



# CORELDRAW UNLEASHED

## CorelDRAW Unleashed Media Kit—2008

### A Unique Opportunity

Get your message out to users who rely on the CorelDRAW® Graphics Suite to run their business. Thousands of users will see your message in the CorelDRAW Unleashed magazine. Unlike typical magazines, users will be more likely to save each issue to read again and again. This means your message will have the chance to reach each user multiple times for maximum impact.

### CorelDRAW is the #1 Choice in a Number of Production Businesses

- Embroidery
- Sublimation
- Sign Making
- Rubber Stamp Creation
- Laser Engraving
- Rotary Engraving
- Direct to Garment
- Screen Printing
- Pad Printing
- Sand Blasting
- Web Authoring
- Fine Art
- Publishing
- Photo Editing

In many cases, users already use the CorelDRAW Graphics Suite for a number of these processes. Users are always looking for more ways to expand their businesses. Let's show them another way of using CorelDRAW: Creating products with your equipment, add-on or other complementary product!

### Superior Technology in a Convenient & Affordable Format

Some electronic magazines are simply a print magazine output in electronic form. CorelDRAW Unleashed is a magazine designed for electronic delivery (though a reader can print it too). We will work

with advertisers to make sure they have an advertisement that is designed for an electronic magazine. Maximize your return on investment—readers will be able to click on your ad and go directly to your Web site! The best news is the cost of advertising is well below that of print magazines and even other electronic magazines.

## **A Solid Base of Readership is Already in Place**

CorelDRAW Unleashed already has over 25,000 subscribers after three issues. Back issues of the magazine will be included with the DVD version of the CorelDRAW Unleashed ebook, and Corel Corporation is planning on making the magazine a registration incentive for anyone who registers CorelDRAW X4! All in all, this means that your ad is viewed by thousands of artists using CorelDRAW in their daily workflow. In addition, we will continue to work with Corel Corporation as well as influential third-parties in the CorelDRAW community to grow our subscription base. We are currently adding over 1000 subscribers per month. With your ad, you can be a part of this growth!

## **Popular Online Destinations for CorelDRAW Users**

Our unleash.com site has been online for nearly 13 years and is the third-party CorelDRAW site with the highest traffic ranking according to the folks at **alexa.com**. We created a new domain, coreldrawunleashed.com, for the CorelDRAW Unleashed Magazine and the CorelDRAW Unleashed User Conference. Traffic to the new site is increasing on a daily basis and is already ranked much higher than sites for other CorelDRAW-related publications. **As readers need to visit the site to download the magazine, it shows where users are turning to get their CorelDRAW information.** The table below shows the overall Alexa rankings for several CorelDRAW-related sites as well as traffic ranks in several of the countries where CorelDRAW is popular.

If you are not already familiar with Alexa, it tracks visitors to sites through browser visits and ranks their traffic from the most popular (#1 is currently Yahoo) to the least popular. Thus, a lower number is better. Alexa has been ranking sites since 1996 and has been owned by Amazon.com since 1999.

When looking at Alexa data, it is also important to look at how the data is trending. For each site, you'll see the traffic rank for the previous day, a weekly average, a three month average and the three month change. The three month change will tell you if the site is getting more popular or less popular. **Both the unleash.com and coreldrawunleashed.com sites are growing at a healthy rate.** The worldwide number listed below is the three month average.

## Alexa Data for CorelDRAW-Related Web Sites

	<b>unleash.com</b>	<b>coreldrawunleashed.com</b>	<b>coreldraw.com*</b>	<b>coreldrawpro.com</b>
<b>Worldwide</b>	<b>72,968</b>	<b>361,131</b>	<b>79,005</b>	<b>1,596,120</b>
<b>United States</b>	<b>26,896</b>	<b>102,617</b>	<b>62,290</b>	<b>554,498</b>
<b>Canada</b>	<b>137,875</b>	<b>n/a</b>	<b>99,006</b>	<b>n/a</b>
<b>UK</b>	<b>149,552</b>	<b>n/a</b>	<b>149,548</b>	<b>n/a</b>
<b>Australia</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>
<b>Germany</b>	<b>393,089</b>	<b>n/a</b>	<b>255,056</b>	<b>n/a</b>

**n/a = not listed, data current as of 6/7/2008**  
**\* Does not accept advertising**

## Regular Contributors



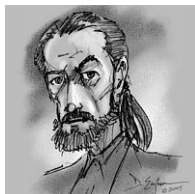
**Foster D. Coburn III** is the managing editor of CorelDRAW Unleashed. He's written eight best-selling books on CorelDRAW and has been training users for fifteen years, so he knows an awful lot about the CorelDRAW suite. His latest book is an eBook, **CorelDRAW X3 Unleashed**.



