

RATES & SPECS

RATES Circulation: 400,000

Effective January 2007 issue (gross rates shown) Frequency: 13 times/year



1 PAGE	1X	3X	6X	12X	24X
	\$25,580	\$25,067	\$24,815	\$24,045	\$22,769
	36X	48X	60X	72X	96X
	\$22,258	\$21,487	\$20,723	\$20,205	\$19,700
1/2 PAGE	1X	3X	6X	12X	24X
	\$16,629	\$16,292	\$16,126	\$15,632	\$14,799
	36X	48X	60X	72X	96X
	\$14,467	\$13,966	\$13,469	\$13,132	\$12,805
1/4 PAGE	1X	3X	6X	12X	24X
	\$11,514	\$11,278	\$11,168	\$10,822	\$10,246
	36X	48X	60X	72X	96X
	\$10,015	\$9,669	\$9,325	\$9,092	\$8,865

	1X	3X	6X	9X	12X
1 PAGE	\$15,220	\$14,914	\$14,765	\$14,306	\$13,547
1/2 PAGE	\$9,132	\$8,949	\$8,859	\$8,584	\$8,128
1/4 PAGE	\$6,088	\$5,966	\$5,906	\$5,723	\$5,419

* All Marketplace rates are in net terms. Cancellations will not be accepted after space closing dates. Please contact your sales representative for more information.

PREMIUM POSITIONS (4/C ONLY)

- Inside Front Cover 4/C Rate + 45%
- Inside Back Cover 4/C Rate + 40%
- Back Cover 4/C Rate + 50%
- 1st 3rd of Magazine 4/C Rate + 15%
- Guaranteed Position 4/C Rate + 10%

SPECIAL PRICING

- Two Color 4/C Rate - 15%
- Black & White 4/C Rate - 20%
- Inserts Available upon request
- Fractionals May be stacked or banked

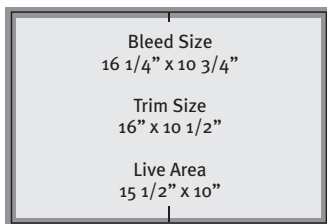
2007 SCHEDULE

COVER	DISC	DISC	PRINT	PRINT	ON-SALE
Date	Space Close	Materials Due	Space Close	Materials	Due Date
JAN	10/17/2006	10/23/2006	10/31/2006	11/7/2006	12/19/2006
FEB	11/14/2006	11/20/2006	11/28/2006	12/5/2006	1/16/2007
MAR	12/12/2006	12/18/2006	12/22/2006	1/2/2007	2/13/2007
APR	1/9/2007	1/15/2007	1/23/2007	1/30/2007	3/13/2007
MAY	2/6/2007	2/12/2007	2/20/2007	2/27/2007	4/10/2007
JUNE	3/6/2007	3/12/2007	3/20/2007	3/27/2007	5/8/2007
JULY	4/3/2007	4/9/2007	4/17/2007	4/24/2007	6/5/2007
AUG	5/1/2007	5/7/2007	5/15/2007	5/22/2007	7/3/2007
SEPT	5/29/2007	6/4/2007	6/12/2007	6/19/2007	7/31/2007
OCT	6/26/2007	7/2/2007	7/10/2007	7/17/2007	8/28/2007
NOV	7/24/2007	7/30/2007	8/7/2007	8/14/2007	9/25/2007
DEC	8/21/2007	8/27/2007	9/4/2007	9/11/2007	10/23/2007
HOLIDAY	9/18/2007	9/24/2007	10/2/2007	10/9/2007	11/20/2007

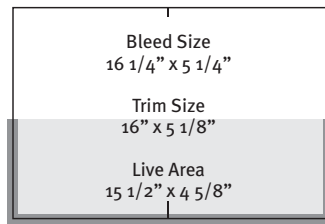
* Cancellations will not be accepted after space closing dates.

ADVERTISEMENT SPECIFICATIONS

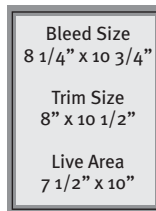
Effective July 2006 Issue



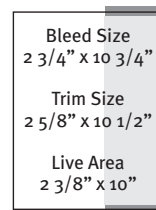
2 Page Spread



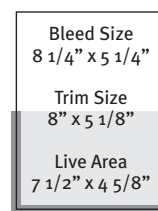
1/2 Page Spread



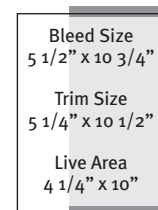
Full Page



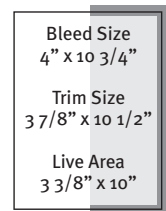
1/3 Page Vertical



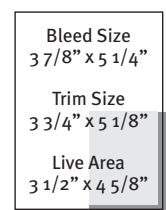
1/2 Page Horizontal



2/3 Page Vertical



1/2 Page Vertical



1/4 Page

ADVERTISING MATERIAL SPECS

All of the following requirements must be met in order to receive digital file services from Future U.S. Any missing information or deviations from these specs will result in inaccurate reproduction from your digital files. Future U.S. will not be held responsible for errors if files are sent incorrectly or incompletely.

