

WHY TASTES LIKE CHICKEN?

Because there's nothing else quite like this magazine of ours. We fit no category, so we created our own. And that's what helped us get picked up by five major distributors with our very first issue.

At its most basic, **tastes like chicken** is a humor and entertainment magazine. But we're more than a magazine. We're a collective of artists hell-bent on giving people something fresh and new that they won't find anywhere else. There's satirical and serious creative fiction from the pens of established and amateur writers. There are in-depth celebrity interviews, transcribed verbatim, in their entirety. (An extreme magazine rarity.) There's an entertainment review section covering things you know, and things you've never heard of before. There's a comic section composed of some of the biggest names in the indie comic world.

And there's the artwork.

With the bulk of the **tastes like chicken** staff composed of established visual artists, each issue's artwork rivals that of the Sistine Chapel. Yes, it's that good. Still have your doubts? Go to our website: tlchicken.com. We average over 2,000 unique visits a day, with 80% of it being return traffic. And with nearly 3,000 articles archived, there is plenty to keep our readers coming back.

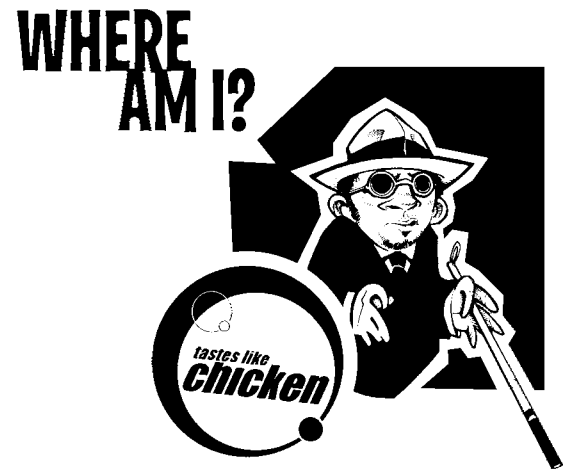
WHO READS TASTES LIKE CHICKEN?*

- 50% of TLC readers are female, and 50% of them are male.
- 61% of TLC readers are between the ages of 19 and 35.
- 20% of TLC readers have an annual income between \$25,001 and \$50,000.
- 19% of TLC readers purchase music at least once a week.
- 27% of TLC readers purchase books or magazines at least once a week.
- 17% of TLC readers go to the movies at least once a week.
- 39% of TLC readers go out to eat at least once a week.
- 58% of TLC readers are registered voters.
- 36% of TLC readers spend between \$101 and \$250 on additional entertainment a month.
- 29% of TLC readers have finished some college, and an additional 24% are college graduates.

*Survey statistics of over 500 people collected on January 1st, 2005. Accuracy \pm 4%.

WHO DISTRIBUTES TASTES LIKE CHICKEN?

- **INGRAM PERIODICALS** - Nationwide distribution in the U.S. in all major markets. (Borders, Barnes & Noble, etc.)
- **TOWER RECORDS** - All Tower Records stores. (Approximately 90 stores in U.S. and 10 overseas.)
- **DISTICOR DIRECT** - All major markets throughout Canada. (Approximately 250 stores.)
- **UBIQUITY** - Newsstand services in New York City and surrounding areas.
- **ARMADILLO** - Newsstand services in Los Angeles and San Francisco.



ADVERTISING INFORMATION - 1/7
ABOUT TLC & THEIR AUDIENCE
ads@tlchicken.com

2571 A n. bartlett avenue
milwaukee, wi 53211
t/f: 414.906.9866
www.tlchicken.com

NEXT ISSUE: ISSUE #6

RELEASE DATE: September 1st, 2005

SHELF LIFE: September 2005 / October 2005 / November 2005

AD RESERVATION DEADLINE: July 21st, 2005

AD MATERIALS DUE DATE: August 1st, 2005

INTERVIEWS ANNOUNCED: Jared Leto of 30 Seconds To Mars, writer/director Jerry Zucker, Sarah Silverman, and more announced soon!

