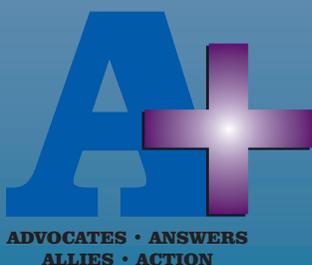


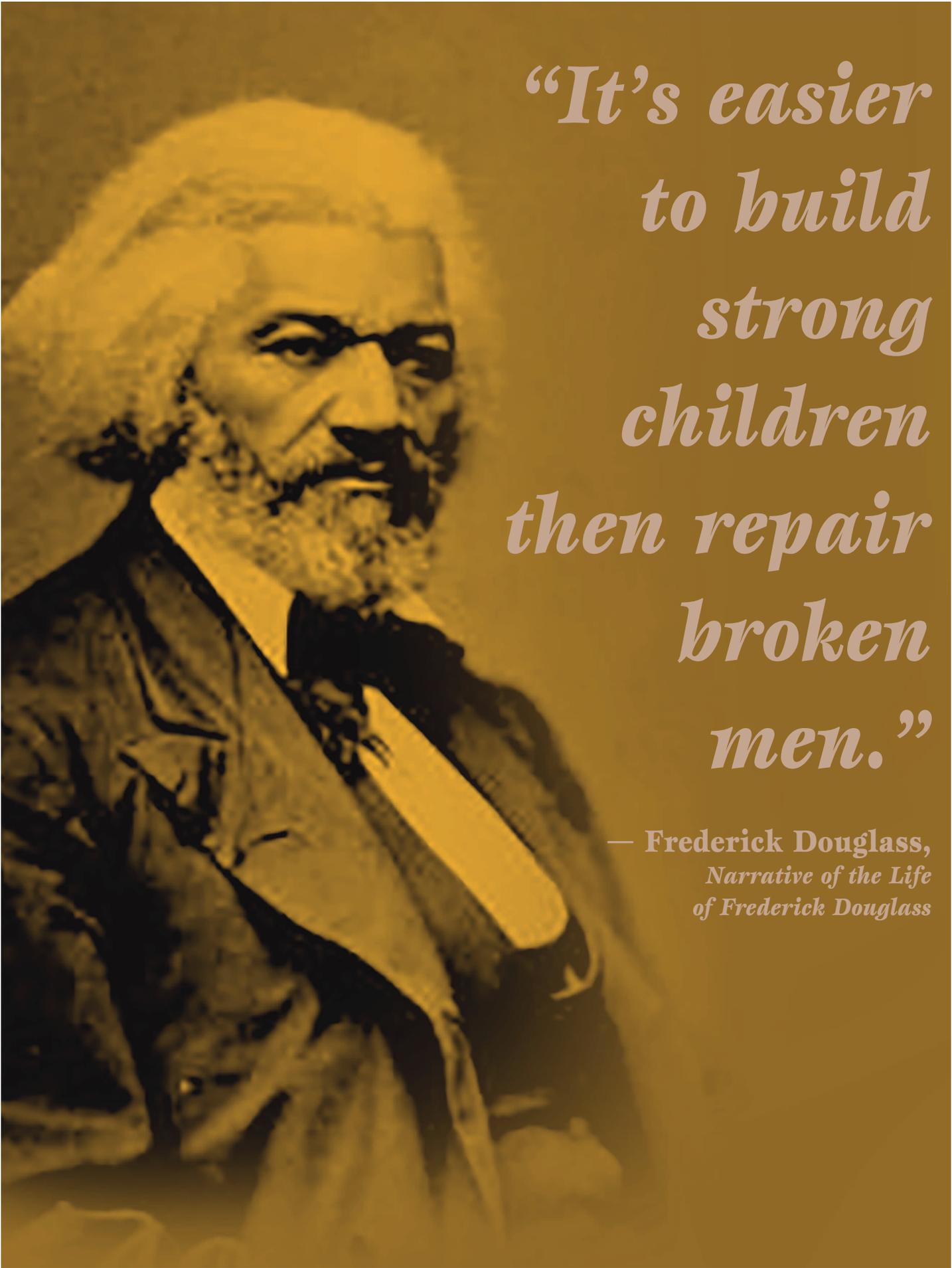
Mother Wit Foundation . . .



Preparing Students For Success

An action plan to support, guide, and advance the achievement of students, families, and communities and to ensure college readiness.





