

**Gross Advertising Rates**

<b>Black &amp; White</b>	<b>Open</b>	<b>13x</b>	<b>26x</b>	<b>52x</b>
Full	2260	2034	2147	1808
Half	1240	1116	1054	992
Quarter	640	576	544	512
Eighth	380	342	323	304
Cube	220	198	187	176
<b>Color</b>	<b>Open</b>	<b>13x</b>	<b>26x</b>	<b>52x</b>
Full	2600	2340	2210	2080
Half	1420	1278	1207	1136
Quarter	740	666	629	592
Eighth	440	396	374	352
Cube	250	225	212	200
Back Cover	5200	4680	4420	4160
Inside Front	4600	4140	3910	3680
Inside Back	4600	4140	3910	3680

**Classified Rates****Adult**

Line ads	\$20 per line 4 line min.	\$20 for Yellow
Display Ads	4 Line B&W Photo	\$160
Display Ads	4 Line 4c photo	\$160
Display Ads	Per Inch	\$160 \$110 each Additional Inch

**Non-Adult**

Line ads	\$10 per line 4 line min.	\$10 for Yellow
Display Ads	4 Line B&W Photo	\$99
Display Ads	4 Line 4c photo	\$99
Display Ads	Per Inch	\$70 \$50 each Additional Inch

**HX.com**

\$500 net per month	Banner ad	on Home Page
\$300 net per month	Cube	on Home Page
\$300 net per month	Banner ad	

**HX Insider Weekly E-Mail Newsletter**

\$99 per week

**Ad Sizes**

	<b>WIDTH (IN.)</b>	<b>HEIGHT (IN.)</b>
Full	6.0	8.5
Half Vertical	2.9	8.0
Half Horizontal	6.0	4.0
Quarter Square	2.9	4.0
Quarter Horizontal	6.0	1.9
Eighth	2.9	1.9
Cube	1.4	1.9

**Full Page Ads:**

Full page ads, whether on the cover or inside the book, must be sized as follows:

Live Area	6.0	8.5
Trim Size	6.5	9.0
Bleed Size	7.0	9.5

**Live Area:** This is the safety area within which to build your ad. Anything placed within this area will remain on the page. Any ad that you wish not to bleed should be built to these specifications and not bigger.

**Trim Size:** The trim size is the actual size of the magazine. Any art or type that is placed outside the live area of the magazine may be cut off. Ads must not be built to trim. Two Queens, Inc. will not be responsible for any art or type outside the live area that is cut off.

**Bleed Size:** All art, color, graphics, type, etc. that extend to the edge of the trimmed page must be extended an extra .25" on all sides. Failure to provide the extra .25" may result in an irregular white strip around the border of your ad. Two Queens, Inc. will not be responsible if the ad is not sized correctly.

**HX Schedule 2005**

<b>ISSUE #</b>	<b>DATE APPEARS</b>	<b>DEADLINE</b>	<b>EVENT/THEME</b>
698	JAN 14	JAN 06	
699	JAN 21	JAN 12	Music Issue ■
700	JAN 28	JAN 20	
701	FEB 4	JAN 27	Valentine's Day
702	FEB 11	FEB 3	President's Day
703	FEB 18	FEB 10	
704	FEB 25	FEB 16	■
705	MAR 4	FEB 24	Music Issue
706	MAR 11	MAR 3	Black Party Fashion Issue
707	MAR 18	MAR 10	Black Party Issue
708	MAR 25	MAR 16	■
709	APR 1	MAR 24	
710	APR 8	MAR 31	Music Issue
711	APR 15	APR 7	
712	APR 22	APR 14	
713	APR 29	APR 21	
714	MAY 6	APR 28	
715	MAY 13	MAY 5	Music Issue
716	MAY 20	MAY 12	Swimsuit Issue
717	MAY 27	MAY 19	Memorial Day
718	JUN 3	MAY 25	■
719	JUN 10	JUN 2	
720	JUN 17	JUN 9	Gay Pride Week
721	JUN 24	JUN 16	Gay Pride Weekend
722	JUL 1	JUN 23	Cocktail Issue/July 4
723	JUL 8	JUN 29	■
724	JUL 15	JUL 6	Music Issue ■
725	JUL 22	JUL 14	
726	JUL 29	JUL 21	Pines Party
727	AUG 5	JUL 28	
728	AUG 12	AUG 4	
729	AUG 19	AUG 11	Music Issue
730	AUG 30	AUG 18	
731	SEP 2	AUG 25	14th Anniversary Issue
732	SEP 9	AUG 31	■
733	SEP 16	SEP 8	
734	SEP 23	SEP 15	Music Issue
735	SEP 30	SEP 22	
736	OCT 7	SEP 29	Columbus Day Weekend ■
737	OCT 14	OCT 5	
738	OCT 21	OCT 13	
739	OCT 28	OCT 20	Halloween
740	NOV 4	OCT 27	
741	NOV 11	NOV 2	Music Issue ■
742	NOV 18	NOV 10	
743	NOV 25	NOV 16	Thanksgiving/World AIDS Day ■
744	DEC 2	NOV 24	
745	DEC 9	DEC 1	Music Issue
746	DEC 16	DEC 8	
747	DEC 23	DEC 15	Holiday Issue
748/749	DEC 30	DEC 21	Special Year End Double Issue ■

