

MENSA

BULLETIN

THE MAGAZINE OF
AMERICAN MENSA

2005
MEDIA KIT

Editorial Themes

January: Why Mensa?

Everyone joined for a particular reason or after a particular event in their lives. Why did you join? Why have you stayed?

February: Nutrition and Intelligence

Supposedly, we are what we eat. Mensans are known for chowing down. Let's hear about your favorite food/recipe, etc. and why, when, how you make it or where it's served, the diet you live by, etc.

March: Colloquium Issue

Resources for the Future: Alternative Fuels, Renewable building materials, air and water pollution ???

April/May: Travel

What is your most memorable trip or "the dream vacation I've never taken but want to."

June: Alternative Medicine

With health care costs and comfort levels with nontraditional approaches to healing increasing, people are turning to non-AMA therapies with a vengeance.

July: Hobbies

Bright minds need play, frequently disciplined play. Also, avocations are increasingly becoming vocations.

August: Mensa Jocks

What do Mensans do to exercise their bodies — or do they just exercise their minds? Are there Mensa marathoners, body builders, what else?

September: Animals, the "Other People"

Pets, Work and Food Animals, Extinctions, Wildlife, Hunting, Vegetarianism for ethical reasons.

October: 2% of Everything

Your IQ scores put you well outside the norm. What else defines you (or your fellow Mensans) as being at the edge of the bell curve? Are you the tallest, the richest, the fastest, the only, the few, the proud? What "-est" are you? Stake your claim and tell us why it's so.

November/December: Pot Pourri

The articles we receive every year that just don't fit into any theme issues but are good enough that we should print them.

Columns & Departments

Looking at Language

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

Supplementally

This column summarizes all that's new and unusual in national science news.

The 2% Solution

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

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.

Wordplay

Two columns that feed the Mensan craving for challenging entertainment.

Books

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

Directory

Printed twice a year 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 to the editor.
- Original photography, graphic design, and illustrations may be submitted in either the form of a hard copy, which we will scan, or in digital form. If submitted digitally, the file needs to be either .JPG or .TIF and must have a minimum resolution of 300 dpi.
- All submissions will be returned to the author if a self-addressed, stamped envelope is enclosed.
- The deadline for all submissions is the 15th of the month, two months preceding the target issue.

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The following demographics represent our entire active member base of 51,703 as of March 2004.

Age		Gender	
1-17	2.44%	Male	65%
18-37	22.58%	Female	35%
38-57	44.22%		
58-77	24.45%		
78+	2.29%		

The following demographics represent the members who responded to the Personal Data Questionnaire.

Marital Status		Education	
Married	41.45%	Doctoral program/advanced accreditation (M.D., etc.)	11.66%
Single, never been married	19.52%	Graduate degree	18.11%
Divorced	13.07%	College degree, some postgraduate study	14.83%
Widowed	2.93%	Four-year college/university graduate	13.74%
Single, Living with Partner	1.97%	High school graduate and/or some college study	14.93%
Separated	0.85%	Current K-12 Student	1.57%

Children		Income	
No children	27.95%	\$25,000-34,999	6.01%
One child	10.79%	\$35,000-49,999	10.91%
Two children	18.05%	\$50,000-74,999	16.04%
Three children	8.87%	\$75,000-99,999	9.81%
More than three children	6.17%	\$100,000+	14.60%

Top 20 Areas of Interest		Top 20 Occupations	
Computers	12.89%	Retired	9.52%
Music	12.07%	Other Occupation — Not Listed	4.53%
Literature/reading	12.02%	Students, full-time	3.46%
Travel	10.70%	Lawyer	3.38%
Films/movies	7.46%	Computer Programmer	2.31%
Investments	5.67%	Administrator — Chairman, President or CEO	2.19%
Science	5.09%	Education — College/University Faculty	1.96%
Writing	5.08%	Computer — other	1.75%
History	4.94%	Physician or Surgeon	1.75%
Internet/World Wide Web	4.83%	Computer Systems Analyst	1.72%
Golf	4.55%	Administrator — Owner of Business	1.56%
Gardening	4.53%	Communications — Writer or Editor	1.53%
Humor/absurdities	4.49%	Financial — Accountant or Auditor	1.46%
Cooking	4.43%	Engineer — Electrical or Electronic	1.44%
Art	4.43%	Administrator — Management Analyst or Consultant	1.42%
Photography	3.92%	Education — Secondary Faculty	1.41%
Crossword puzzles	3.78%	Administrator — Corporate Officer (VP, Secretary, Treasurer)	1.38%
Physical fitness	3.77%	Financial — other	1.32%
Psychology	3.76%	Engineer — other	1.29%
Television/Movies	3.67%	Education — other	1.09%

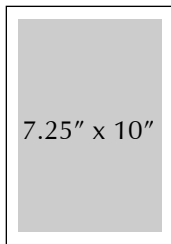
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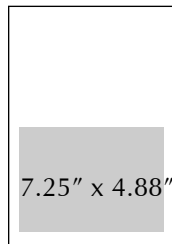
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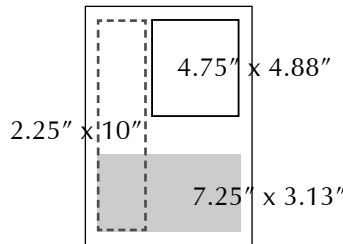
Display Ad Dimensions