*“It’s easier
to build
strong
children
then repair
broken
men.”*

— Frederick Douglass,
*Narrative of the Life
of Frederick Douglass*



STRATEGIC AREA #1

RIGOR, RELATIONSHIP & COLLEGE READINESS

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STRATEGIC AREA #2

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Strategic Area 1

Rigor, Relationship & College Readiness

CAUSE:

African American students and students of color traditionally do not achieve high test results from traditional classroom assessments. To compound the problem, a large majority of our students lack prerequisite skills which would afford them access to the new academic information. Teachers often don't recognize this trend and lack relationship-building skills and cultural competency to "bridge this gap." So, summer school can be used for remediation or for preparation. The choice is still ours!

EFFECT:

African American students and students of color fall further behind their counterpart classmates. Credit deficiency, dropping out of high school, unemployment, and encounters with the criminal justice system and social services are traps that snare our unsuspecting and ill-prepared youth.

SOLUTION:

Rigor, Relationship, & College Readiness. African American students and students of color need to be prepared (trained) how to understand and engage in rigorous instruction. Teachers also need to provide opportunities for students to participate in their own learning by way of meaningful instruction that consists of culturally relevant examples and academic scaffolds and differentiation of instruction throughout the lesson. Teachers can also implement relationship-building practices that will strengthen their rapport with their student. College readiness skills like Cornell Notes and higher level questioning strategies like Reciprocal Teaching and Bloom's or Costa's should not be just for college-PREP or AV.I.D. courses. A school-wide approach for implementing Strategy #1 will ensure every student is included and involved in their own education.

SERVICES

MotherWit offers professional development in the areas of implementing rigor and tools for academic success, building meaningful relationships with students of color, and college readiness support.

Experiencing the possibilities . . .

2016

Two school districts in Stockton, CA partner to find a common and essential ground in preparing their students for college. **THEIR MESSAGE TO STUDENTS; U-CAN go to college**



Road Trip from Stockton, CA to Historical Black College & University



LHS students enjoy the historic event



Lincoln High School students celebrate being accepted into Wiley College!



Stagg High School staff and parents take a moment to fellowship.



Stagg High Students enjoy the historic event.



Ailiyyah Robertson is a student at Lincoln High School in Stockton, CA. Ailiyyah attend the B.I.G. conference with her peers and competed against schools from Sacramento City Unified and Elk Grove Unified School District in Sacramento. Ailiyyah won the oratorical speech contest and was awarded \$250. for being the 1st place winner. She is also a student-athlete (Track & Field) and has a strong G.P.A

LHS teacher, administrator, and U-CAN founder





Strategic Area 2

PICK-Parents, Involved Community & Kindred Relationships



CAUSE:

African American history runs deep in the fabric of our roots and the rich legacy of royal monarchs to black inventors has been the backbone of our families. A huge shift in the familial structure over the past few decades has resulted in a decline in the stability of our family units. Single-parent households, the increase in grandparents and care givers as the primary (or in many cases, the sole custodian) has impacted African American students.

EFFECT:

As afore-mentioned, not only do African American students and students of color fall further behind their counterpart classmates, those single-parents, guardians, or custodians are left without culturally sustainable and viable resources. Families of color are left to struggle because outreach efforts are not culturally inclusive and do not take into account the cultural challenges and obstacles of those families.

SOLUTION:

Build and sustain a partnership with the school district and other social service and community entities in order to offer a cultural broker hub. Language barriers are often associated as being a factor in supporting families of color. Cultural competency within the African American community is the “game-changer” that will re-vitalize families of color because resources and services will be provided through a cultural lens and perspective.

SERVICES

MotherWit offers professional development in the areas of implementing a cultural broker hub. Whether the parents are single, grandparents, guardians, etc., they can receive support and resources they can use to implement meaningful tools and strategies for their students. In some cases, parent cohorts can receive a parent coach to provide on-going support and encouragement.

I Rise . . . to See the Good Again

By Pati Navalta Poblete



Above-Patti & Robby celebrating a special occasion.