SUBMITTING ADS

Future U.S. prints all of its publications using CTP (Computer to Plate) technology and has eliminated analog film. Future U.S.'s PREFERRED METHOD for receiving ads is listed below by priority:

SPREAD OR FULL PAGE ADS

- 1) Supply TIFF/IT-P1 files with SWOP approved centered (horizontally and vertically) with digital contract color proofs output from the same TIFF/IT-P1 file.
 - a) About TIFF/IT-P1: Files are not pre-screened but must have enough resolution for screening at 133 lpi.
 - b) CT files should be at least 10.5 res or 266 dpi. LW should be at least 50 res or 1270 dpi.
 - c) The file should be linear without dot-gain compensation with 300% max ink coverage.
 - d) TIFF/IT-P1 files can be supplied by your pre-press or film house.
- 2) PDF/x-1A files with SWOP approved digital contract color proofs output from the same file are also accepted.
- 3) Future U.S. Production Department **WILL NOT ACCEPT** application specific files such as QuarkXPress, Adobe Illustrator, etc. for either full page or spread size ads.

FRACTIONAL / PARTIAL ADS

- 1) Future U.S. prefers you supply PDF/x-1A or EPS files for fractional ads. Save as an EPS from either Illustrator, QuarkXPress, Freehand, or PageMaker, embedding all fonts and images, if possible.
- 2) We will accept QuarkXPress or Adobe InDesign files if absolutely necessary, but we prefer EPS files.

GUIDELINES FOR SUPPLYING PDF/X-1A OR EPS FILES

- 1) All colors must be CMYK, not Spot or RGB color! Double-check all placed files and final files for CMYK color!
- 2) All fonts must be supplied (both screen and printer fonts), embedded, or converted to outlines (preferred) for Illustrator files.
- 3) Images: must be CMYK format & saved as TIFF without LZW compression or EPS files without JPEG compression.
- 4) Please make image resolution from 266 dpi min. to 300 dpi maximum.
- 5) IMPORTANT! Image files in RGB, Indexed Color, Duotone mode, TIFF files saved with LZW compression, or EPS files with JPEG compression, **WILL NOT OUTPUT CORRECTLY!**

AD SIZES

All files must be created according to the correct size specifications (trim, live area, & bleed dimensions). Call your Future U.S. Sales Representative for ad sizes. Files will be returned if sized incorrectly.

PROOFS

Proofs of your ad MUST be supplied with your files. Color proofs should be sent, as we will not guarantee accurate color if we receive a B&W proof. If ad is sent electronically, a proof must be mailed. Files will not be accepted without a proof!

ELECTRONIC FILE SUBMISSION

Files can be uploaded to our FTP site using an FTP client such as Fetch. Please compress your files (including all support files noted above) using either Stuffit or Zip file format.

Use the following FTP information:

Magazine:	Official Xbox Magazine
FTP address:	sfftp.futurenetworkusa.com
User name:	oxm
Password:	needitnow
Email:	rmeith@futureus-inc.com
Website:	www.futureus-inc.com/production

Contact:

Xbox – Production Department
4000 Shoreline Court, Suite 400
South San Francisco, CA, 94080
650-872-1642

DISC SPECS

SCHEDULE: Please look at the 2006 Schedule. All demos/executables must be Certified (a process that can take two weeks depending on initial certification results) by the 'Disc Material Closing' date. Materials certified after this date will have very little chance of making the targeted disc. Please note that certification is required for all Xbox and Xbox 360 games. Microsoft certifies the demos.

SLEEVE SPECS: ThinPak back cover ad + game logo on front cover of ThinPak sleeve

- TRIM: 7-15/64" (7.234375) x 5-1/16" (5.0625)
- BLEED: 7.484375" x 5.3125" (trim size + .125" bleed allowance per edge)

PROCEDURE FOR SUBMISSION OF VIDEO MATERIALS:

ACCEPTED STANDARD DEFINITION VIDEO FORMATS:

- Uncompressed AVI or QuickTime (NTSC)
- WMV files are accepted

Xbox WMV COMPRESSION SETTINGS:

1. Minimum video bit rate - 2000 Kbps . Maximum video bit rate - 5000 Kbps
2. Sample rate (audio) - 128/48khz stereo CBR
3. Frame rate - 29.97
4. Image size - 640 x 480
5. Codec wmv version - v9 for audio and v8 for video - 2 pass CBR (constant bit rate)

ACCEPTED HIGH DEFINITION VIDEO FORMATS:

- Uncompressed AVI or QuickTime (HD or NTSC)
- WMV files are accepted

Xbox 360 WMV COMPRESSION SETTINGS:

1. High definition quality video - (5000 Kbps to 8000 Kbps)
2. Sample rate (audio) - 128/48khz stereo CBR
3. Frame rate - 29.97
4. Image size - 1280 x 720
5. Codec wmv version - v9.1 for audio and v9 for video - 2 pass CBR(constant bit rate)

Submit video materials and any related artwork/materials to:

Dave Rees, DVD Director
Future U.S.
4000 Shoreline Court, Suite 400
South San Francisco, CA, 94080
Phone: 650-238-2568
Email: drees@futureus-inc.com