

Media Kit



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Key Definitions

1) **Industry Related.** The use of "industry related" refers to a direct link between dark fiction writing and this epublication's content. In other words, any product or service that directly relates to the horror field as defined by this epublication in its guidelines, which may from time to time, without prior notice, be altered. It is, therefore, recommended the potential advertiser or sponsor read several issues prior to committing and request updated Media Kit from time to time.

2) **Electronic Content:** All content online.

3) **Sponsorship.** Sponsorship is defined as an individual who or entity that provides a yearly donation of funds to assist Nefarious Thoughts with the webzine and it's activities:

- a) operating expenses;
- b) legal expenses;
- c) promotions;
- d) payment to contributors and/or employees; and
- e) general site improvements.

4) **Print Content:** Anthology

Sponsors are provided with quarterly confidential funds dispersion courtesy copies.

Publication Information

Publisher/Editor: C. L. Sherwood, MFA Creative Writing (2013), MA English and Creative Writing – Fiction (2007), BA English and Writing (2005).

Contact Information:

By email: Editor@NefariousThoughts.com

By form: [Contact Us page on the website](#)

By Snail Mail: Nefarious Thoughts in c/o Connie L. Sherwood, 234 Morrison Avenue, Lufkin, TX, 75904

Webzine Address: <http://www.NefariousThoughts.com> **Publication:** NT is published four (4) times a year on the 1st of the month (October, January, April, and August). **Market:** Variable: Young Adult to Adult Horror / Supernatural / Suspense / Experimental / Cross-genre Sci-Fi/Fantasy/Horror. **Subscriptions:** Not presently available. **Individual Copies:** \$4.95 + applicable taxes (Adobe PDF Download Version Only) You can get Adobe Reader here:

Synopsis: Nefarious Thoughts publishes dark fiction with supernatural elements such as ghosts, paranormal phenomenon, mythic content, etc., as well as dark poetry and art. We also publish, conduct, and write book reviews, interviews, and essays. We also have a creative writing club and a tutoring service. We offer ebook downloads in the same genre (as well as other genres as long as the books have a dark element) for fiction, as well as writing in general. All advertising rates, conditions, and specifications are subject to change without prior notice. It is, therefore, recommended the advertiser or sponsor request an up-to-date Media Kit ebook from time to time.

Payment Options: PayPal is our preferred method of payment. If you don't have a PayPal account, the payment may be mailed to the above address.

Advertising Information

Deadline: 15th of the month prior to publication. For example: If the ad is to appear in the April issue, then the materials and payment should be received by March 15th.

General Requirements: XHTML, DHTML, or HTML and images are required to place buttons, banners, logos, or search engines. e-Ads must be sent via email submission attached as a zip file and labeled appropriately. **Nefarious Thoughts will not accept ANY email pointing to a website for linking.** If such an email is received, the editor will delete it unread and unresponded to. Animations are accepted on a case-by-case basis. Distracting button, banners, or logos will not be considered.

Removal: ANY violation of the site conditions as specified below, will result in immediate removal of the offending e-ad. Monies prepaid past the point of removal will be refunded, minus a ten dollar (\$10.00) service and handling fee. No refunds are available for a request for early withdrawal of a currently running ad. Removal requests will be honored, however, for a \$5.00 fee during the run. Otherwise the ad will run until the end of the issues span (3 months) and then removed.

Advertisement / Link Exchange. Nefarious Thoughts accepts line link or single-link images ads on the "Links" page of the webzine without charge as an industry courtesy in exchange for our link on your site. Links are placed until they are no longer functional or the owner submits an email requesting change or removal on the Links page. Site link information should be sent via email to [C. L. Sherwood](mailto:C.L.Sherwood). Sites will be reviewed within seven (7) days of receipt of email. All site links will be accepted, provided they are at least seventy-five percent (75%) industry related and the following conditions are met. The site

- a) does not present pop-up type (separate window) Advertisements;
- b) is not overrun with banners and other flashing/blinking ads, which have nothing to do with the content of such site (such as non-paid e-ads);
- c) does not possess pornographic links, ads, or sponsors;
- d) does not possess hacking, cracking, or other pirating links, banners, materials, or sponsors; and
- e) is not obscene or overtly offensive to the average viewer.