Patti holding her baby son, Robby



September 21, 2014, was both the happiest and most traumatic day of my life. I began the day thanking God -- and ended it with questioning if he even existed. I went from being grateful for everything I had to being left in utter shock over everything that had been taken away. Because on September 21, 2014, I woke up with a son, daughter and a fiancé. I spent the morning looking at possible wedding sites in the Wine Country, envisioning our friends and family surrounding us on the manicured lawn shaded by olive trees, lined by rows of grapevines, climbing and twirling their way toward the sun. It was a morning filled with promise -- of a new life, a bri

But that all ended at 5:20 pm when my son was shot and killed in

*A mothers
promise . . .
I will not let
my son die
in vain.*

broad daylight. I felt my heart, my soul, and my mind die along with my only son. I fell to my knees at the crime scene, roaring like a wounded animal seeking her cub, and begging God to give him back. Please, just give him back. But it was too late. I would

never again feel the pure joy, the pure peace I felt that morning -- and I know that no matter how much time passes, that feeling will never return. Because I am forever changed. I know that bad things can happen to good people. I know that at any time, anything can happen. I know that faith, and community and hope and life are fragile and fleeting.

And for two and half years after my son's brutal killing, I could not speak of God. I could not go to a grocery store, a park, a social gathering without feeling anxiety burn through my body like a wildfire. I could not look people in the eyes because I felt unworthy. I had failed my son. I had failed to keep him safe. To keep him alive. I could not watch television or go to the movies because every scene

Insights & Inspiration From Our Readers

Mother's Making A Difference highlights the everyday lives of extraordinary mothers demonstrating unwavering commitment and compassion in their homes and communities or dedicating their lives to turning tragedy into triumphs.

between a mother and her son every death, every unexpected shooting was enough to have me shaking and in tears for the rest of the day.

This was my life now.

His name was Robby, and he was only 23 years old. Left on his bed was a suit he was preparing for a job interview. Instead, it was the suit he was buried in. I spent countless hours, days, months, wondering if the people who took my son's life ever stopped to think about who he was, what life he led, what loved ones he would leave behind. And if they did, would they have chosen to take his life so easily. Four men were arrested, nearly two years after Robby was killed. They sit in jail waiting for a jury trial. Waiting to know their fate and their sentence if they are found guilty. But Robby's fate was decided for him. And what about our family? We have all been given a life sentence without any possibility of parole. The only difference is we're not behind bars. We are left out in the world, dealing with our own crises of faith, loss of community. Our own shattered existence. Our nightmares and our panic attacks and our feelings of utter abandonment. How could God let this happen if he loves us?

But I still had a daughter, and for her, I had to find a new way to breathe. So for two and half years after Robby's death . . .



Marcus & Shyra Murrey:

"My MotherWit is woven into the fabric of who God created me to be. As I grow, it grows. As I mature, it becomes more refined. My MotherWit is God's gift of love at work through me to nurture and respond to the needs of my children and family."

Pam Kalvin

"What a wonderful magazine! My boss recently handed me an issue of your magazine, MotherWit and what a pleasure it was to read the articles. I could not put the magazine down.

I especially enjoyed the articles in the columns: Every Penny Counts, Is there a Teacher in the House and Growing Up. I thought all the articles were very informative.

Also, I wanted to say that while I understand that the magazine's target audience is readers of color, the content of MotherWit is beneficial to people of all cultural backgrounds."



Toni Colley-Perry:

As the new director of St. Paul's Family Life Center, Mother-Wit Magazine has been a long awaited treasure to the Sacramento Community.

The launching of the magazine's website opens the door to yet another opportunity to give the Sacramento African American Community another perspective of our future legacy and our past history.

Kenny & Ricketa Bluford:

As a teacher, I believe Motherwit to be sensible wisdom that is an innate God-given gift. It is something that is unlearned yet refined through life's obstacles. Motherwit is tightly woven through the many personal stories and anecdotes within this publication.



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Strategic Area

Teacher & Stakeholder Professional Development

CAUSE:

The Achievement Gap. Students of color have lagged behind their counterparts for decades. The new Common Core standards have more rigor and our students are at-risk of falling further behind.

EFFECT:

Poor test results. The lack of socio-emotional intelligence training and support and lack of the implementation of cultural best practices, especially from young and inexperienced teachers directly effect their instructional delivery and student achievement.

SOLUTION:

Cultural Broker Instructional Coaches will provide training to teacher cohorts and schools in order to “bridge” the achievement gap between the instructional delivery of young and inexperienced teachers and learning styles of students of color. Teachers implement strategies they learned in the credentialing program and those practices usually carry over to the classroom.

Teachers will also receive specialized development beyond the credentialing program via professional coaching for their real-life students who are diverse and hungry to learn.

SERVICES

An instructional coach will observe classroom lessons and routines and provide coaching and feed back. Demonstration lessons, co-teaching, and debriefing sessions will impact the way teachers provide instruction to students of color. Teachers, administrators, students, and parents will have the opportunity to provide feedback and evaluations of the training.



