

SIouxLAND ADVOCATE

MAGAZINE

MEDIA KIT 2017-2018



At Siouxland Magazine, we understand there are numerous important causes in our community to support. We try to highlight as many as we can throughout the year, but we know that sometimes we may leave you out, because of the timing of our publication or we simply were unaware of the great things you are doing!

Siouxland needs a publication dedicated to our fantastic non-profits in the area. It will be a guide for our businesses and community members as they make decisions regarding their charitable giving for the year. We know the community well, we have supported many of your causes in prior years and understand the need for more knowledge about your work. Plus, we do great work, so you know this will be a quality publication. If you are not aware of our publications, please visit our archived issues on our website.

Why Should You Advertise In Siouxland Advocate?

Top of mind marketing is key for your organizations. If businesses do not see what you do or know about you, you may not make it into their list for sponsorships and/or charitable giving for the year.

Also, community members who would like to volunteer may not know what your needs are, and here is the perfect place to tell them what you need and who to contact!

Finally, if you showcase your events for the year in our publication, you will get more attendance.

Where Will Siouxland Advocate Be Distributed?

It will be mailed out to all Chamber members, as well as passed out at larger events in the area and set at high traffic areas in the community. It will also be online at www.siouxlandmagazine.com.

This will be a free publication.

What Is The Cost To Advertise?

\$300: You receive a full page to showcase your organization. You can put in an ad (half or quarter page) and an article. You can put in an ad or article only. You could put in a Call to Action and ask people for specific help with contact information. Perhaps you are looking for members to join your organization, here is the place to ask!

\$600: You will get the front cover and the inside feature. **First come, first serve.** Our team will work with you on this option.

\$500: You will get the back cover and an inside ad or article. **First come, first serve.**

Ad Size Specs:

- 1/4 Page (V)**3.75" x 4.875"
- 1/2 Page (H)**7.5" x 4.875"
- 1/2 Page (V)** 3.75" x 10"
- Full Page/Covers** 7.5" x 10" 8.5" x 11" ...8.75" x 11.25"
(Non-Bleed) (Trim Size) (Bleed Size)

Need Design Help?

For only \$70, we can help you design a professional page for your organization.

Deadlines

Deadline to Commit..... November 17
Deadline for Copy November 30

Publish Date: December 2017

Ready To Commit?

Fill out the form to the right and send it to us!

Yes! I Want To Commit And Be A Part Of Siouxland ADVOCATE.

Printed Name: _____

Signature: _____

Organization: _____

Billing Address: _____

Please Indicate One The Following:

We will supply a full page ad (\$300): _____

We will supply a half or quarter (\$300): _____

page ad, paired with an article

We will only supply an article (\$300): _____

about our organization

We want the cover and the (\$600): _____

feature article or full page ad

We want the back cover and an (\$500): _____

inside ad or article

Need Design Help?

___ **Yes.** We need design help with our ad for an additional \$70. (Our designer will contact you!)

Contact info - Phone: _____

- Email: _____

Total Cost: _____

Please email this form back to Susan by November 17, 2017.

We look forward to working with and advocating for you!