



**SWEET SIXTEEN... CELEBRATION 16 YEARS ENTERTAINING ORLANDO!**

**AXIS MAGAZINE & PROMOTIONS: 3-D MARKETING SOLUTIONS**



**FOR 16 YEARS THE ACTIVE IMPRESSIONABLE 18-34 DEMO HAS REVOLVED AROUND AXIS!** UTILIZING PRINT, WEB, STREET AND EVENT MARKETING, AXIS PROVIDES A 3-DIMENSIONAL CAMPAIGN TO ESTABLISH AND PROMOTE YOUR BRAND OR COMPANY TO MORE THAN 250,000 ACTIVE COLLEGE & AGGRESSIVE POST GRADS PREPARING TO DEMONSTRATE THEIR CONSUMER IMPRESSION ON THE CENTRAL FLORIDA MARKET!

**AXIS EVENTS: ON SITE & ON STAGE MARKETING**

**WHY USE SOMEONE ELSE'S EVENT TO MAKE AN IMPRESSION... WHEN YOU CAN HOST THE EVENT!**

AXIS EVENTS WILL ASSIST IN COORDINATION, PROMOTION AND ACTIVISION OF A FOCUSED CAMPAIGN CULMINATING IN AN UNDENIABLE ON SITE PARTY, CONCERT OR CULTURAL FESTIVAL!



**AXIS PROMOTIONS: ON CAMPUS & GUERILLA MARKETING**



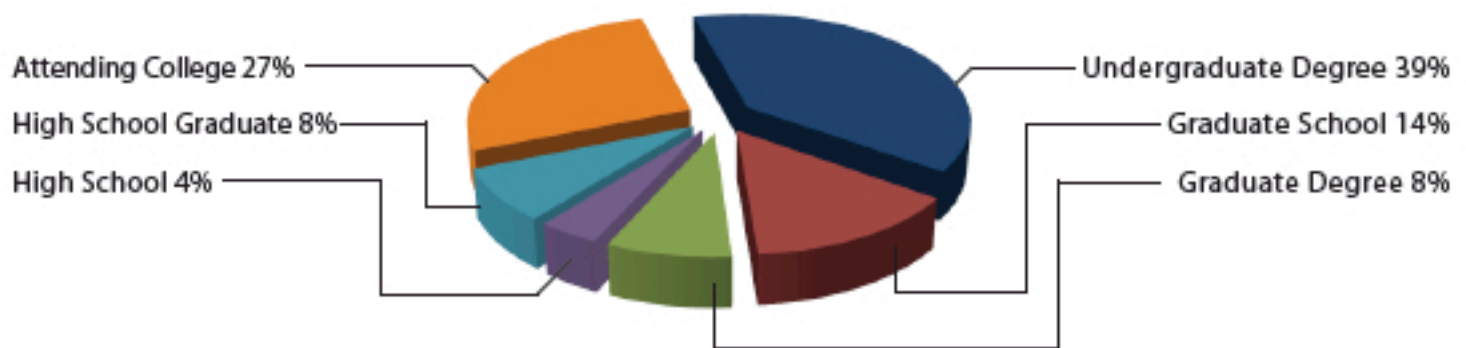
**17 YEARS ON THE UCF CAMPUS OFFERS YOUR BRAND... UNPRECEDENTED ACCESS TO 52,000 STUDENTS!** AXIS HOSTS WEEKLY EVENTS AT THE UCF STUDENT UNION, AND THROUGHOUT THE SURROUNDING COLLEGE AREAS, INCLUDING VALENCIA, SEMINOLE, & ROLLINS TARGETING MORE THAN 120,000 STUDENTS AND OVER \$1,500,000.00 IN WEEKLY DISPOSABLE INCOME!