Pursuing Excellence in Family Living

MotherWit Magazine is designed and written to represent & highlight the everyday family that live extra ordinary lives.*

MotherWit Magazine provides information that assists families in becoming self advocates and self sufficient.*

Our Definition of MotherWit — “MotherWit” is simply a combination of “seasoned wisdom steeped in common sense intelligence.”™

Restoring Family Heritage — One story at a Time

To develop and restore strong families through real world editorial that speaks directly to their needs. To provide a publication that encourages families to utilize practical principals from generations of old to raise their children and assist them in becoming successful adults that will contribute responsibly to their families, schools, neighborhoods, communities and society.

Who Is MotherWit Magazine

MotherWit Magazine is a Multicultural Family & Parenting publication that depicts everyday practical family living. MotherWit Magazine speaks to families from a common ground perspective without the glitz and glamour. MotherWit Magazine provides families a quality publication that regularly addresses issues rarely discussed at length in family/parenting publications. MotherWit Magazine’s editorial is written by people that lead by example in their personal lives, in the home, in their relationships, or in their pursuit and acquisition of academic or professional success. Therefore, MotherWit Magazine has a broad appeal and is poised to be a national publication.

Why We Exist

MotherWit Magazine’s aim is to move beyond society’s prescriptions on how “family life” should be worked out and looks to the past for those tried and true values of old to rebuild our families. We believe that, “people are the product”, and therefore our publication is a reflection of that philosophy. MotherWit Magazine’s editorial is not guided by what is popular or what sells, but is guided by the concerns and familial needs of today’s family. MotherWit Magazine endeavors to provide families and all individuals a quality journal that will discuss and explore the potpourri of events, values, problems, progresses, contradictions and legacies that array the ethnic and African American family.

Concept & Market Niche

MotherWit Magazine will satisfy market demand for a more ethnic, inspirational and familial-based magazine nationally. MotherWit Magazine is a publication that uniquely satisfies our customers needs and identifies their values. Since 2000, the Magazine Industry has been experiencing an increase in growth especially for ethnic and African American publications. More than ninety (90%) of these magazines are celebrity magazines or geared toward the music industry, business/entrepreneurial, and fashion arenas.

MotherWit’s Editorial Goal

MotherWit Magazine carries highly informative, thought provoking and authoritative articles covering such subjects as: words of wisdom on building strong families; health and food information to prevent the major diseases that plague the African American community; articles and information for grandparents given the responsibility of rearing their grandchildren; profiling ethnic/African American family; parenting tools; making strides within education; and financial education. Also, MotherWit will provide articles on wonderful buying/or purchasing experiences by our readership to encourage and inform the marketplace that though the customer may not always be right, “there is always a right way to treat the customer.”

Circulation

MotherWit will be published six times a year. Currently, MotherWit Magazine is reaching the greater Sacramento area, and plans to reach into all eleven of Sacramento’s surrounding counties. We currently have readers throughout California: San Diego, Oakland, Isleton, Roseville, Rio Linda, Elk Grove, Stockton, Antioch, Fresno, Bakersfield, and LA county.

Target Market:

Target Market: Survey were sent to our current readership to obtain a better understanding of MotherWit's target market and to ensure the magazine content was geared towards the correct audience. The analysis of the survey data is list below.

- 25% of our readers are between the age of 25 and 34
- 24% are between the age of 35 and 44
- 27% have attended some college
- 27% have graduated from college and/or attended Graduate School
- 83% are female
- 17% are men
- 33% have a household of 3-4 people
- 49% are married
- 45% are professionals
- 53% are home owners

Our readership is diverse because we focus on the entire family. Our readers include: middle class, upper middle class, educated females and males, home owners, renters, single parents, married couples, grandparents, and young people who are about to start a family. A large number of our senior readers are either raising their grandchildren or have significant responsibility for rearing their grandchildren. The magazine content and advertising space focuses on issues that are of interest to our readers. In addition, partnerships established with organization, institutions of learning and businesses further the same interests of the MotherWit organization and its investors/sponsors.

By surveying our readers, we find that they read each publication through cover-to cover, and pass it onto others in their circle of friends and family. They are willing and eager to read about the specific issues that concern ethnic families. They are also willing to learn new ways to approach old problems, from finance and child rearing, to health and beauty issues. We receive a variety of positive responses to our content and its value.

