

The Light

MAGAZINE
MEDIA KIT
2008

This quarterly magazine
is dedicated to illuminating
the Central Virginia
African-American
Community.

The Light MAGAZINE

The Light MAGAZINE is dedicated to illuminating the accomplishments of the Central Virginia African-American community and telling stories that affect the population. With an initial circulation of 3,000 this magazine is expected to reach over 10,000 community members concerned with issues of importance to the African-American community. We expect to reach a concerned and connected target audience, addressing topics such as:

Beauty

Career

Cuisine

Education

Entertainment

Faith

Family

Fashion

Finances

Fitness

Health

Life Matters

Literary Works

Local History

Relationships

Sports

Technology

The MarketPlace

Why advertise in a magazine?

Magazines are engaging, with readers demonstrating lowest level of multi-tasking when compared with other media.

Magazines are highly portable and are chosen as a consumer's uninterrupted personal time out.

Magazine advertising garners the most consumer trust and belief over other mediums.

Magazine ads last; customers refer to magazines multiple times before discarding or giving away.

Magazines provide rich experiences to readers in meaningful ways.

Magazine ad content makes people react--and connect with advertisers' brands.

Source: The Magazine Handbook 2006/07

Why advertise in The Light?

The Light is the only magazine in Central Virginia targeted to African-American readership.

The Light is a high-quality magazine with growing readership.

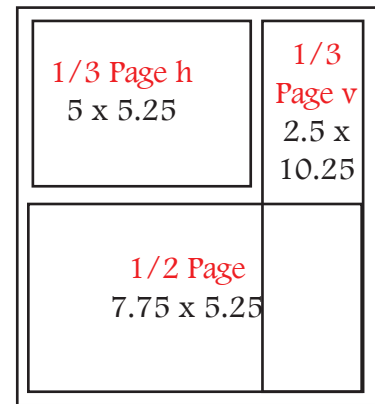
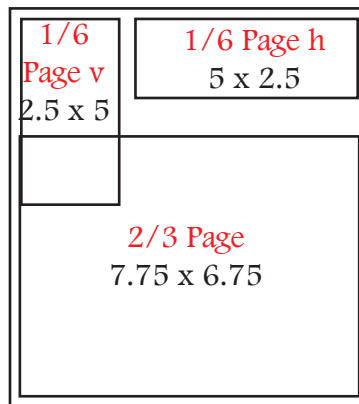
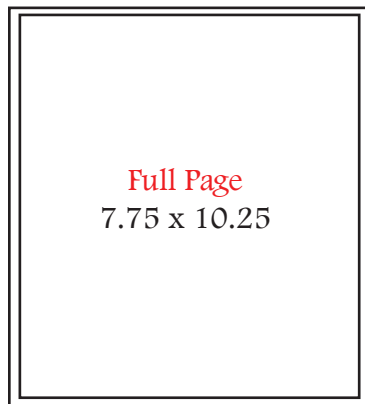
The Light is published quarterly and will have a three month shelf life at minimum.

African-Americans are more likely to patronize a product or service if they believe it is marketed directly to them.

African-Americans have a lot of purchasing power.

ADVERTISING RATES 2008

	1x	4x		1x	4x
Full Page	\$ 820	\$ 656	Back Cover	\$1,045	\$ 836
2/3 Page	\$ 650	\$ 520	Inside Front Cover	\$ 985	\$ 788
1/2 Page	\$ 460	\$ 368	Inside Back Cover	\$ 935	\$ 748
1/3 Page	\$ 345	\$ 276	2-Page Spread	\$1,375	\$1,100
1/6 Page	\$ 215	\$ 172			



ADVERTISING INFORMATION

FILE FORMATS ACCEPTED

All ads must be submitted at 300 dpi (pdf, eps, or tif with embedded fonts) via email to ads@thelightmag.net with a proof faxed to 434.326.5653 or via postal mail on non-returnable cd with paper proof to: The Light MAGAZINE PO Box 236 Charlottesville, VA 22902. Emailed files cannot exceed 10MB. If necessary, compress files into a single compressed, self-extracting file.

Publication size is 8.5 x 11. Full-page bleed ads need an additional 1/8" with 1/2" non-content border.

EDITORIAL CALENDAR

Issue	Covers	Hits Newsstands*
Spring 2008	April, May, June	March 22
Summer 2008	July, August, September	June 22
Fall 2008	October, November, December	September 22
Winter 2009	January, February, March	December 22

* Hits Newsstands on or about the 22nd of the month noted.

See back for more information on the editorial content.

DEADLINES

Space reservations are due on the 25th of the second month prior to distribution month along with a 20% non-refundable deposit. Ad materials and balance payment are due on the 5th of the month prior to the distribution month.

ADVERTISING TERMS & CONDITIONS

The following are certain general terms and conditions governing advertising published in The Light MAGAZINE, hereafter referred to as “The Magazine”, published by adnohr associates, LLC, hereafter referred to as “The Publisher”:

1. The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency. In the event of errors or omissions caused by The Publisher, responsibility shall not extend beyond the cost of the advertisement.
2. A non-refundable deposit of 20% is required with space reservations and will be applied towards the final bill. The balance remaining will be due with the advertising on the deadline date. Returned checks are subject to a \$30 service charge. Cancellations made no less than 10 days prior to an ad deadline may request the non-refundable 20% deposit be applied toward a future ad. Cancellations or no-shows after the ad deadline will be responsible for 100% of ad price and billed accordingly. Rates are not commissionable. Agency commission must be added to these rates.
3. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of The Magazine because of accidents, fires, acts of God, or any other circumstances not within the control of The Publisher. In such event, the advertiser will be refunded 100% of all monies received for advertising placement.
4. All advertisements are accepted and published in The Magazine upon representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof and that such publication will not violate any law or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend, and hold The Publisher harmless from and against any and all losses and expenses (including and without limitation, attorney’s fees) arising out of the publication of such advertisements in The Magazine, including, without limitation, those arising from claims or suits for defamation, copyright, or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any and all similar claims now known or hereafter devised or created.
5. The Publisher reserves the right to reject or cancel any advertising for any reason at any time.
6. All advertising placed without a signed advertising contract is subject to current rates at time of production.
7. Advertisements must be run within 18 months of contract date to earn frequency discount. Advertisers not meeting this requirement will be converted to an open rate contract and billed for the outstanding balance.

2008 Editorial Content Calendar

Issue	Cover Story
Spring 2008	Uncovering of Hope (What This Presidential Election Signifies)
Summer 2008	The Great Divide (Can We Bridge the Gap Between Youth and Experience?)
Fall 2008	The Young Illuminators (A Highlight of African-American Community Young Leaders)
Winter 2009	Black Greek-Lettered Organizations(A Look at History, Tradition, and Modern Day Service)

Note: This content may change at the discretion of the editor.

For more information, please contact us at:

The Light MAGAZINE

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www.thelightmag.net

The Light MAGAZINE is published by adnohr associates, LLC, a SWAM-registered marketing and communications firm based in Charlottesville, VA.