

MENSA BULLETIN

THE MAGAZINE OF
AMERICAN MENSA

2009 MEDIA KIT

Editorial Themes

January 2009: The Day That Changed My Life: Many of us can recall a day of epiphany, when all before it paled and all that followed was of consequence. Do you have such a day lurking in your memory?

February: The Most Unforgettable Person I Never Met: Heroes, anti-heroes, historical or fictional — what makes this person truly unforgettable and how would have liked to have met them?

March: Seven Deadly Sins: We've all succumbed to one or more of these: Greed, Anger, Lust, Gluttony, Pride, Sloth and Envy. Which one of your transgressions shames you the most and why? Alternatively, which is your favorite?

April/May: Travel on the Cheap: The prices of gasoline and aircraft fuel are up; the dollar and disposable income are down. Share how to get the most bang for your vacation buck and where to go to do it.

June: The Best Advice I Ever Got or Gave: As a group, Mensans may be less receptive to receiving advice than giving it. What piece of advice have you given/received that is worth sharing with everyone?

July: Self-Defense: It's a dangerous world out there. How can and/or should we protect ourselves from the potential physical threats that surround us? Calm and Logic? Karate? A .357 magnum?

August: Education: School is starting and good education is important. How do we improve education in America? What is most important: turning students into readers, igniting interest in history, developing the arts, promoting physical fitness, expanding our knowledge of the world?

September: A Mitty Moment: Last year, comedian Billy Crystal was given a chance to fulfill a lifelong desire and play baseball for his favorite team, the Yankees. When you have your Walter Mitty moment, where are you?

October: Futurism: The world needs more energy, jobs and environmentally-justified consumption than we can provide. What major change will bring about the next great societal revolution? How will that impact individual lives?

November/December: Potpourri: Like the title says, a mixture. The collection of articles we get each year that are too good to pass up, but just don't seem to fit into any theme issues.

Columns and Departments

Letters

Ah, yes, the *Bulletin* gets letters — and devotes a proportionally larger amount of space to the opinions of its readers. This is very much a reader favorite.

The 2% Solution

Mensans send in their two-cents' worth on a variety of social, political, and other topics.

Supplementally

This column summarizes what's new and unusual in science news.

Books

This highly-anticipated listing of book reviews and recommendations features many books written by Mensans.

Looking at Language

Nationally-recognized language expert Richard Lederer pens a series of columns specifically for the Mensan audience.

Directory

Printed annually in the *Bulletin*, the directory lists AML's officers from the local to the international levels and special interest groups. These issues have the longest shelf life due to the reference material the directory includes.

Submissions

Submissions by members are strongly encouraged.

Articles must be 1,000 words or less; 800 words or less if accompanied by photographs/graphs/illustrations; 250 words for Letters.

Original photography, graphic design, and illustrations may be submitted in either the form of a hard copy or digital image. If submitted digitally, the file needs to be either .JPG or .TIF and must have a minimum resolution of 300 dpi.

The deadline for all submissions is the 15th of the month, six weeks before the publication month of the target issue.

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Active member base of 56,006 as of March 2008

| | | | | | |
|------------|-------|-----|---------------|--------|-----|
| Age | 1-17 | 4% | Gender | Male | 65% |
| | 18-37 | 21% | | Female | 35% |
| | 38-57 | 39% | | | |
| | 58-77 | 32% | | | |
| | 78+ | 4% | | | |

Members who responded to our Personal Data Questionnaire

Marital Status

| | |
|-----------------------------|--------|
| Married | 39.59% |
| Single, never been married | 18.73% |
| Divorced | 11.50% |
| Widowed | 2.71% |
| Single, Living with Partner | 2.04% |
| Separated | 0.78% |

Children at Home

| | |
|--------------------------|--------|
| No children | 39.92% |
| One child | 8.97% |
| Two children | 7.16% |
| Three children | 2.29% |
| More than three children | .78% |

Top 20 Areas of Interest

| | |
|----------------------------|--------|
| Computers | 11.88% |
| Travel | 11.05% |
| Films/Movies | 8.85% |
| Music | 8.15% |
| Literature/Reading | 8.02% |
| History | 5.77% |
| Science | 5.60% |
| Writing | 5.45% |
| Investments | 5.32% |
| Cooking | 5.27% |
| Art | 5.05% |
| Humor/Absurdities | 5.03% |
| Golf | 4.59% |
| Politics | 4.59% |
| Music-Classical | 4.46% |
| Gardening | 4.41% |
| Photography | 4.29% |
| Literature/Reading-Science | 4.26% |
| Crosswords | 4.21% |
| Internet/World-Wide Web | 4.13% |