HELLO?



ISSUE #7

RELEASE DATE: December 1st, 2005

SHELF LIFE: December 2005 / January 2006 / February 2006

AD RESERVATION DEADLINE: October 21st, 2005

AD MATERIALS DUE DATE: November 1st, 2005

ISSUE #8

RELEASE DATE: March 1st, 2006

SHELF LIFE: March 2006 / April 2006 / May 2006

AD RESERVATION DEADLINE: January 21st, 2006

AD MATERIALS DUE DATE: February 1st, 2006

ISSUE #9

RELEASE DATE: June 1st, 2005

SHELF LIFE: June 2005 / July 2005 / August 2005

AD RESERVATION DEADLINE: April 21st, 2005

AD MATERIALS DUE DATE: May 1st, 2005

ISSUE #10

RELEASE DATE: September 1st, 2006

SHELF LIFE: September 2006 / October 2006 / November 2006

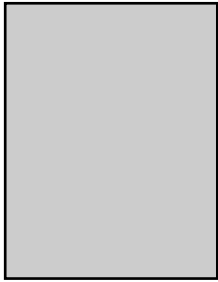
AD RESERVATION DEADLINE: July 21st, 2006

AD MATERIALS DUE DATE: August 1st, 2006

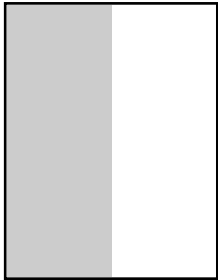
ADVERTISING INFORMATION - 2/7
2005/2006 SCHEDULE
ads@tlchicken.com

2571 A n. bartlett avenue
milwaukee, wi 53211
t/f: 414.906.9866
www.tlchicken.com

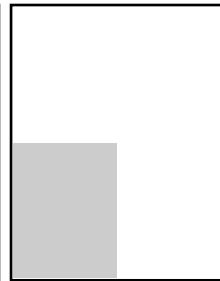
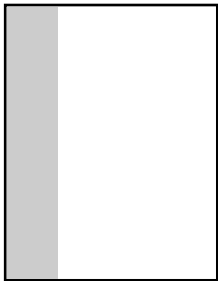
BLACK & WHITE



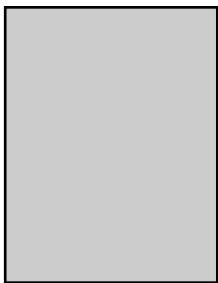
FULL PAGE - \$900
8.5 inches by 10.875 inches



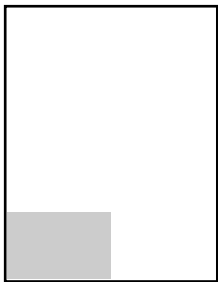
HALF-PAGE - \$500
Vertical - 4.25 inches by 10.875 inches
Horizontal - 8.5 inches by 5.437 inches



QUARTER-PAGE - \$300
Vertical - 2.125 inches by 10.875 inches
Horizontal - 8.5 inches by 2.718 inches
Square - 4.25 inches by 5.437 inches

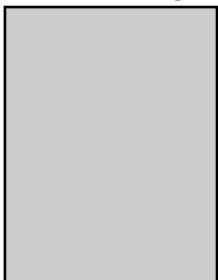


TWO-PAGE SPREAD - \$1500
17 inches by 10.875 inches



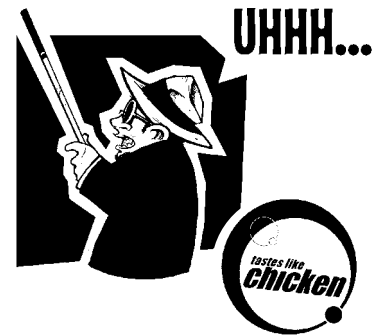
EIGHTH-PAGE - \$200
Horizontal - 4.25 inches by 2.718 inches

FULL-COLOR [CMYK]



FULL PAGE - [ONLY]
8.5 inches by 10.875 inches

Back Cover - \$1750
Inside Back Cover - \$1500
Inside Front Cover - \$1200



ADVERTISING INFORMATION - 3/7
PRINT AD SIZES AND RATES
ads@tlchicken.com

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www.tlchicken.com

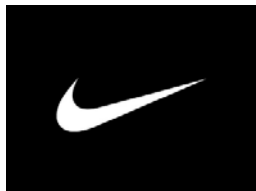
WHO ADVERTISES WITH TASTES LIKE CHICKEN?



