

Chioma Productions Inc. is a publishing and content provider whose business activities center on media publishing, print and conferences. AMÖI® Advertising Agency also provides internet-based solutions as well as diversity awareness consultation.

Online Ad Rates

SIZE	Monthly Rate
Intro Advertisement	\$7500
Streaming Video	\$6700
Leaderboard	\$5500
Skyscraper	\$3808
Rectangle	\$3075
Footer	\$2815

* Online and Print Advertising Packages Available

Creative Development

SIZE	One-Time Rate
Intro Flash Banner	\$4000
Video Flash Banner	\$4500
Animated Flash Banner	\$1500
Static Banner	\$1000

Technical Specifications

SIZE	Dimensions	Max File Size
Intro Advertisement	640x480	75k
Leaderboard	728 x 90	30k
Skyscraper	600 x 120	50k
Rectangle	250 x 250	50k
Footer	728 x 90	30k

It is the endeavour of our design staff to always put forward innovative solutions for the branding and advertising of our clientele. We at AMÖI® appreciate your business and overwhelming support.

A Division of
CHIOMATM
PRODUCTIONS



AMÖI[®]
ADVERTISING AGENCY

Creative Development

SIZE	Rate
OBC	\$2500
IFC	\$2200
IBC	\$2200
DPS	\$2000
Full page	\$850
2/3 page	\$500
1/2 page	\$500
1/3 page	\$250
Inserts	Call
Business Card Ad	\$200
4-Page Gatefold	\$4500
Web Development	Call

SHORT RATE

1. If less than the agreed number of insertions are used in the time specified, the total number of modular units will be billed at the open rate for the number of units actually used based on the signed agreement.

RATE CHANGES

2. AMÖI® reserves the right to increase the rate stipulated herein at any time with 90 days notice in writing and all contracts are accepted subject to this reservation. The Advertiser reserves the right to cancel this contract, forfeiting the deposit and with a penalty charge on creative development. Furthermore, should publication of AMÖI® be restricted in any way due to conditions beyond our control, the rate quoted herein and the amount of space contracted for, as well as the size, location or volume of advertisements shall be subject to revision or regulation by AMÖI® at any time without notice.

CANCELLATIONS

3. Cancellations of orders will be accepted within 48 hours of signed contract. All artwork submissions must meet AMÖI® Content Standards.

COPYRIGHT

4. The Advertiser acknowledges that AMÖI® is the first and sole owner of the copyright for all purposes to all copy, sketches, drafts, negatives, photographs, engravings, advertising layouts and all other material and services used or reproduced by AMÖI® and those employed or engaged by it, for the purposes of this Agreement, except such of the aforementioned as are supplied by the Advertiser to AMÖI®, in which case the client shall retain copyright in the material and services supplied by the client.

AMÖI®'S LIABILITY

5. The Advertiser agrees that AMÖI® shall not be liable for damages arising out of errors in advertisements beyond the amount paid for the space actually occupied by that portion of the advertisement in which the error occurred, whether such error is due to the negligence of AMÖI®'s staff or otherwise. And there shall be no liability for non-insertion of any advertisement beyond the amount paid for such advertisement. Advertiser shall be liable to AMÖI® for any losses or costs incurred by AMÖI® as a result of publishing any advertisement which is misleading, contains errors caused by Advertiser or otherwise subjects AMÖI® to liability. All advertising is subject to approval of AMÖI® for text, display, etc., and classification rate.

EXTENSION OF THIS AGREEMENT

6. Contracts shall be for a period of 1 year commencing the date of signing.

PAYMENT

7. 50% deposit due in advance when contract is signed, and balance due upon receipt of invoice.

PUBLISHER DISCRETION

8. AMÖI® reserves the right to revise, reject, discontinue or omit any advertisement, or to cancel any advertising contract, for reasons satisfactory to the Publisher without notice and without penalty to either party.

EXTRA LIMITATION PROVISION

9. AMÖI® accepts no responsibility for loss of profit or consequential damages arising from the exercise of its rights set out in paragraph 10, non-insertion of any advertisement or any error made in any advertisement for any reason. For information call Chioma at 416-994-8090 or 1-866-912-AMOI (2664).

* Photo Credit: Ribee (Cover), Caffery Van Horne, Roswell Anderson

A Division of
CHIOMA
PRODUCTIONS

Agency Services

Graphic Design

- Print Design
- Logo Design
- Advertising
- Editorial Design
- Picture Re-Touching

Photography

- Editorial
- Fashion & Beauty
- Event
- Portrait

Website

- Web Development and Planning
- Search Engine Optimization
- Interface Design
- Graphic (Flash) Animation
- Effects & Animations (Action Script)
- Programming
- Web Banners

3D Development

- Architectural Rendering
- Interior Perspective
- Product Visualization
- Exhibition/Event Booth Design
- Graphic/Logo Animation

Flash Presentation

- Graphic & Vector Animation
- Voice Over Recording/Mixing
- Script for Effects & Animations (Action Script)
- Audio Mixing

Video Production

- Storyboard and Planning
- 2D and 3D Animation for Movies
- Video Editing
- Voice Over Recording/Mixing
- Audio Mixing
- DVD Authoring

Contact

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Diversity Pays



* Between 2006 and 2017, Canada's population is expected to grow by 10%, from 32 to 35 million. More than 80% of that growth will derive from the Chinese, South Asian, Black, Filipino, Arab and other visible minority groups.

* With a 25% increase the Black Canadian population will exceed one million.

* By 2017, visible minorities in Vancouver will represent the majority of the population followed by Toronto's population.

* Visible minority communities in Vancouver and Toronto are significantly younger than the rest of the population, and consequently the leading segment of Canada's growth.

* In studies of white and visible minority audiences, American researchers revealed that Caucasians are less affected by skin colour or background of a product endorser, while visible minority audiences are more likely influenced by ethnoracial background (Del Vecchio and Goodstein, 2004).

* Marketers are cautioned, however, in selecting an endorser whose primary appeal is to a particular ethnic group, as it might risk alienating the non target market audience that may view an advertisement.

Source: By Jack Jedwab, Executive Director of Association for Canadian Studies
Publisher, Canadian Diversity Magazine, August 29, 2006

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