



## **2010 Advertising Rates**

ALIVE magazine is a publication for emerging and current entrepreneurial women of color. This magazine will motivate, inspire, and encourage women to bring her dream to life. The mission of this publication is to nourish women's dreams through access to resources, networking, development opportunities and avenues for advertising her business.

ALIVE magazine targets entrepreneurs and professional women of various ethnic backgrounds between the ages of 18 and 45 around the globe. ALIVE magazine is the first publication targeted at providing resources and exposure to women of color.

Online advertising is both effective and affordable. Online advertising provides businesses with a mode of advertising everyday of the week, maximizing your time. No more grass roots marketing with flyers, cold calling, direct mailing or other advertisement mediums.

Advertisers can have peace of mind knowing that their products and/or services will gain the proper exposure, providing detailed information about their businesses and events, while connecting with the urban community.

### **HOW WE CAN HELP YOUR BUSINESS**

Reach a diverse audience, increasing potential customer base  
Gain exposure to the BUYING POWER  
Lower advertising costs with 24/7 online exposure  
Brand Management  
Marketing Collateral  
Ad Design

### **Monthly Digital Issue Advertising Rates**

<b>Advertisement Size</b>	<b>Rate</b>
Full Page	\$600
Half Page	\$350
Quarter Page	\$275
Banner Placement	\$100

  

<b>Preferred Placement</b>	<b>Rate</b>
Inside Front	\$1,000
Inside Back	\$1,000
Back	\$1,500



### Quarterly Print Issue Advertising Rates

<b>Advertisement Size</b>	<b>Rate</b>
Full Page	\$1,500
Half Page	\$750
Quarter Page	\$500
Banner Placement	\$250

  

<b>Preferred Placement</b>	<b>Rate</b>
Inside Front	\$4,000
Inside Back	\$3,500
Back	\$5,000

### Monthly Online Advertising Rates

<b>Advertisement Size</b>	<b>Rate</b>
Banner Placement	\$175
Logo Placement	\$150



## **OUR AUDIENCE**

### **By Gender**

Male	35%
Female	65%

### **By Age**

18 – 24	12%
25 – 34	21%
35 – 44	28%
45 – 54	23%
55+	16%

### **By Education Level**

High School	5%
College	70%
Post Graduate	25%

### **By Household Income**

\$25,000 – \$35,000	7%
\$36,000 – \$45,000	13%
\$46,000 – \$59,000	30%
\$60,000 – \$74,000	40%
\$75,000+	10%



**Full Page**



**½ Page**



**¼ Page**



## **MECHANICAL REQUIREMENTS**

**Publication Size:** 11" x 8.5" **Please note** illustrations above and type should be kept 1/4" from the trim and gutter to avoid problems with visibility or trimming.

**Alignment:** Perfect alignment of type or design across the gutter of two facing pages can not be guaranteed.

**Resolution:** Minimum 300dpi.

**Insert:** A mock sample must be sent to the ALIVE Magazine Production Director at the email address below for bindary approval, prior to the insert being printed. Please be sure all files, Hi Resolution Images, fonts, EPS images, etc are included in the electronic mail message.

**Printing Method:** Offset, 4-color Process.

**Proof Required:** We strongly recommend that a proof be submitted with any digital file. If you elect not to provide one of the above, ALIVE is not responsible for color inaccuracies or text and image discrepancies.

**Acceptable Formats:** High-Res Adobe PDF (With Bleed), Photoshop EPS, TIFF, or JPG files (NOTE: Files must be CMYK).

Digitized advertisements must be approved and reviewed by Alive Magazine. Payment must be received prior to edition print and distribution. Documents must be sent via electronic mail to [advertising@alivemagonline.com](mailto:advertising@alivemagonline.com). Ads prepared by ALIVE Magazine and billed to the advertiser becomes the property of the advertiser.

**ALIVE Magazine is published 12 times per year. Special issues are produced throughout the year.  
Rates are subject to change.**



**Digital Advertising Contract**

THIS AGREEMENT is made this \_\_\_ day of \_\_\_\_\_, 20\_\_\_ between ALIVE Magazine (herein the "SELLER") and \_\_\_\_\_ (herein in "BUYER"). The SELLER agrees to provide digital advertising services to the BUYER as selected below.

BUYERS selecting an annual digital contract will receive a savings of 10%.

BUYERS selecting a semi-annual digital contract will receive a savings of 5%.

- |   |   |
|---|---|
| <input type="checkbox"/> Annual Contract    | <input type="checkbox"/> Semi-annual Contract |
| <input type="checkbox"/> Quarterly Contract | <input type="checkbox"/> Monthly Contract     |

Ad Size	Annual Contract	Semi Annual Contract	Quarterly Contract	Monthly Contract
Full Page	\$6,480	\$3,420	\$1800	\$600
Half Page	3,780	1,995	1050	350
Quarter Page	2,970	1,567.50	825	275
Banner Placement	1,080	570	300	100
Inside Front	10,800	5,700	3,000	1,000
Inside Back	10,800	5,700	3,000	1,000
Back	16,200	8,550	4,500	1,500

To be eligible for the savings, BUYER must pay a minimum of **1/3** of the contract price upon signing the agreement. Payments are accepted via pay pal. Once a signed contract and payment are received, BUYER will receive a receipt of payment.

\_\_\_\_\_  
BUYER Organization

\_\_\_\_\_  
BUYER Name

\_\_\_\_\_  
BUYER Signature

\_\_\_\_\_  
ALIVE Magazine Signature