In The News

Television Interviews:

- Ch. 3 Common Ground Program
- Ch. 13 Live morning show with Dewey Hopper
- Ch. 17 Parenthaven, Sacramento School District Program

Sacramento Bee newspaper article

Our Readers Response

“. . . people grow older but wisdom never fades, thanks to *MotherWit Magazine* I can share this wisdom with my grandchild.”

(Grandparent as primary caregiver)

“*MotherWit* is homey and meaningful, I'm going to buy my daughters and girlfriends subscriptions.”

(State worker in mid-fourties)

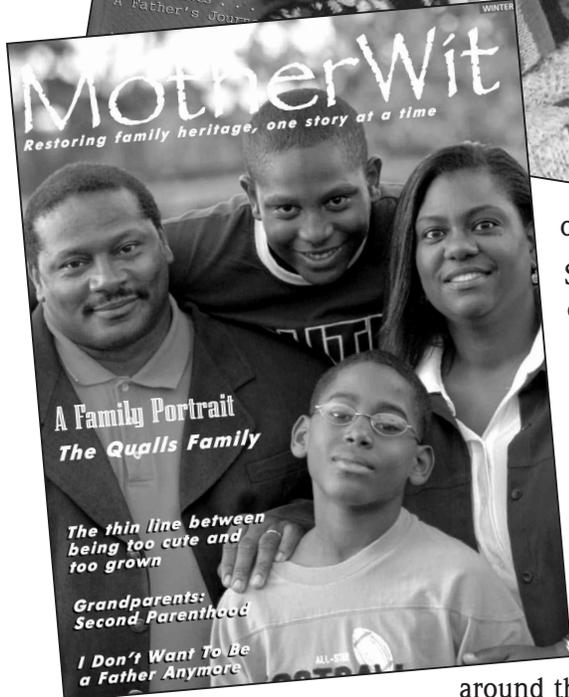
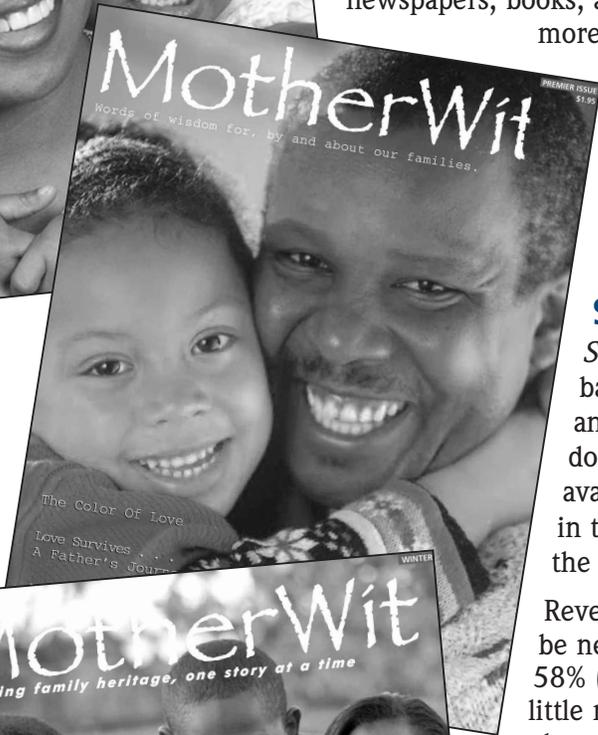
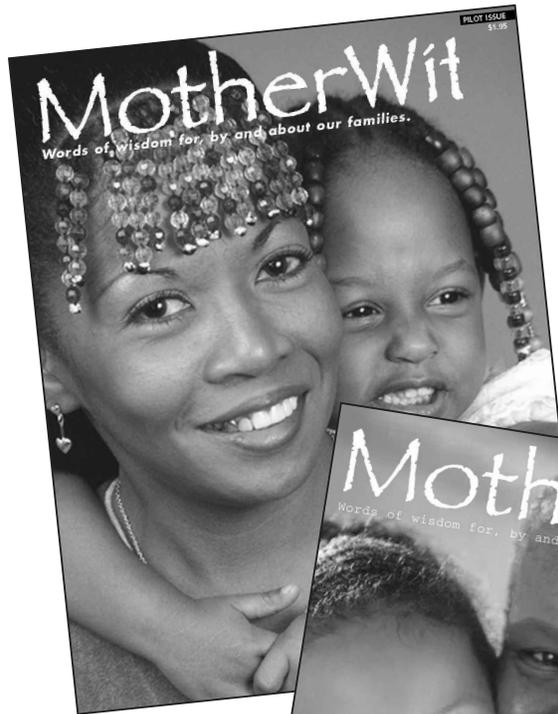
“The information in this Magazine is not just for African Americans, everyone can use the wisdom within *MotherWit Magazine*.”