Education

| | |
|--|--------|
| Doctoral program/advanced accreditation (M.D., etc.) | 11.48% |
| Graduate degree/with some doctoral study | 22.91% |
| College degree, some postgraduate study | 12.93% |
| Four-year college/university graduate | 13.74% |
| High school graduate and/or some college study | 13.53% |
| Current K-12 Student | 1.86% |

Income

| | |
|-----------------|--------|
| \$25,000-34,999 | 4.87% |
| \$35,000-49,999 | 9.19% |
| \$50,000-74,999 | 14.65% |
| \$75,000-99,999 | 9.58% |
| \$100,000+ | 16.10% |

Top 20 Occupations

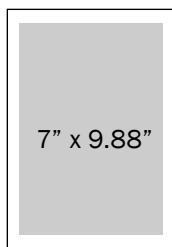
| | |
|--|-------|
| Retired | 8.49% |
| Lawyer | 3.48% |
| Full-time student | 3.42% |
| Computer Programmer | 2.13% |
| Administrator — Chairman, President or CEO | 2.00% |
| Education — College/University Faculty | 1.94% |
| Computer — other | 1.68% |
| Physician or Surgeon | 1.57% |
| Computer Systems Analyst | 1.52% |
| Financial — other | 1.43% |
| Education — Secondary Faculty | 1.41% |
| Communications — Writer or Editor | 1.39% |
| Financial — Accountant or Auditor | 1.33% |
| Engineer — Electrical or Electronic | 1.31% |
| Administrator — Owner of Business | 1.26% |
| Administrator — Corporate Officer | 1.21% |
| Education — other | 1.17% |
| Engineer — other | 1.16% |
| Administrator — Management Analyst or Consultant | 1.08% |
| Freelance or Contract Work | .92% |

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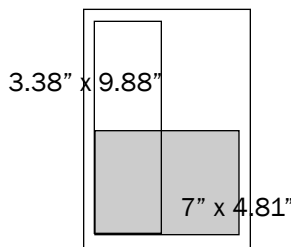
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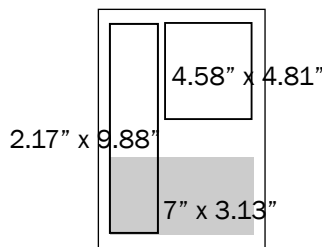
Display Ad Dimensions



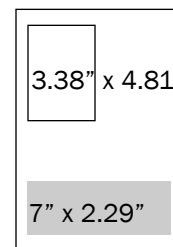
Full page



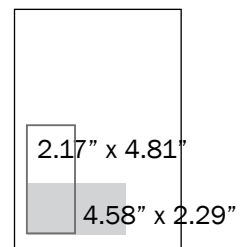
Half page



Third page



Quarter page



Sixth page

All dimensions above are expressed in inches as width x height. These sizes represent live area only and do not include bleeds. Please contact us for correct dimensions for all ads requiring bleeds. Bleeds cost an additional 5 percent. All display ads not submitted digitally will result in an additional \$50 processing fee.

Black & White Display Ad Rates (multiple insertion rates must be used within one contract year)

| | 1 time | 3 times | 6 times | 10 times |
|----------------|---------|---------|---------|----------|
| Cover — Back | \$4,600 | \$4,140 | \$3,680 | \$3,220 |
| Cover — 2 & 3 | \$4,100 | \$3,690 | \$3,280 | \$2,870 |
| * Full page | \$2,500 | \$2,250 | \$2,000 | \$1,750 |
| * Half page | \$1,500 | \$1,350 | \$1,200 | \$1,050 |
| * Third page | \$1,000 | \$900 | \$800 | \$700 |
| * Quarter page | \$850 | \$765 | \$680 | \$595 |
| * Sixth page | \$700 | \$630 | \$560 | \$490 |

* Our position choice. Guaranteed position other than covers, add 15%

Color Display Ad Rates

Spot color — Black & white rates plus \$650.

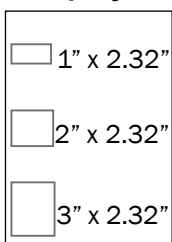
4-color — Black & white rates plus \$900.

Insert Rates

For blow-in inserts, our position choice, up to 0.5 oz., \$32 per 1,000 net.

For stitched and/or position required inserts up to 0.5 oz., \$42 per 1,000 net.