**Michael Cervantes** is a Corel C-Tech Volunteer, a CorelDRAW Certified Expert, and a Corel Certified Instructor. He is a Desktop Publisher who graduated from the Southern Institute of Business and Technology of Dallas, Texas, and a freelance Graphic Artist since 1989. He has published several articles about CorelDRAW and Corel PHOTO-PAINT, and he is constantly helping Corel users in Corel's support newsgroups.



**Doug Downey** has been designing signs, digital printing, Web sites, logos, branding and images now for over 25 years. He is an award winning designer in the logo and sign industry and keeps learning every day to be better than he was yesterday! His work can be seen at [www.creativeink.ca](http://www.creativeink.ca), and he is a featured writer for Signcraft magazine.



**Duncan Eagleson** has been a professional freelance artist for thirty years. His comics work has appeared in Neil Gaiman's Sandman, Anne Rice's The Witching Hour, and the DC/Paradox Big Books series. He has written and illustrated the online comics **Railwalker** and **ArcMage**, and is currently illustrating **Hollow**, due out from **Archaia Studios Press** in January 2008. His work can be seen at **Eagleson Design** and **Shapeshifter Masks**.



**Hunter Elliott** has worked in print, photography, radio, television post-production, and now in the computer field. While he's still trying to figure out what he wants to be when he grows up, he runs **The Daily .WAV**, does freelance graphics work in addition to his day job as a Web designer and network administrator, and spends more time than is healthy working on his computer.



**Rikk Flohr** founded his design firm, Fleeting Glimpse Images, in January of 2006 after serving as a corporate 'marketing department' for ten years. After receiving his degree in Computer Science in the early 80s, Rikk turned to photography as a passion. Rikk has been taking pictures professionally since 1983 and has won numerous awards. His pictures and HD Video have been featured by Twin-Cities television stations, the Minnesota Department of Natural Resources, the National Wildlife Refuge, and the National Park Service. In the spring of 2007, Rikk served a month long residency at Badlands National Park as the Artist in Residence. Rikk began using CorelDRAW with version 5 and is active in the on-line Corel Community today.



**Scott Georgeson** is the Aussie voice of the popular Click N Learn series of CorelDRAW and Corel PHOTO-PAINT training. The new WorkPlace Ready Training course for X3 brings Scott's total number of CorelDRAW training CDs to 31. He began his 18 year journey with CorelDRAW in the sign industry and was one of the first in Australia to ever operate a sign cutting plotter. Scott became a self inspired trainer of CorelDRAW due to the enormous number of calls he received about sign cutting. In 1999 Clicknlearn.com was born, and the Web exposed Scott to the rest of the world. Scott has been a regular CorelDRAW Beta tester and loves working with people to solve problems.



**Jeff Harrison** is a working graphic artist who consults with print shops who call him in for the tough jobs their in-house artists would rather not touch. He has produced artwork for almost every type of output imaginable. He's also a professional musician and audio engineer.



**Robert Hensley** teaches CorelDRAW for the laser and is a CorelDRAW Certified Expert. Since 1998, he has taught classes devoted to teaching CO2 laser systems users how to use CorelDRAW layouts to produce products and image on various substrates. He has created a teaching manual, CorelDRAW for the Laser, and offers free CorelDRAW downloads at his **extensive Web site**. His company, Engravers Network in Arlington, TX, is a distributor for laser and engraving equipment.



**Thomas Knight** is an award winning illustrator and graphic designer residing in Syracuse, New York. He currently works as a freelance artist and CorelDRAW trainer and consultant. His **Advanced Artist Web site** features over eight hours of free video tutorials as well as commercial training products.



**Craig Mertens** is the President and CEO of Digital Art Solutions and the co-creator of the Smart Designs Art System. Digital Art Solutions was awarded the Corel Strategic Partner Award in 2006. Craig co-founded Digital Art Solutions in 1999 with his sister Nicole to provide software, hardware and training that assist in electronic art production. Craig is a CorelDRAW certified trainer and a past member of the Corel Product Advisory Group for CorelDRAW. Craig has been teaching art production seminars for industry trade associations and trade shows for the last 10 years. He is one of the industry's leading experts on the creation and transfer of electronic art. With over 20 years of industry experience, Craig approaches electronic artwork from both a technical and sales

point of view. Craig is the co-facilitator of the Smart Designs Art Camps held quarterly in Tempe, Arizona.