(Caucasian woman from Antelope Valley age 35)

“*MotherWit* is a great source of wisdom! Even for my age, it is also written with a professional but down to earth feel to It.”

(this reader is under the age of 18)

Competitive Assessment . . .



Knowing the competition is an important component of any successful business venture. It is simply not enough to have the best product, only to be overtaken by the competition that has a lower production costs or more visible promotional efforts. It is important to stay abreast of what your competition and is currently doing, as well as what direction they may plan to take in the future.

MotherWit Magazine is a niche product with little direct stylistic competition, it is in essence struggling to obtain a portion of the limited free time that people spend reading. Therefore, on a grand scale, *MotherWit Magazine* is competing with all current print media including newspapers, books, and other publications. However, to make this analysis more realistic, we have chosen to focus on the three family magazines that represents the spectrum of magazines that are in the most direct competition for readers with *MotherWit Magazine*; *Sacramento Parent Magazine*; *Black Family Digest*, and *Grand Magazine*. We have given some insight into these competitors in the following sections.

Sacramento Parent Magazine

Sacramento Parent Magazine is a monthly Sacramento-based magazine that deals with the day to day issues and topics that surface within families, as *MotherWit* does, but not in the same depth. It's a free publication available at every WalMart, library, and BelAir market in the Sacramento area. This Magazine relies solely on the sales of advertising space as the source of revenue.

Revenue for the most recent issue are estimated to be near \$100,000. However, magazine dedicates nearly 58% (about 41 pages) of it 70 pages to advertisers, leaving little room for publishing articles, commentaries, etc. The advertisers within this magazine represent wide range of businesses, from dentists to theme parks.

Sacramento Parent Magazine's primary market appears to be college educated females with children and at least a moderate family income (estimated to be about \$60,000-\$80,000). Judging by its covers, Sacramento Parent Magazine attempts to avoid any ethnic classifications. *MotherWit Magazine* may have the opportunity to take advantage of Sacramento Parent Magazine's "vanilla" image with our focus on the ethnic family.

We feel that this magazine is the closest competitor for *MotherWit Magazine*. However, it has the advantage of an established reputation among its advertisers and has been viewed as being a dependable magazine for the past 15 years. It currently distributes 50,000 copies monthly in and around the Sacramento area and offers a user-friendly website for all to read. Advertisers are offering exposure in both print and electronic forms.



Family Digest (also called Black Family Digest)

Family Digest is a magazine that appears to focus on the current situations of African-American families rather than the traditions of the families. This magazine uses celebrities on its covers and any of the articles to make its statements. Additionally, the magazine has branched out into a television show hosted by Darryl Mobley.

Family Digest magazine appears to target affluent African-American women between the ages of 21 and 35 with families (both with and without children). To attract this audience, the Magazine relies heavily on its website.

While the specifics of its circulation, advertising rates, and hardcopy prices have been difficult to acquire, this magazine represents a minor challenge to *MotherWit Magazine* due to its strict focus on the African-American female.

Grand Magazine

Grand Magazine is a bimonthly magazine designed for grandparents and emphasizes issues such as reserving, or restoring, family values and connections between the generations. A subscription to grand Magazine is nine dollars for six issues with a single copy rate of \$3.95 at stores and \$6.95 online with a multiunit discount.

Revenues from advertising are estimated to be nearly \$258,000. The primary advertisers of grand Magazine are pharmaceutical companies that advertise on 1 to 2 page layouts. The total space allocated to average rising in this magazine is 27.5% (22 pages) of the total count of 80 pages.

This magazine relies heavily on subscriptions (about 50% of sales). To obtain the other 50% of its sales, Grand Magazine is sold in stores such as Barnes & Noble and Borders in addition to newsstands throughout the United States and Canada. As well as the printed magazines, Grand Magazine offers a user-friendly website in which readers can prescribe to and read the magazine.

To relate its message, Grand Magazine utilizes celebrities on its covers. Grand Magazine is sold nationwide, and in Canada with an estimated circulation of 200,000 by the end of the year.