ISSUE ON STANDS THRU JANUARY 13, 2005

■ EARLY DEADLINE

## HX Magazine

230 WEST 17 STREET, NYC, 10011  
212.352.3535 212.352.3596 FAX



## Terms and Conditions

All ads must be pre-paid.

■ These terms and conditions shall be deemed incorporated into every insertion order, space contract or un-contracted advertisement given to Two Queens, Inc. unless specifically modified in a written agreement signed by the publisher. Advertising rates and conditions may be changed at any time without notice.

■ Returned checks will be subject to a \$25 fee and will automatically revoke all credit agreements. We reserve the right to require payment two weeks in advance of publication or by certified check or money order.

### THERE ARE NO REFUNDS.

■ All artwork that arrives after our deadline must have prior approval from the Production Manager. Any artwork that does not arrive by the deadline will

not be accepted without the payment of a \$100 late fee.

■ All ads that include photographic images of a person must be submitted with a photo release from the photographer signed by the models. No ads will be run without releases.

■ Advertisements are accepted only under the condition that the advertisers assume all liability and responsibility for any legal claims resulting from advertisements printed or not printed. Two Queens, Inc. will not be liable for any damages or costs if it fails to publish an ad for any reason, or for no reason. Two Queens, Inc. reserves the right to refuse any advertising.

■ Adult-oriented advertising must appear in the appropriate section.

## Production Requirements

Ads must be submitted electronically.

■ **File format:** Files must be submitted as QuarkXpress, Adobe Photoshop, Adobe Illustrator, Adobe Acrobat, JPEG, GIF, PDF or as importable EPS or TIFF files. Two Queens, Inc. will not be responsible for low resolutions files or files with errors. All fonts (screen and printer) or images used in the ad must be included on the disk with the ad. All files must be converted to CMYK color or grayscale.

■ **Disk Format:** We accept Macintosh-formatted lomega-compatible 100mb Zip disks and cd-roms.

■ **Proof Prints:** A proof print must be submitted with all ads. The proof print must show all pictures, elements and type as they appear in the final ad. Color ads should include a color proof. Two Queens, Inc. will not be responsible for matching proofs exactly, since the proofing process and the printing process use different materials, but will make every effort. If no color proof is received, Two Queens, Inc. will not be responsible for any printing problems.

■ **Film Requirements:** Film will be accepted ONLY for full page ads. Two

Queens, Inc. will not accept film for fractional ads. Film must be provided as Right-Reading Emulsion Down (RRED) Negatives, SWOP Standard, at a line screen of 133 with a D-Max of 300. A matchprint or color key must be provided. Ink rotation is Yellow, Magenta, Cyan and Black. If we do not receive a proof made from the final film, Two Queens, Inc. will not be responsible for separation quality or color accuracy.

■ **Non-Electronic Ads:** We will re-create and re-size your artwork if you wish. A minimum of \$25 will be charged. Artwork can also be scanned and re-outputted; \$25 will be charged for this service. Scanning may affect reproduction quality. Two Queens, Inc. will not be responsible for the reproduction quality of any scanned ad.

■ **Correct Size and Borders Required:** Fractional ads must be bordered to the correct size of the ad. We will not float ads. Ads that need a border or that are the incorrect size will be changed to meet our standards; \$25 will be charged for this service.

CONTACT: GARY LACINSKI at 212-352-3535, x12 [www.hx.com](http://www.hx.com)

HX Magazine



FRONT COVER IMAGE: QUENTIN PHOTOGRAPHED BY LORIS GUZZETTA FOR HX

