

TODD RUNDGREN MEETS
THE HACKERS

CAN ROBOTS FEEL YET?

C.I.A., L.S.D. AND
THE OCCULT

LOWDOWN ON WEASEL DUST:
COKE AIN'T IT

HIGH FRONTIERS

SAFE SEX PRACTICES OF
THE BEASTIE BOYS

BEST OF THE S.F. ORACLE

THE SECRET OF THE
GRATEFUL DEAD

KEN KESEY, TOM ROBBINS,
ABBIE HOFFMAN & MORE!

60s INTO 90s ANTI-NOSTALGIA



GENERAL POLICIES

1) All verbal instructions regarding contracts, insertions, or changes of any kind must be confirmed in writing by the advertiser prior to the closing date. No conditions, printed or otherwise, appearing on

"Just say 'Oh Wow'."

— Rob Morse
San Francisco Examiner

the contract order, or copy instructions which conflict with the publishers policies, will be binding on the publisher.

2) Limited Liability: Publisher's liability for any error is limited to the cost of the space and is applicable only to an error which materially affects the value of the advertisement.

3) Missed Deadlines: Ads received after our closing date will be run in the next issue unless otherwise specified. Repeating ads will be re-run as given unless new copy is provided to our office by the closing date.

4) Rates and units of space may be subject to change in subsequent issues.

TERMS & DISCOUNTS

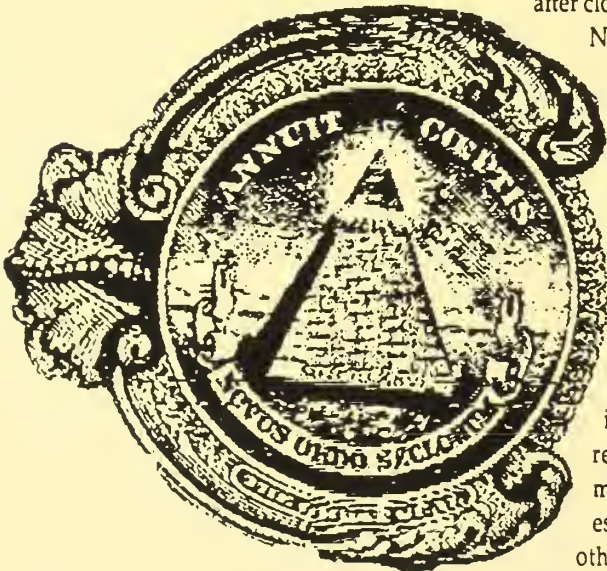
Cancellations:

Space orders may not be cancelled by advertisers after closing dates.

No cancellations permitted on preferred positions or inside covers.

Credit Policy:

First time advertisers are required to provide payment in full when reservations are made until credit is established. All other accounts are



payable within 30 days from invoice.

Advertisers outside the U.S. are required to provide payment in full in U.S. currency at time reservations are made.

MECHANICAL REQUIREMENTS

Black & White Ads:

Camera-ready ads should be submitted in exact size photostat, velox, PMT, or right reading negative (emulsion side down). Halftones, screens and borders should be submitted in place. Ads submitted on boards, or in wrong size will be re-shot at advertisers expense.

Color Ads / Special Units:

Please contact us for details, costs and mechanical requirements.

Please identify all material with your name, address, phone and insertion date. Materials stored at advertiser's risk for three months and then destroyed unless otherwise instructed.

PRODUCTION SERVICES

We encourage you to submit your display ads camera-ready. If requested, however, we can design, typeset, and provide other production work for your ad, to be billed at \$25 per hour.

SPECIFIED PLACEMENT

Requests for preferred placement are honored whenever possible, but will be at the discretion of publisher.

Guaranteed placement on back and inside covers is restricted to full page ads. (cost: \$750 inside, \$1000 back) payment in full must accompany space reservation, and will be on a first-come, first-serve basis.

Guaranteed positions on pages other than Page 1 and inside covers are available for 10% surcharge only after confirming availability with publisher.

Please direct advertising questions, orders and materials to:

High Frontiers Advertising,
P.O. Box 40271, Berkeley, CA. 94704

415-548-8114

ABOUT HIGH FRONTIERS

High Frontiers is the world's first futurist pop culture magazine, a colorful and creative mix of rock and roll, gonzo journalism, fringe science, experimental art, high technology, consciousness exploration and humor. As the data bank for the evolving culture of the 1990's, *High Frontiers* covers that increasingly large area where our current reality mirrors the wildest dreams and fantasies of science fiction.

ABOUT THE UPCOMING ISSUE

The fall issue of *High Frontiers* will be a special 60's into 90's anti-nostalgia issue designed in response to the public interest and curiosity which has been generated in the sixties experience by the twentieth anniversary of the summer of love.

Included in this issue will be:

Interviews

Todd Rundgren - at the Hacker's Convention

The Beastie Boys

Martin Lee - author of the popular book *Acid Dreams*

Camper Van Beethoven

Captain Clearlight - LSD chemist of the 1960s

Articles

Steal This Conference - coverage of "The Sixties: It's Leaders & Legacies" conference; includes photos and quotes from lectures by Ken Kesey, Abbie Hoffman, Dr. Spock, Tom Robbins, Betty Friedan, Country Joe McDonald and Timothy Leary

The Best of the San Francisco Oracle - Outtakes from San Francisco's classic

psychedelic magazine - The San Francisco Oracle along with commentary by the editor, Allen Cohen.

Also: articles about The Grateful Dead, 60's vs. 80's rock and roll, and brain toys for expanding minds.

"High Frontiers is required reading in our house - this is what's happening..."

- William Burroughs

Columns

Monitoring the Information Grid with Durk Pearson and Sandy Shaw

Timothy Leary Jacks In

Off the Top of My Head - Dr. Science

Fringe Science - Nick Herbert (author of Quantum Reality)

Psychedelic Scenarios - Peter Stafford & Bruce Eisner

Psychopharmacognosicon - Terence McKenna

Experiments in Film - Morgan Russell (coverage of avant-garde film)

Greatest Hits of the New Age - Somerset MauMau (humor)

ABOUT THE HIGH FRONTIERS READER

High Frontiers readers are intelligent and college educated. They are of both sexes (just over 60% male) and span all income groups (averaging \$22,000 per year). The *High Frontiers* readership is generally between 18 - 45 years old with the greatest percentage in their 30s followed closely by the college market (18-23). Their interests include: Rock and experimental music, new technology - computers in particular, reading - books and periodicals, art, film and culture, travel, the offbeat, health and longevity - including vitamins and nutrients, anti-authoritarian politics, and new science. They tend to spend their money on items and activities related to communication/information and health.

2/3 page ad
3⁵/₈" x 9"

Full page ad
6³/₈" x 9"

Display Ad Rates

Rates effective Fall 1987 issue based on circulation of 20,000. Prices are for camera-ready ads; production charges are additional.

Special Units: Full-color processes, inserts and other special units are available upon request. Frequency discount rates available. Ask for more details.

LOCAL RATES

Full Page - \$650
2/3 Page - \$475
1/2 Page - \$375
1/3 Page - \$250
1/6 Page - \$130

NATIONAL RATES

Full Page - \$1300 / color - \$2000
2/3 Page - \$ 950 / color - \$1450
1/2 Page - \$750
1/3 Page - \$500
1/6 Page - \$260

Publication Schedule

Reserve space by October 14
Finished ads due October 21

1/3 page ad
3⁵/₈" x 4³/₈"

1/6 page ad
3⁵/₈" x 2¹/₁₆"