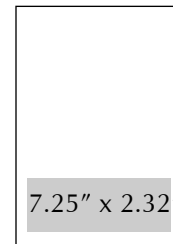
Full page



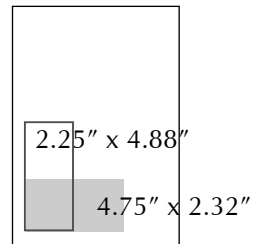
Half page



Third page



Quarter page



Sixth page

These sizes do not reflect bleeds. All ads that require a bleed must have an additional 1/8 inch added to the overall size. Bleeds cost an additional 5 percent to the gross ad bill. All display ads not submitted digitally will result in an additional \$50 fee.

Black & White Display Ad Rates

	<u>1 time</u>	<u>3 times</u>	<u>6 times</u>	<u>10 times</u>
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

Color Display Ad Rates

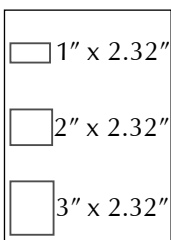
Spot color — Black & white rates plus \$650.

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

Safety factor — .25" on all sides

Bleed — an additional 1/8"

Color calibration — SWOP standards

Digital ad submissions:

- Accepted file formats: QuarkXpress 3.x/4.1, Pagemaker 6.x/7.0, and PDF.
- Accepted graphic formats: TIFF, EPS, and PostScript Type 1 fonts.
- Digital files need to be named in the following manner: Business name (not agency name) and target *Bulletin* issue date. For example, "AML Feb04.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.
- PDF and EPS formats with PostScript Type 1 fonts embedded (no TrueType fonts, please) are accepted. To ensure the best results, use only PostScript fonts.
- The PDF/EPS must be 300 dpi minimum.

- 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.
- Use stylized fonts and do not apply style attributes to basic fonts.
- 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.
- 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, 100/250MB zip disk, or 1.44MB diskettes to **American Mensa, Ltd., ATTN: Advertising, 1229 Corporate Dr W, Arlington, TX 76006-6103**. If the PDF and EPS file sizes are below 1 MB, you can email it directly to BulletinAdvertising@AmericanMensa.org.

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 2004 *Bulletin*, a reservation must be made by April 1.

Display ad materials must be received by the 15th of the month, two months 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, two months 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

American Mensa, Ltd., is a not-for-profit organization. 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.

All advertising materials and copy are subject to approval or rejection by the publisher. Advertisers may be required to submit samples of merchandise for sale.

The *Mensa Bulletin* does not knowingly accept ads that misrepresent the products or services being 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 the 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.

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 uncancelled 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 slow-down, 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.



AMERICAN
mensa
LTD.

1229 Corporate Drive West
Arlington, Texas 76006
tel (817) 607-0060
fax (817) 649-5232
AmericanMensa@mensa.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	7.25"	10"
<input type="checkbox"/> Cover 2	7.25"	10"
<input type="checkbox"/> Cover 3	7.25"	10"
<input type="checkbox"/> Full page	7.25"	10"
<input type="checkbox"/> Half page	7.25"	4.88"
<input type="checkbox"/> Third page	2.25"	10"
<input type="checkbox"/> Third page	7.25"	3.13"
<input type="checkbox"/> Third page	4.75"	4.88"
<input type="checkbox"/> Quarter page	7.25"	2.32"
<input type="checkbox"/> Sixth page	2.25"	4.88"
<input type="checkbox"/> Sixth page	4.75"	2.32"

Advertisement frequency

Check number of insertions desired during this contract period.

- 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 _____

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 _____

Signature _____

Date _____

Signature _____

Date _____

The High IQ Society

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2005 editorial calendar

JANUARY: WHY MENSA?

FEBRUARY: TABOOS

MARCH: COLLOQUIUM ISSUE

APRIL/MAY: TRAVEL

JUNE: ALTERNATIVE MEDICINE

JULY: HOBBIES

AUGUST: MENSA JOCKS

SEPTEMBER: ANIMALS, THE "OTHER PEOPLE"

OCTOBER: NUTRITION AND INTELLIGENCE

NOVEMBER/DECEMBER: POT POURRI

AMC administration

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donna@mooseworks.org

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 to the editor

If intended for publication, send to John Garrison and Cookie Bakke, Letters editors, 4350 Oakwood Rd, Okemos MI 48864-2927, or email 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 email BulletinEditor@us.mensa.org.

Accepted formats

An email 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	March
February 1	April/May
April 1	June
May 1	July
June 1	August
July 1	September
August 1	October
September 1	November/December
November 1	January
December 1	February

Guidelines for contributors — Gatherings

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 new and improved 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 three- to five-month lead time, depending on when your notice is received (see infobox above). As you can see, a late November notice will not "hit the streets" until March. 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 — and the good hotels are probably already booked nine months ahead. 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 email 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.