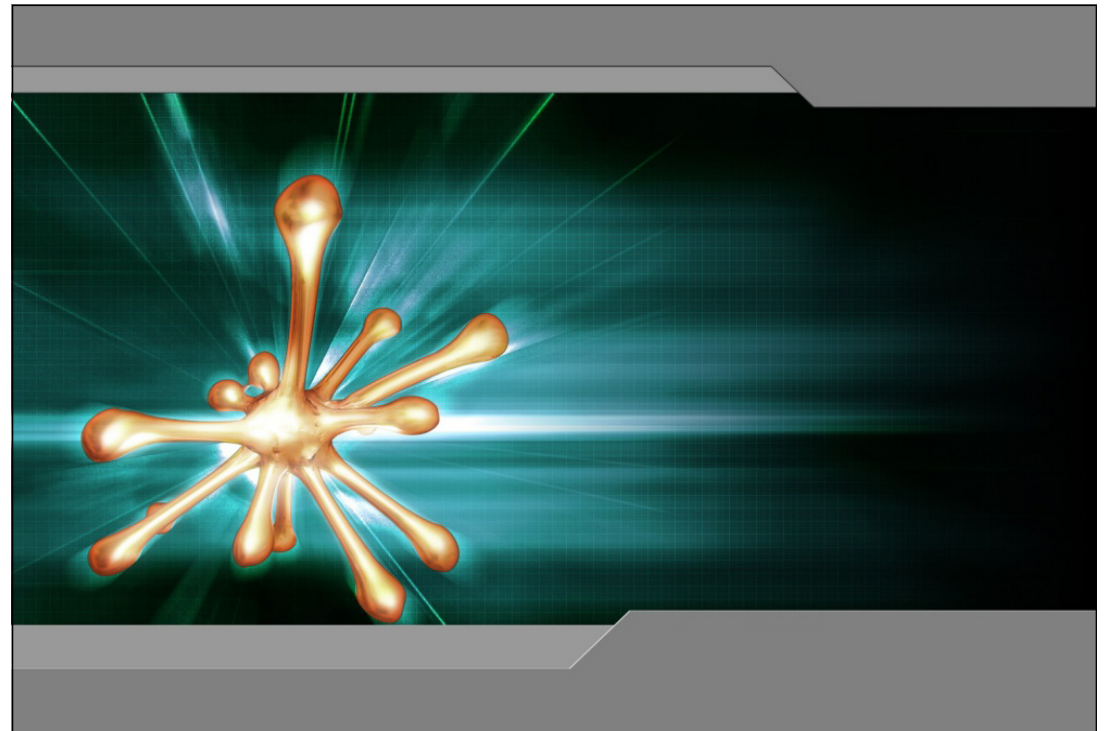
Artwork in Detail

The program used to produce our digital magazine is similar to a web-page building program. In the sense that Images and logos can be sized and dropped into place. Text inserted as a text box. And hyper-links are added as separate text boxes.

Feel free to send us a mock up of your ad. And we will do our best to replicate it. Given the boundaries that the program allows us.

Advertisements can be supplied as a .jpg to exact measurements. If the magazine is viewed on a computer with an internet connection. Hyperactive website and email links can be included so that the reader can visit your website direct from the magazine. These links are text links. Text links need to be overlayed on your add. So please leave room for the text links to be added. As per the example on the previous page.

Text needs to be submitted in Word .doc format. We can cut and paste into the program easily that way. Not .docx or .docxm.



General Conditions

Australian Swimsuit Edition is the publisher of GAME ON Magazine ('Publisher'). Advertising accepted for publication in GAME ON Magazine is subject to the conditions set out here and the rules applicable to advertising laid down from time to time by the Media Council of Australia. Every advertisement is subject to the Publisher's approval and the Publisher may, at its discretion, refuse to accept an advertisement for publication if it believes the advertisement may infringe the rights of any person or may not comply with all laws and regulations of the States and Territories. The Publisher accepts no responsibility or liability in relation to any loss due to the failure of an advertisement to appear according to instructions.

Terms of Payment

You must pay on time or you will be charged interest. All monies owing to the Publisher for advertising published in GAME ON Magazine are due 30 days from date of invoice. If you do not pay within 30 days you will be charged 2.25% per month administration charge on all outstanding amounts or part thereof.

Cancellations

Cancellation of your advertising up two weeks prior to the publication date will not incur a penalty fee but we cannot accept any cancellations less than two weeks prior to publication and you will be liable to pay for the full amount of your advertising.

Release, Indemnity & Warranty

You agree to:

- (a) release and keep the Publisher released from and against all liabilities, losses, damages, costs and expenses whatsoever, whether direct, indirect or consequential, and whether involving pure economic loss such as loss of anticipated profit or loss of business expectation) which, but for this provision, you would otherwise be entitled to bring as a claim, demand, action, suit or proceeding against the Publisher, its officers, employees or agents; and
- (b) (b) indemnify and keep the Publisher indemnified from and against all liabilities, losses, damages, costs and expenses whatsoever, whether direct, indirect or consequential, and whether involving pure economic loss such as loss of anticipated profit or loss of business expectation) which, but for this provision, a third party would otherwise be entitled to bring as a claim, demand, action, suit or proceeding against the Publisher, its officers, employees or agents; arising out of, or in connection with any act undertaken by the Publisher or any of its officers, employees, contractors and agents comprised in the copyright, moral rights, trade mark or other intellectual property rights in or associated with literary, artistic or photographic works, registered and unregistered trade marks and logos and any other content provided by you, or on your behalf to the Publisher which is used in or forms part of an advertisement ('Contributed Material').

