

This is the third version of the PTD media kit that we've made in the last three years. We won't bore you with the exciting history, suffice to say that this is our first media kit with *no images*.

PTD Magazine was established in the summer of 2005 by two employees of a large national ISP. Since then the business has grown to encompass a staff of over 12 regular editors from around the world as well as a small army of regular readers.

The following five pages are our sincerest attempt to coerce your company into sending us money.

Since its inception, PTD Magazine has diligently hired editors focused on shaping the voice of our magazine. Our goal has always been to provide concise, intellectual reviews of video game entertainment.

We've made it a habit to review products under a rather harsh lens. We feel it's our responsibility to the reader to determine if a product is *actually useful* or *fun to play*.

Our staff of editors, positioned around the world, compose the unique virtual office that is PTD Magazine.

PTD Magazine is produced in two formats. Our premium print format, digest sized and encased in a clear DVD case, is shipped to paying subscribers, qualified professionals, and select newsstands across the US. We *occasionally* send free copies to our friends.

Our most popular format is the PDF version that we distribute on the Internet. Our free digest, which contains all the advertising space of the premium paid subscription, is shipped to *over 3000 readers* monthly.

The magazine industry is in the midst of a technical revolution, unbeknownst to many of its members. We'll spare you the *print is dead* speech. Instead, be assured that our business goals include such catch-phrases such as *paradigm shift*, *revolutionary*, and *not putting all our eggs into one basket*.

The job of a media kit is to sell, sell, sell.
This page is dedicated to that proposition.

PTD Magazine is “the Internet’s #1
independent video game magazine.”
Our readers encompass a wide variety of
marketing segments, including the
highly sought 18-32 age group.

The magazine is produced in 64 monthly
pages, and only four pages are dedicated to
advertising. Purchasing an advertisement with
PTD guarantees a high quality creative in an
exclusive environment. Exclusive being the
key phrase.

PTD Magazine sells advertisement space in competitive packages as well as à la carte.

The print formats, mirrored in our electronic copies distributed online, contain four pages of advertisement. Two of those pages are sold together, the inside cover spread, and the remaining pages are sold separately.

The inside cover spread is available at the exceptional rate of US\$500 dollars per issue.

This advertisement is “clickable” in the electronic version of our magazine.

The remaining two single pages are sold at a rate of US\$300 per issue. This advertisement is “clickable” in the electronic version of our magazine.

Starting in July of 2007, we will be packaging Internet advertising with each print purchase as *a value add*. Advertisers may choose from one of five available banners on our web site.

Two banners, a full sized 468x60 banner and a square 250x250 are displayed on every page.

The remaining three banners, a leaderboard 728x90 and two medium rectangle 300x250 are displayed with the online version of our magazine.

Web advertisement may be purchased separately in 30 day campaigns for US\$100.

Please direct any questions regarding formats and technical issues to our sales team.

The inside cover spread measures 9.875" x 7.25" with a .125" bleed. These measurements are 59p3 x 43p6 with a 0p9 bleed in pica.

The single pages measure 4.9375" x 7.25" with a 0.125" bleed. These measurements are 29p7.5 x 43p6 with a 0p9 bleed in pica.

All print creative should be provided in 300DPI resolution. We can not accept lower resolutions, even if you pay in *gold*.

Web advertisements follow the accepted IAB standard dimensions and are accepted in 70DPI resolutions.

Our art department loves a good challenge and will accept creative as late as one week prior to printing. All issues are sent to print on the first Monday of each month.

All advertisement must be paid in full at the time of print, unless other arrangements are made in advance.