Paid Advertising. Nefarious Thoughts accepts other advertisers compatible with our content and theme, provided that the site meets the "free" site conditions (e.g., dark artists or poets, Halloween stores and events, etc.). Nefarious generally charges \$1 for every 2,000 page impressions. Specifications:

a) Line Link: A one-time set up fee of five dollars (\$5.00 US), plus fees.

- \$12.00 US/issue (Links Page Only)
- \$72.00 US/year

b) Single-Link Image (button): (1 x 1") A one-time set up fee of five dollars (\$5.00 US), plus fees.

- \$24.00 US/issue (Links Page)
- \$144.00 US/year
- \$27.00 US/Issue (Inside Page, Bottom)
- \$162.00 US/year
- \$30.00 US/Issue (Inside Page, Right Side)
- \$180.00 US/year
- \$65.00 US/Issue (Inside Page, Text)
- \$390.00 US/year

Single-Link Image (button): (2 x 2") A one-time set up fee of five dollars (\$5.00 US), plus fees.

- \$30.00 US/issue (Links Page)
- \$180.00 US/year
- \$35.00 US/Issue (Inside Page, Bottom)
- \$210.00 US/year
- \$38.00 US/Issue (Inside Page, Right Side)
- \$228.00 US/year
- \$120.00 US/Issue (Inside Page, Text)

- \$720.00 US/year

d) Single-Link Image (banner): (1 x 2 Col Only) A one-time set up fee of five dollars (\$5.00 US), plus fees.

- \$26.00 US/issue (Links Page)
- \$156.00 US/year
- \$32.00 US/Issue (Inside Page, Bottom)
- \$390.00 US/year
- \$36.00 US/Issue (Inside Page, Right Side)
- \$216.00 US/year
- \$125.00 US/Issue (Front Page, Right Side)
- \$750.00 US/Year

e) Search Engines: (1 x1" Only) A one-time set up fee of five dollars (\$5.00 US), plus fees.

- \$40.00 US/issue (Links Page)
- \$240.00 US/year
- \$45.00 US/Issue (Inside Page, Bottom)
- \$270.00 US/year
- \$50.00 US/Issue (Inside Page, Right Side)
- \$506.00 US/year
- \$140.00 US/Issue (Front Page, Right Side)
- \$840.00 US/Year

Camera Ready Ads: Inside page text and front page (cover) e-advertisements must be camera-ready art and contain no animations and no built-in links. A link to the advertisers page will be provided with the ad and a front-page plug with a link to the ad itself. Specifications are as follows:

1 x 1 col:

b/w: \$150.00 US/Issue
color: \$170.00 US/Issue

1 x 2 col:

b/w: \$185.00 US/Issue
color: \$210.00 US/Issue

2 x 1 col:

b/w: \$185.00 US/Issue
color: \$210.00 US/Issue

2 x 2 col

b/w: \$215.00 US/Issue
color: \$225.00 US/Issue

3 x 1 col

b/w: \$235.00 US/Issue
color: \$240.00 US/Issue

3 x 2 col

b/w: \$245.00 US/Issue
color: \$250.00 US/Issue

4 x 1 col

b/w: \$260.00 US /Issue
color: \$275.00 US/Issue

4 x 2 col

b/w: \$285.00 US/Issue
color: \$310.00 US/Issue

1/2 page

b/w: \$325.00 US/Issue
color: \$335.00 US/Issue

3/4 page

b/w: \$345.00 US/Issue
color: \$355.00 US/Issue

Full Page

Front: (2 pages available) (preferences: add 10%)
b/w: \$525.00 US/Issue
color: \$550.00 US/Issue

Back: (2 pages available) (preferences: add 10%)

b/w: \$475.00 US/Issue
color: \$495.00 US/Issue

Discounts:

a) Two (2) Years: Fifteen percent (15%)

- b) Three (3) Years: Twenty percent (20%)
- c) Four (4) Years: Twenty-five percent (25%)
- d) Five (5+) Years: Thirty percent (30%)

Ad Revision: Any ad may, without charge, be revised or changed during its run, so long as the revised or changed ad is received before the issue deadline. If the revised or changed ad is received during an issue's run, it will not appear until the following issue. However, for a service fee of five dollars (\$5.00 US), an ad can be changed during an issue.