Display Classified Ad Dimensions and Rates



| | |
|---------------------|----------------------|
| Four inches or more | \$80 per column inch |
| Three inch | \$250 |
| Two inch | \$180 |
| One inch | \$100 |

All display classified dimensions include a standard 2-point border. Black and white only.

Classified Ad Rates

Non-member rates:
\$2.25 per word with a \$22.50 minimum.

Member rates:
\$1.50 per word with a \$15 minimum.

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Mechanical Requirements

| | |
|-------------------|--|
| Trim size: | 8" x 10.88" |
| Spread: | 16" x 10.88" |
| Printing: | Web offset; four process colors |
| Binding: | Saddle stitch |
| Screen: | 133 lines |
| Live Area: | 7" x 9.88 |
| Bleed: | 1/8" per side over trim size |

Please provide composite proofs with your ad. Colors must be clearly marked with appropriate PANTONE® designation. If proof is not printed at 100 percent, please indicate percent of original. Indicate if proof is for ID only or color only or is color calibrated. Various papers react to color inks in different manners and may cause colors to look dissimilar to your proofs.

Mail digital files on a PC format CD-ROM to American Mensa, Ltd., ATTN: Advertising, 1229 Corporate Dr W, Arlington, TX 76006-6103. If the PDF and EPS file sizes are below 10 MB, you can e-mail it directly to BulletinAdvertising@AmericanMensa.org.

Digital ad submissions

- Accepted file formats: InDesign and PDF.
- Digital files need to be named in the following manner: Business name (not agency name) and target *Bulletin* issue date. For example, "AMR Feb09.PDF".
 - The ad must be the exact size of the ad space reserved by your contract. No resizing, touch-ups, or corrections will be made by *Mensa Bulletin* staff. If a problem occurs, you will be notified immediately, and delays may result.
 - Graphics: PDF and EPS formats.
 - The PDF/EPS must be 300 dpi.
 - Proofs (hard copy or faxed) must accompany electronic ads.

Do not nest EPS files. Placing an EPS within an EPS increases the likelihood that the file will not RIP correctly. Sending nested EPS files may delay publishing your ad.

All fonts, images/scans, and logos/artwork must be embedded in the EPS or PDF you send. If sending a layout application file, all fonts, images/scans, and logos/artwork must be sent with the original file. Send only those fonts, images, and logos that you used in the application.

All images/scans and logos/artwork must be in CMYK mode for color projects and grayscale for black and white projects.

Bleeds are not included in the overall size of the advertisement. If you choose to have a bleed, build an extra 1/8 inch into the overall ad size.

Closing Dates

Display ads: Reservations must be made by the first of the month, two months preceding the target issue date. For example, for an ad to appear in the June *Bulletin*, a reservation must be made by April 1.

Display ad materials must be received by the 15th of the month, six weeks preceding the target issue date. For example, for a reserved space for June, the ad must be received by April 15.

Display Classifieds and Classified ads: Must be received by the 15th of the month, six weeks preceding the target issue. No reservations are necessary.

Commission Discounts

First-time advertisers are required to submit payment with their ad copy 10 days before the closing dates.

Agency commission is 15 percent off gross billing allowed to recognized agencies on space only.

Black and white display ads, display classified ads, and classified ads are commissionable (15 percent). Color display ads are commissionable on space only.

Commission is not allowed on color, production charges, and mechanical charges.

All display ads not submitted digitally will result in an increase of \$50 to the ad's original price.

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Advertising Regulations

All advertising materials and copy are subject to approval by the publisher. Advertisers may be required to submit samples of merchandise for sale prior to publication of their ads.

The *Mensa Bulletin* does not knowingly accept ads that misrepresent the products or services offered. Mensa assumes no responsibility for the contents of the ads or for the advertisers. Each advertiser and advertising agency assumes responsibility for his/her ad.

No advertisement will be accepted that, in the judgment of the publisher, attempts to create an illusion that it is *Mensa Bulletin* editorial content. The word "ADVERTISEMENT" shall be printed at the top of advertisements that either carry no signature or resemble editorial pages. "Not affiliated with Mensa" shall appear on all ads, at advertiser's cost, submitted by other high-IQ societies.

All advertisements are accepted and published by the publisher on the representation that the advertiser and/or advertising agency are properly authorized to publish the entire contents and subject matter thereof. When advertisements containing the names, photos, and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be representation by the advertiser and/or advertising agency that they have obtained the written consent of the use in the advertisement of the name, photo, and/or testimonial of any living person contained therein. It is understood that the advertiser and/or advertising agency will indemnify and hold the publisher harmless from and against any loss, expense, or other liability resulting from any claims or suits for libel, violation of rights of privacy, plagiarism, copyright infringement, and any other claims or suits that may arise out of the publication of such advertisement.