**Richard Reilly** is a self taught CorelDRAW user. In 1996, Richard started using CorelDRAW for artwork creation and separation for the Textile Screen Printing Industry. In 1998, Richard started a freelance design company specializing in art creation and separation. The wave of business prompted Richard to switch his whole business around and offer a complete one stop shop for art, embroidery and printing in house.



**Nathan Segal** has been working as an artist and writer for over ten years. He has written Software Reviews, Tutorials, Tips and Tricks, Features, Profiles and Investigative Reporting. He creates his own illustrations, photographs and screen shots. He recently wrote **The Corel PHOTO-PAINT X3 Insider**, an ebook that shows you how to boost your PHOTO-PAINT productivity with proven tips, tools, and techniques.

# 2007/2008 Editorial Calendar

## **August/September 2008**

Editorial Closing: July 15, 2008

Ad Closing: August 1, 2008

Mail Date: August 12, 2008

## **Thinking Outside the Box**

There is a lot of power in the CorelDRAW box. We'll take a look at other software that complements the CorelDRAW Graphics Suite.

## **October/November 2008**

Editorial Closing: September 15, 2008

Ad Closing: October 1, 2008

Mail Date: October 14, 2008

## **Automate Your Workflow**

The CorelDRAW Graphics Suite can get a lot done in a short amount of time. But you can get even more done with a little bit of automation.

## **December 2008/January 2009**

Editorial Closing: November 15, 2008

Ad Closing: December 1, 2008

Mail Date: December 16, 2008

## **Sources for Creativity**

There are days when even the best artists don't feel creative. Our team will uncover sources that will help to boost your creativity every day of the year.

# 2008 Advertising Rates

## Ad Size/Location

	1x	3x
Inside Cover (appears on page 3 just after the Table of Contents)	\$1250	\$1000 each
Back Cover (last page of PDF)	\$1250	\$1000 each
Full Page	\$900	\$750 each
Marketplace	\$200	\$150 each

All rates listed above are per issue in US dollars. These rates already include a 15% camera-ready discount.

**Bonus:** Advertisers purchasing a full-page ad will also receive a text link on the **unleash.com** and **coreldrawunleashed.com** home pages recognizing their support. The value of this link is \$150 per month! As two of the most influential Web sites for CorelDRAW users, this will boost your search engine rankings for CorelDRAW-related searches as well as bring direct traffic to your site from the links. These text links will be on the sites for the entire time that ads in the current issue are running. As you can see from the Alexa rankings, this puts your ad on two of the most popular sites for CorelDRAW users.

## Ad Specifications

All artwork should be entirely in the RGB color model.

We highly recommend that ads include prominently marked live links to desired destinations on the Web.

### Full Page Ads

Full page ads (including the inside and back covers) are 9" wide by 7" high.

Full page PDF files will be placed directly into the magazine. If any editing is required, please supply artwork as a CorelDRAW (CDR) file. Any bitmaps should be 200 dpi/ppi at their placed size. Any fonts in files to be edited should be converted to curves to prevent font substitution.

## Marketplace Ads

Marketplace ads (see sample page at right) are 2.75" wide by 3" high. Six will appear on a page.

Marketplace Ads should be supplied as either a CorelDRAW (CDR) file or as an RGB PNG/TIF file at the exact pixel dimensions of 550 pixels wide by 600 pixels high at 200 dpi/ppi.

## Submitting Your Artwork

Artwork should be e-mailed to [foster@unleash.com](mailto:foster@unleash.com). We recommend using **YouSendIt** for files above 3 MB.

If you would like the CorelDRAW Unleashed design team to assist in making an interactive ad to get the most from our digital magazine, please let us know and we'll quote you the price.



## Policies

The publisher reserves the right to accept, reject, or edit any ad that does not meet the standards of *CorelDRAW Unleashed*.

Advertisers and their agents assume liability for all content (including text, representations, and illustrations) of ads included in *CorelDRAW Unleashed*.

Advertisers and their agents are responsible for obtaining appropriate releases on any products, logos, images, or people in their advertisements.

In no case shall the publisher be liable for the omission of any advertisement. In such event, the advertiser shall be entitled to a refund of the amount paid or the advertisement will be rescheduled and run in a later issue.

Late charges of 1.5% per month will be automatically added on past due invoices. Terms are Net 30 from the mail date.

## Contacting Us

When you are ready to advertise, please **e-mail Foster** or call (480) 595-0065 and we'll get your insertion order processed.

CoreDRAW Unleashed  
www.coreldrawunleashed.com  
38049 N. La Canoa Drive  
Cave Creek, AZ 85331  
(480) 595-0065