NBC



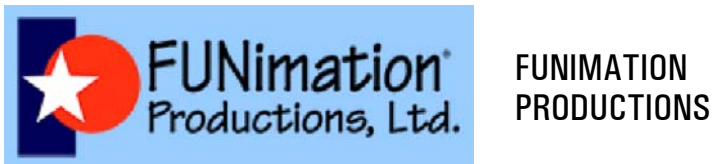
MTV



NIKE



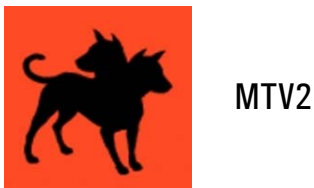
SONY/BMG
MUSIC PUBLISHING



FUNIMATION
PRODUCTIONS



PETA



MTV2



TROMA ENTERTAINMENT



VOLCOM ENTERTAINMENT



JAKPRINTS



ADVERTISING INFORMATION - 4/7
PAST AND CURRENT ADVERTISERS
ads@tlchicken.com

2571 A n. bartlett avenue
milwaukee, wi 53211
t/f: 414.906.9866
www.tlchicken.com

PRINT ADVERTISING SPECIFICATIONS

Yes, getting your ad ready for print can be a big pain, but we're going to try and make it as painless as possible. By following these few simple steps, you'll be on the road to having a print-ready ad! Or something like that.

- Black-and-white ads should be in GRAYSCALE or BITMAP mode.
- Color ads should be in CMYK mode.
- All ads must be flat image files. NO QUARK FILES OR LAYERS.
- All ads should be 300dpi or greater, and at 100%.
- We can accept files in the following formats: JPG, TIFF, BMP, or EPS.
- Please add an extra 1/8 inch to each side of ad to allow for bleed. Also, please keep all text and important graphics 1/4 inch away from all sides. Being within 1/4 inch runs the risk of being cropped.
- All advertisements should be accompanied with a hard copy of the ad. Black-and-white ads should have black-and-white proofs, and color ads should have color proofs.
- For an additional cost, **tastes like chicken** can fully create your advertisement. To inquire about in-house ad production and pricing, please email our advertising department at ads@tlchicken.com.
- Ads can be submitted by emailing them to ads@tlchicken.com. You can also upload your work to a site and have us download it from there, or you can burn your files onto a CD and mail it to:

tastes like chicken / advertising
2571A North Bartlett Avenue
Milwaukee, Wisconsin 53211

DO NOT SEND ZIP DISKS OR FLOPPY DISKS. CDs ONLY, PLEASE. MATERIALS WILL NOT BE RETURNED, SO PLEASE DO NOT SEND ANYTHING YOU WANT BACK.



ADVERTISING INFORMATION - 5/7
PRINT SPECIFICATIONS
ads@tlchicken.com

2571 A n. bartlett avenue
milwaukee, wi 53211
t/f: 414.906.9866
www.tlchicken.com

MULTIPLE PRINT AD PRICES [PER AD]

| | x1 | x3 [10% DISCOUNT] | x6 [15% DISCOUNT] | |
|---------------------------|-----------|-----------------------------|-----------------------------|--------------------------|
| FULL | 900 | 810 | 765 | BLACK & WHITE |
| HALF | 500 | 450 | 425 | |
| QUARTER | 300 | 270 | 255 | |
| EIGHTH | 200 | 180 | 170 | |
| TWO-PAGE | 1500 | 1350 | 1275 | FULL-COLOR (CMYK) |
| BACK COVER | 1750 | 1575 | 1487.50 | |
| INSIDE BACK COVER | 1500 | 1350 | 1275 | |
| INSIDE FRONT COVER | 1200 | 1080 | 1020 | |

- Prices reflect a single run of one ad in one issue.
- Prices available in one, three, and six issue deals. If you're interested in more than six advertisements, prices are available upon request. Email inquiries to ads@tlchicken.com for price quote.
- Ads may be purchased in bulk and used within the same issue.
- Ads may not be divided into various smaller ads. (EXAMPLE: A full-page ad may not be broken into two half-page ads and separated within the issue.)