While this age group is not currently the recommended market, it is important to keep a close watch on it for future plans of growth. Due to the trend toward increasing median national age and retire amid the size of the baby boomer generation, *MotherWit Magazine* should be concerned with competition such as grand Magazine because it has already established a customer base among many of *Motherwit's* potential readers. This market is predicted to be among the fastest-growing populations and should not be ignored the potential of this market provides a steady flow of readers, which in turn makes the magazine more attractive to its advertisers.

Magazine Reading is still Dominate

The following statements have been evidenced and published by the Magazine Publishers of America (MPA). MPA is the premiere membership organization for magazines, conducting research on advertising and consumer marketing; providing educational programs...promoting diversity in publishing, and conducting surveys relevant to your business in each of the 50 states.

Magazines Deliver Most Ad Value per Minute – March 30, 2009

Think time spent accurately assesses a medium's value? This new analysis links time spent with media to ad impact, using third party sources. The resulting metric, dubbed the "Time-Ad Impact Ratio," can help advertisers to evaluate time spent in a way that aligns with their desire for better results. The rankings show magazines' ratio of ad impact to time spent is more than two times higher than that of TV or the internet, and more than five time higher than that of radio.

Findings

The Time-Ad Impact Ratio show the following rankings, which differ significantly from those that exist if time spent is examined in isolation (without regard to results):

- Magazines emerge as the leading medium with 5.5 times more ad influence relative to the time spent with magazines on an average day
- Newspapers rank second with 4.9 more ad influence relative to time spent
- The Internet has 2.5 times more ad influence relative to time spent
- TV has 2.3 times more ad influence relative to time spent
- Radio has 1.1 times more ad influence relative to time spent

Time-Ad Impact Ratio: Factors Behind the Calculation

Media	*Time Spent with Media (minutes)	Percent Share of Total Time Spent	**Media Influence	Time-Ad Ratio
Magazines	70	8.9	49	5.5
Newspaper	68	8.6	42	4.9
Internet	154	19.5	48	2.5
Television	302	38.2	66	2.3
Radio	196	24.6	27	1.1

Time-Ad Impact Index=Media Influence/Share of Total Time Spent

Sources: *Time Spent with Media on Average Day by User of that Medium, MRI MediaDay, 2008, **Percent of U.S. Consumers Who Said Advertising in this Medium Has the Most Influence on Their Buying Decisions, Deloitte "State of the Media Democracy" Study, 2008

For any skeptics who question how magazines could enjoy such a commanding lead, other recent research provides supplementary evidence of consumer involvement with magazines ads relative to other media:

- When consumes read magazines they are much less likely to use other media or participate in non-media activities while reading, giving them more opportunity to engage with the advertising or the editorial content (BIGresearch December 2008)

- Magazine consistently get higher scores on the engagement dimension of "ad receptivity" than TV or the internet (Simmons Multi-Media Engagement Study, 2008)
- Magazines yield the lowest ROI for purchase influence (Marketing Evolution, 2008) and the greatest impact on purchase intent (Dynamic Logic/Millward Brown, 2007)
- Magazines are the medium most likely to generate web search (BIGresearch, December 2008)

- Magazines are the medium most likely to complement the web in reaching Social networkers (Mediamark Research & Intelligence, Fall 2008)

For more information about the Time-Ad Impact Ratio, please contact Stephen Frost, Director of Research, Magazine Publishers of America, at sfrost@magazine.org.

JANUARY

- Dollars & Sense/Financial Education Dept.
- My 2 Cents 4 Your Good Sense (advice column)
- Health Our Heritage™
- Autism Awareness Month
- Volunteer Blood Donor Month
- Women's Healthy Weight Week (17-23)
- Our Exceptional Children

FEBRUARY

- Black History Month
- A Page From History
- Is There A Teacher In The House?
- The Whole Child
- Mature Woman (40 and over)
- Buy The Book
- Children's Dental Health Month
- Savoring Our Heritage

MARCH

- Third Floor Window (ghost Writer column)
- Grandparents Parenting Grandchildren
- American Diabetes Alert Day (23rd)
- College Notes (advice/info.)
- Collegiate Health & Wellness Week (14-20)
- Women's History Month

APRIL

- Toddler Mom
- EduNews
- Earth Day (22nd)
- Mind Your Manners
- Child Abuse Prevention Month
- Minority Cancer Awareness Week (17-23)
- Volunteer Week (22-28)
- Beyond Our 4 Walls
- That's My Baby