PLEASE NOTE: IF AN ERROR OCCURS DUE TO A MISTAKE MADE BY THE NEFARIOUS THOUGHTS STAFF, THE ERROR WILL CORRECTED IMMEDIATELY AT NO CHARGE TO THE ADVERTISER.

Sponsorship Packages

Nefarious Thoughts accepts paid sponsorship advertising throughout the webzine. The amount of said sponsorship governs the number of times and pages the sponsor's advertisements will appear.

Advertisement Formats (all ads must be considerate of Nefarious Thoughts' theme and content):

- 1) Single-Link Image (button) (side page): Standard Button (not larger than 1 col x 1 col)
- 2) Single-Link Image (banner) (bottom): Standard Banner (not larger than 2 col x 2 col)
- 3) Single-Link Image (logo) (side page or bottom): Standard Logo (not larger than 3 col x 3 col)
- 4) Search Engine (side page or bottom): Standard Search Engine (not larger than 2 col x 2 col)
- 5) 1 x 1 or 2 col (side page): Must be camera ready art in jpg or gif format.
- 6) 2 x 1 or 2 col(bottom): Must be camera ready art in jpg or gif format.
- 7) Cover (Benefactor) (side page or bottom): Must be camera ready art in jpg or gif format. Sizes as stated above in 1-6. **NO AMINATIONS!**

The Following yearly-based packages are available to potential sponsors:

1. Contributor Sponsorship Package

Donation: \$100.00 US

Ads placed on two (2) internal pages of the sponsor's choice and the Links page. Limited to one (1) ad choice and one (1) ad per page. Special recognition in the Supporters Honors Plaque located on the Links page.

2. Association Sponsorship Package

Donation: \$300.00

Ads placed on four (4) internal pages of the sponsor's choice and the Links page. Limited to two (2) ad choices and one (1) ad per page. Special recognition in the Supporters Honors Plaque located on the Links page.

3. Sustaining Sponsorship Package

Donation: \$500.00

Ads placed on four (4) internal pages of the sponsor's choice, one (1) front page right side, and the Links page. Limited to three (3) e-ad choices and one (2) e-ads per page. Special recognition in the Supporters Honors Plaque located on the Links page.

4. Patron Sponsorship Package

Donation: \$750.00

Ads placed on any or all internal pages of the sponsor's choice, front page right side, and the Links page. Unlimited ad choices and one (1) ads per page. Special recognition in the Supporters Honors Plaque located on the Links page.

5. Benefactor Sponsorship Package

Donation: \$1,000.00 or more

Ads placed on any or all internal pages of the sponsor's choice, front page right side, and the Links page. Unlimited ad choices and two (2) ads per page. Special recognition in the Supporters Honors Plaque located on the Links page. In addition, special recognition in the Benefactor's Honors Plaque located on the cover page of the webzine.

General Donations

For those wishing to make a one-time donation or wish to make a donation, but do not wish to sponsor and/or would like to keep their identities anonymous, please send the donation through PayPal to Nefarious Thoughts c/o C. L. Sherwood. If, on the other hand, a donor would like to be memorialized for their generosity, email [C. L. Sherwood](mailto:C.L.Sherwood) with first and last name (no need to include the donation amount) and such recognition will be gladly rendered on the Supporters Plaque located on the Links page of the webzine. Of course, you may also snail mail your donation if you so choose at the address above. Please note, however, that sponsors who are anonymous cannot receive free issues.