SOMEONE?



**ADVERTISING INFORMATION - 6/7
MULTI-RUN RATES**
ads@tlchicken.com

2571 A n. bartlett avenue
milwaukee, wi 53211
t/f: 414.906.9866
www.tlchicken.com

TLCHICKEN.COM AD BANNER SPECS & PRICES

VERTICAL SPACE
 60 pixels x 120 pixels - \$100
 120 pixels x 120 pixels - \$150

HORIZONTAL SPACE
 60 pixels x 120 pixels - \$150
 60 pixels x 460 pixels - \$250

PREMIUM SPACE (VERTICAL)
 450 pixels x 150 pixels - \$400

- Prices reflect a one week run of ad in rotation in space purchased.
- We can accept files in the following formats: JPG, GIF, or SWF (Flash).
- All ads should be 72dpi, and at 100%.
- Ads can be submitted by emailing them to ads@tlchicken.com. You can also upload your work to a site and have us download it from there.



the fourth circle win free shit quote of the month do dogs have lips?

FEBRUARY 2004 INTERVIEWS:
 DESIGNER
DAVID CARSON
 AUTHOR/ILLUSTRATOR
GRAHAM ROUMIEU
 EVERYDAY PEOPLE
 OUR MAILMAN (seriously)

marlacampbell.com

\$PONSORS (Yeah, we're whores.)

HORIZONTAL 60 x 120 **HORIZONTAL 60 x 460**

current issue
 archive
 the history
 postboard
 who tlc?
 merchandise
 downloads
 staff
 links
 advertise
 contact
 home

JUMP DIRECTLY TO OUR NEWEST INTERVIEWS:
[Gottfried Helwein](#) [Chas Ray Krider](#) [Diverse](#) [Phantom Planet](#)

Launch **tlc LIVE!**
 Flash MP3 Player

PLEASE VISIT OUR SPONSOR

HEAVEN, LLC ORDER NOW!
 Wayne's Word
 2004-01-09 22:18:52

CHECK OUT DAVE CROSLAND AND WAYNE'S INTERVIEW WITH FANBOY RADIO!

Song to rock out to on Saturday, January 10, 2004: "Power Of The Gospel" by Ben Harper. Download this song at [Kazaa](#) or [Limewire](#).

Last chance, [Heaven, LLC](#). Today is the last day left to order. Please call your local comic shop or bookstore and make sure they're ordering copies. The full info is below.

I'll owe you one. For real.
 Much love, ya'll.

PREMIUM 450 x 150

AUDIO & VIDEO EXCLUSIVES! READ PAST INTERVIEWS!

RANDOM STORY BOX
[DEPECHE MODE: EXCITER](#)

TOP 20 MOST READ STORIES

1. SHIA LaBOEUF
2. THE BROTHERS CHAPS
3. QUEENSRÛYCHE'S GEOFF TATE
4. WEB EXCLUSIVE: STEPHEN LYNCH
5. WFR EXCLUSIVE: ROB ASTON

TLC Poll Results
 These Pretzels Are:
 55.6% Making Me Thirsty
 22.2% Salty

VERTICAL 120 x 120

VERTICAL 60 x 120

JANUARY 2004 ISSUE NOW ONLINE!
 Over 1,900 Articles Archived!

VISIT OUR SPONSORS

ADVERTISING INFORMATION - 7/7
WEB AD SIZES AND RATES
ads@tlchicken.com

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 milwaukee, wi 53211
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www.tlchicken.com