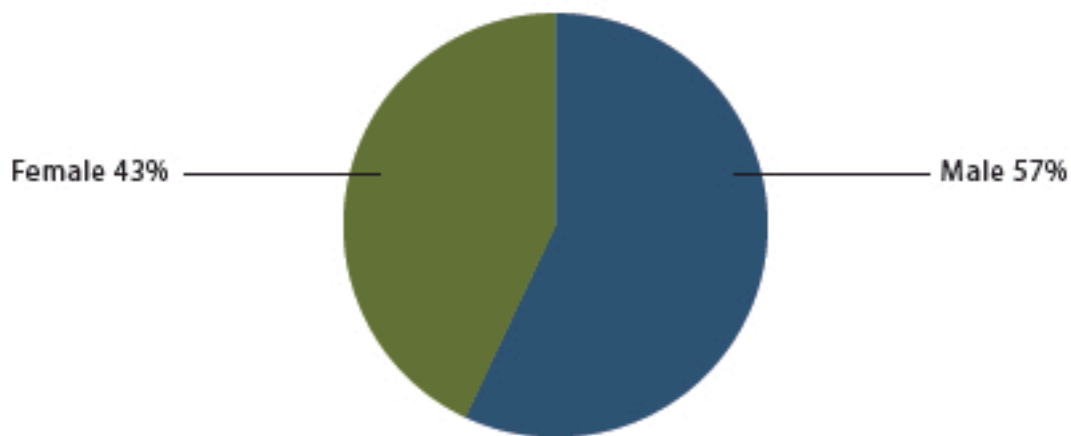
BY THE NUMBERS: THE DEMOGRAPHICS



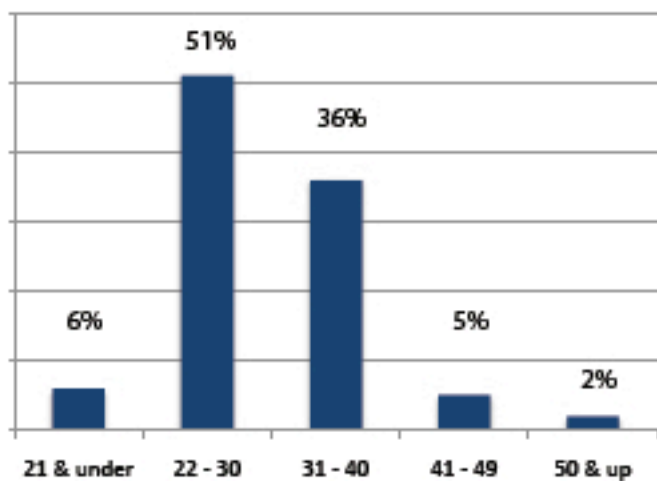
Level of Education



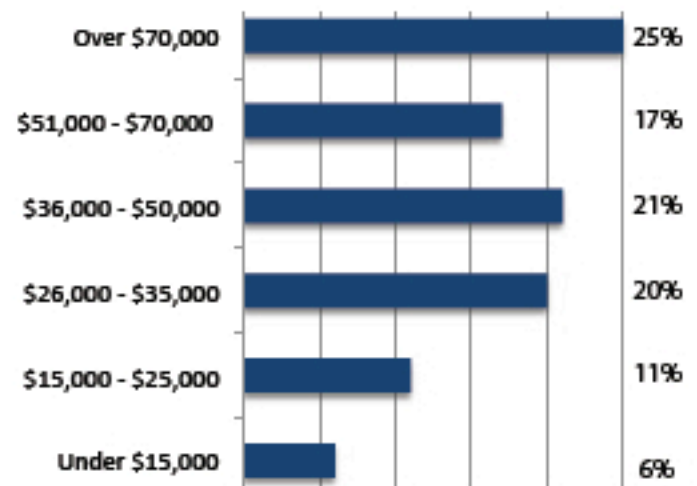
Gender



By Age



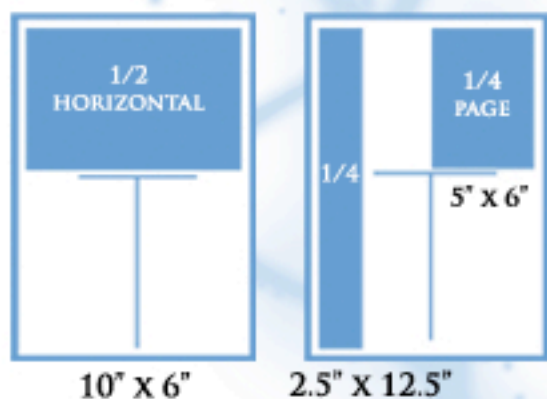
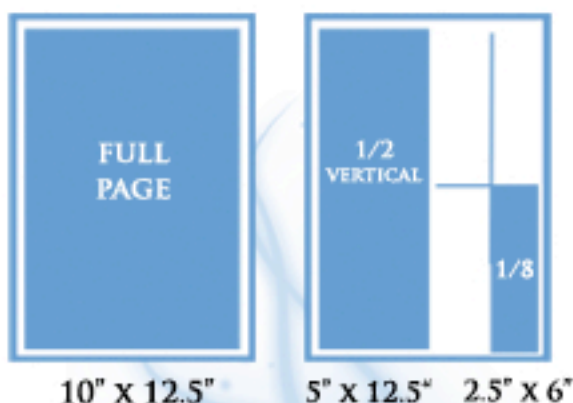
Annual Income





## ADVERTISING SPECS

## ADVERTISING RATES



### BLACK & WHITE RATES:

	1 MONTH	6 MONTHS	12 MONTHS
FULL PAGE:	\$950	\$800	\$650
HALF PAGE:	\$550	\$450	\$350
QUARTER PAGE:	\$350	\$300	\$250
EIGHTH PAGE:	\$200	\$150	\$125

### COLOR RATES:

	1 MONTH	6 MONTHS	12 MONTHS
BACK COVER (GLOSSY)	\$3000	\$2500	\$2250
INSIDE COVER (GLOSSY)	\$2250	\$2000	\$1750
INSIDE BACK (GLOSSY)	\$2000	\$1750	\$1500
PAGE 3	\$1750	\$1500	\$1250
FULL PAGE:	\$1200	\$1100	\$1000
HALF PAGE:	\$650	\$550	\$500
QUARTER PAGE:	\$375	\$350	\$300