As a membership service, any complaint against an advertiser will be investigated in the interest of seeking a satisfactory and equitable resolution. All complaints should be addressed to the Business Manager. American Mensa, Ltd., reserves the right to cancel at any time the contract of an advertiser who fails to provide a timely, satisfactory reply to any such complaints.

A contract year (10 issues per 12 months) starts from the date of the first insertion. The contract year cannot overlap, i.e., space counted in one contract period to determine the rate for that period cannot be counted again toward determining the rate for any other period. Rates are only guaranteed for the specified frequency and/or contract year. Contracts must be completed within one contract year from date of first insertion in order for discounts to be earned. Benefits of time and/or

space discounts secured only by contract for same signed in advance; otherwise discounts or rebates will not be allowed.

Advertisers may be short-rated if they do not use the amount of space upon which their billings have been based within a contract year from the date of the first insertion. Advertisers will be rebated if they use sufficient additional space within the contract year from the date of the first insertion to earn a lower rate than that at which they were billed.

Two or more advertisers are not permitted to use space under the same contract.

Verbal agreements are not recognized.

The publisher will not be bound by any conditions, printed or otherwise, appearing on order contract or copy instructions when such conditions conflict with the regulations set forth in the rate cards.

All advertisers are required to include, in the ad, a contact address and/or phone number.

Ad placement will be determined by the managing editor, unless positioning has been pre-arranged.

Cancellations are not accepted after the closing dates. Corrections made after the closing dates cannot be guaranteed; advertisers will be billed accordingly. When a change of copy, covered by an uncanceled insertion order, is not received by the closing date, copy run in a previous issue will be inserted.

Contracts may be discontinued by either party with 30 days' written notice. Cancellation of space or time contracts (by publisher or advertiser), in whole or in part, forfeits the right to position protection and/or the contract rate, readjusting the rate on past and subsequent insertions to conform with the actual space used at current rates.

A new rate immediately applies to business not previously covered by a formal order specifying space to be used and dates of insertion.

The publisher's liability for any error will not exceed the charge for the advertisement in question.

Publisher is not liable for delays in delivery and/or non-delivery in the event of act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any manner.

All advertising orders are accepted subject to the terms and provisions of the current rate card.

Rates and conditions are subject to change without notice.

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1229 Corporate Drive West

Arlington, TX 76006

(817) 607-0060

fax (817) 649-5232

NationalOffice@AmericanMensa.org

www.us.mensa.org

Advertisement Order

Advertisement Size

Please check all that apply. Please remember that these sizes do not reflect bleeds. All ads that require a bleed must have an additional one-eighth inch (1/8") added to the overall size.

| Advertisement shape | Width | Depth |
|---------------------------------------|-------|-------|
| <input type="checkbox"/> Cover — Back | 7" | 9.88" |
| <input type="checkbox"/> Cover 2 | 7" | 9.88" |
| <input type="checkbox"/> Cover 3 | 7" | 9.88" |
| <input type="checkbox"/> Full page | 7" | 9.88" |
| <input type="checkbox"/> Half page | 7" | 4.81" |
| <input type="checkbox"/> Half page | 3.38" | 9.88" |
| <input type="checkbox"/> Third page | 2.17" | 9.88" |
| <input type="checkbox"/> Third page | 7" | 3.13" |
| <input type="checkbox"/> Third page | 4.58" | 4.81" |
| <input type="checkbox"/> Quarter page | 7" | 2.29" |
| <input type="checkbox"/> Quarter page | 3.38" | 4.81" |
| <input type="checkbox"/> Sixth page | 2.17" | 4.81" |
| <input type="checkbox"/> Sixth page | 4.58" | 2.29" |

Advertisement frequency

Check number of insertions desired during this contract.

- One Two Three Four Five
 Six Seven Eight Nine Ten

Desired Issues

List months advertisement should appear:

Special Instructions

Contract Value

Number of insertions _____
x Cost per insertion \$ _____
+ Additional charges _____
= Total \$ _____

Discounts

Total \$ _____
— Agency commission _____ % (percent)
— Commissionable ads _____ % (percent)
= Total advertisement cost \$ _____

Contact Information

Please provide name, title, and address of advertiser.