You warrant that all Contributed Material provided by you, or on your behalf is owned by you, or that you are otherwise entitled to provide it to the Publisher to be used, adapted, reproduced and published by the Publisher in GAME ON Magazine in relation to your advertisement, and that in so doing neither the Publisher nor the publication of GAME ON Magazine will be engaged in any infringement or breach of the provision of any law or statute (including without limitation any law or statute relating to privacy or the use of personal information, defamation or libel, copyright and associated moral rights, misleading and deceptive conduct or any other breach of competition and consumer protection laws), and will not give rise to any claim or right of action whatsoever against the Publisher, its officers, employees, agents or contractors, whether at common law or statute.

Copyright in GAME ON Magazine publication

Copyright in all literary, artistic and photographic works comprised in GAME ON Magazine, which are created by or on behalf of the Publisher (including copyright in any adaptation of original copyright works belonging to a third party which are comprised in Contributed Materials) vests, on its creation, in the Publisher. The Publisher may, in its absolute discretion, grant you a licence to use any such newly created literary, artistic or photographic work or adaptation on such terms and conditions (including any fees or charges) as it may agree with you from time to time. Publisher's discretion to approve and reject, alter Contributed Materials and place advertisements The Publisher reserves the right to reject Contributed Materials (including but not limited to any advertisement) in whole or part. The Publisher reserves the right to place any advertisement anywhere in GAME ON Magazine except when a positional loading has been paid for a preferred position. All advertisements and other Contributed Materials are received, subject to the

Publisher's absolute discretion to approve or reject the advertisement or other Contributed Materials in every respect, including with regard to material, layout or otherwise, and subject to the Publisher's absolute discretion to modify or alter such materials if, in the opinion of the Publisher, the material supplied is not considered to be in accordance with mechanical publication specifications as determined by the Publisher.



General Conditions - Continued.

Exclusion and limitation of liability

To the maximum extent permitted by law, the Publisher excludes all liabilities in contract, tort (including negligence) and/or statute for loss, damage, costs and expenses of any kind to any person arising directly or indirectly from your advertisement as placed in GAME ON Magazine, whether arising from an error, omission, misrepresentation or any other cause.

In particular, and to the extent permitted by law:

(a) the Publisher excludes liability for incorrect placement of material provided by you or on your behalf, if the material was not accompanied by clear written instructions relating to its placement, layout or other publication requirement, and you agree to pay the Publisher on demand, all costs and expenses reasonably incurred by the Publisher in making good any such materials; and

(b) although the Publisher undertakes to use its reasonable endeavours to ensure that your instructions are fully and correctly complied with in relation to advertisements placed in GAME ON Magazine, the Publisher excludes all liabilities, losses, damages, costs and expenses whatsoever, whether direct, indirect or consequential, and whether or not involving pure economic loss such as loss of anticipated profit or loss of business expectation) in respect of any cause of action which you or any third party may have against the Publisher, its officers, employees, agents and contractors, resulting from a failure of an advertisement to appear at all, or in accordance with instructions received from you or a person on your behalf.

4.2 Except as expressly contained in these General Conditions, the Publisher excludes all representations and warranties relating to or arising out of its provision of services or publication of your Contributed Material or advertisement. If, and to the extent that, any law in New South Wales prevents or makes it an offence to exclude or attempt to exclude an implied warranty or representation, then these General Conditions do not do so, however the Publisher's entire liability in respect of the breach of any implied warranty or representation which may not be excluded is limited in its absolute discretion to:

- (a) in the case of goods: repairing or replacement of the goods, or paying the cost of such repair or replacement; or
- (b) in the case of services: re-supplying or offering to pay the cost of re-supplying the services.

Supply and specification requirements of advertisements All advertising must be supplied to the Publisher in accordance with mechanical publication specifications as determined by the Publisher, and by the advertising deadline. If material is not supplied by the advertising deadline, the Publisher reserves the right to repeat the most recent advertising material (if any) held by the Publisher. Alternatively, you acknowledge and agree that you or your agent will be charged and must pay for the advertising space as contracted, and the space will be filled at the Publisher's absolute discretion.

Variations and amendments

Other than a variation or amendment relating to an increase in advertising costs, which may only be by agreement in writing, the Publisher may otherwise unilaterally vary or amend these terms and conditions by notice to you or your agent in writing.

Severability The provisions of these terms and conditions are severable, and if any of them is found to be unenforceable, the remaining terms and conditions must, as far as possible, be read and construed so as to remain valid and enforceable.

Governing law and jurisdiction

These terms and conditions must be construed in accordance with the laws of New South Wales, and the parties agree to submit to the exclusive jurisdiction of the courts of New South Wales in relation to any dispute arising out of or relating to these terms and conditions.