## FINAL ART REQUIREMENTS

### DIGITAL FILES

DIGITAL FILES ARE ACCEPTED VIA EMAIL, OR SERVER UPLOAD. FORMAT SUBMISSIONS ARE EITHER HIGH RESOLUTION JPG'S, TIFF'S, PDF'S OR PSD'S

### COLOR ADS

FULL COLOR ADS SHOULD BE SUBMITTED AT 300 DPI AND HAVE A 1/4 INCH BLEED AROUND ALL CORNERS

CREDIT CARDS ACCEPTED: VISA, MC OR AMEX

## AXISMAG.COM & WEB BASED ART

WEB BANNERS BASED ON 25,000 IMPRESSIONS PER MONTH!

FOR MORE INFORMATION ON WEB ADVERTISING & EVENT MARKETING OPPORTUNITIES: RWHEELER@AXISMAG.COM

HEADER: 468 X 80 GIF  
SUB COLUMN: 320 X 100 GIF  
CAN INCLUDE ROTATING IMAGES & ART.

WWW.AXISMAG.COM  
FOR MORE INFO

## DEADLINES & CONTACT INFO

\*SPACE RESERVATIONS BY THE 20TH OF EACH MONTH

\*MATERIALS SUBMITTED BY THE 25TH OF EACH MONTH

FOR MORE INFORMATION ON ADVERTISING & EVENT MARKETING OPPORTUNITIES: RWHEELER@AXISMAG.COM

P.O. BOX 2391  
ORLANDO, FL 32802

DIGITAL DOWNLOADS AVAILABLE:  
WWW.AXISMAG.COM  
WWW.AXISPROEVENTS.COM