Name _____
Title _____
Company Name _____
Address _____
City _____ State ____ Zip _____
E-mail _____
Phone _____

Billing Information

Please provide name, title, and address of advertiser to whom invoices and tearsheets should be sent.

Name _____
Title _____
Company Name _____
Address _____
City _____ State ____ Zip _____

Check for Prepay _____
Name on card _____
Credit card _____
Credit card number _____ exp. _____
Billing address _____

Signature _____ Date _____

Signature _____ Date _____

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**THE MAGAZINE OF
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2009 editorial calendar

January: The Day That Changed My Life
February: The Most Unforgettable Person I Never Met
March: Seven Deadly Sins
April/May: Travel on the Cheap
June: The Best Advice I Ever Got or Gave

July: Self-Defense
August: Education
September: A Mitty Moment
October: Futurism
November/December: Potpourri

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2% Solution

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Bulletin for the Blind

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Submission Guidelines

News briefs / Member news / Local group news

Maximum word length: 250. Supporting artwork encouraged. As a matter of style, bylines are not given for news items. Contact information, however, is encouraged and printed as appropriate.

Letters

If intended for publication, e-mail to BulletinLetters@us.mensa.org. Include name and membership number on your letter. If you want a response from the managing editor, contact Dick Hodgson at 1229 Corporate Dr W, Arlington TX 76006, or e-mail BulletinEditor@us.mensa.org.

Accepted formats

An e-mail can be sent to BulletinEditor@us.mensa.org. Attachments should be RTF or Word files. Hard copy, CD, or disks can be sent to *Mensa Bulletin*, 1229 Corporate Dr W, Arlington TX 76006. No payment is made for materials selected for publication.

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Gatherings deadlines

Received by: Published in:

January 1
February 1
April 1
May 1
June 1

March
April/May
June
July
August

July 1
August 1
September 1
November 1
December 1

September
October
November/December
January
February

Gatherings Submissions

You think your group is ready to hold an RG? You've got eight to 12 eager, willing volunteers to hold the positions of RG chair, registrar, security, program chair and Hospitality chair. You've negotiated an incredible contract with the most wonderful hotel in town. You've picked a weekend when the weather should be just perfect — and no other groups are having gatherings that weekend. You're all set — you think! Not so fast! You've got to get the word out. After all, a gathering's not a gathering if no one comes. Where is your publicity chair? What is s/he doing to promote your gathering?

Here's the process to get your gathering posted in the *Mensa Bulletin* and/or on the AML Web site.

✓ First, log on to the American Mensa Web site, www.us.mensa.org. Go to the Gathering section and fill out a Gathering Request Form. This form is multipurpose — first, to inform the RVC that your group wants to hold a gathering and secure his/her approval; second, to help generate publicity for your group; and third, to cover Mensa's legal liabilities. The form is then automatically forwarded to the National Office for inclusion in the Gatherings column in the

Mensa Bulletin and, if you wish, for inclusion on the AML Web site Gatherings listing.

✓ Once you've submitted the online form to the National Office, send any paperwork to the RVC directly.

✓ RVC approval is a necessity. Gatherings are not published without LocSec and/or RVC approval. RVC approval is needed to avoid future problems. For example, an RVC once withheld approval because the group had lost money the previous year, and he wanted them to show him they had taken steps to prevent it from happening again. Another RVC once asked for a notice to be pulled because the gathering was at a very small inn, and it was already filled to capacity several months in advance.

✓ The *Bulletin* has a two- to three-month lead time, depending on when your notice is received (see info box above). As you can see, a late November notice will not "hit the streets" until February. If you choose to hold a gathering in September and you want to start publicizing it five months ahead, the Gathering Request Form needs to be completed and submitted by early February for April publication.

Therefore, you and your Local Group need to start working on it by January 1 at the very latest. It is not unreasonable to start planning a year or more in advance!

✓ Please limit your gathering description to 250 characters. Characters include spaces and punctuation. Descriptions will be edited for space constraints. Further information can be shared with (potential) attendees via your Local Group's Web site and the newsletters of nearby Local Groups, as well as the initial letter acknowledging an attendee's payment and registration.

✓ Please include a telephone contact number. If you do not want it published, just say so; your request will be honored.

✓ If you need to make changes to your gathering listing, simply send an e-mail to Gatherings@us.mensa.org.

✓ Also, keep in mind when preparing your blurb that some Mensa members are young children who also receive and read the *Bulletin*.

✓ Lastly, any questions can be directed to Gatherings@us.mensa.org.