MAY

- Mother's Day
- Women's Health
- DIVA STATUS™
- Asthma Awareness Month
- Grand "Parenting"
- High Blood Pressure Month
- GoodHome Training
- Family Portrait
- Right Neighborly column
- How I Got Over (60 and over)

JUNE

- Wedding Bells
- Father's Day
- The Whole Child: The 3 "H's" Health, Heart, & Home
- College Grad
- Juneteenth Day
- Cancer Survivor's Day (3rd)
- Pillars of The Community
- NP Highlight

JULY

- Putting the "P" back in the People (political/civic info.)
- Dollars & Sense
- The Learning Curve/Education Department
- Health Our Heritage
- Family Matters
- It Takes a Village . . . Entrepreneur (Feature)
- National Parenting Month

AUGUST

- National Kids Day (5th)
- Buy The Book
- Mature Woman
- Toddler Mom
- MotherWit Movers & Shakers Exercising
- World Breast Feeding Week
- Family Vacations
- National Buckle Up Week
- Pillars of The Community

SEPTEMBER

- Back to School Special
- Parental Rights/Rites column
- Cholesterol Education Month
- Baby Safety Awareness Month
- EduNews
- Finding the "Extra" in your ordinary student
- GoodHome Training
- How I Got Over
- The Whole Child/Health

OCTOBER

- Breast Cancer Awareness Month
- Every Penny Counts
- Domestic Violence Awareness
- Is Their A Teacher In The House
- Credit Story
- Harvest Season Special
- Pillars of The Community
- Beyond Our 4 Walls

NOVEMBER

- National Adoption Week
- American Diabetes Month
- Doing Business With...
- Family Reunions
- Mature Woman
- The Whole Child/Heart
- HouseWork — When inviting Guest over
- Savoring Our Heritage
- Our Exceptional Children

DECEMBER

- Christmas traditions
- Beyond Our 4 Walls
- Safe Toys & Gifts Month
- How You Can Help Families In Need all Year long
- Toddler Mom
- Buy The Book
- Grand parenting
- New Year's Eve: Take my Advice
- GoodHome Training

Pursuing Excellence in Family Living

**FOR DISPLAY ADVERTISING CALL MotherWit AT
916.821.8471 • motherwitmagazine@gmail.com**

Sacramento's First Multicultural Family & Parenting Magazine

MotherWit magazine is published six times a year, and provides editorials focused on improving American families through the use of time tested wisdom. Currently, MotherWit Magazine is reaching the greater Sacramento area, and plans to reach into all eleven of Sacramento's surrounding counties.

MotherWit magazine carries highly informative, thought provoking and authoritative articles covering such subjects as: words of wisdom on building strong families; health and food information to prevent the major diseases that plague the African American community; articles and information for grandparents given the responsibility of rearing their grandchildren; profiling an African American family; parenting tools; making strides within education; and financial education. In addition to the family centered articles and columns, MotherWit Magazine includes original photography and art to compliment appropriate articles and columns. Also, MotherWit will write articles on wonderful buying/or purchasing experiences by our readership to encourage and inform the marketplace that though the customer may not always be right, "there is always a right way to treat the customer."

DEMOGRAPHICS — Sacramento County

There is an estimated 261,299 African Americans (including mixed race) in Sacramento County.

- African Americans: — 121,804 (10% of the total population)
- African American and other race combinations — 139,495 (11.4% of the total population)
- Number of Family Households — 30,000 (based upon African Americans 10% of population)
- Number of Married Couples — 21,000 (based upon African Americans 10% of population)

FREQUENCY — Discounts are based on frequency of ad placement and advertisements need not run consecutively to receive a frequency discount. If you contract for more than one ad to receive the lower rate and then in 12 months do not run the other ads you will be short rated to the earned frequency rate.

DISCOUNTS — *Agency Discounts:* Ads placed by accredited advertising agencies will receive an agency discount of 15% per paid insertion.

SPACE AVAILABILITY — Please call ahead to check for space availability. Reservations will be taken by phone however, a signed insertion order form and pre-payment are necessary to guarantee your space.

Mechanical Specifications: See Spec sheets

Halftone Screen: 133 lines

Film: Negative RRED, 150 line screen max.

Electronic Media: You may submit your ad on disk (128 optical, ZIP 100, JAZZ -1G or CD) in the following formats: Quark Xpress, Pagemaker or Adobe Illustrator. When submitting ads on disk be sure to include a **separated and composite** laser printout of what your ad looks like along with all graphics (i.e. tiff & eps files) even if you imbed them in your Pagemaker files. Also make sure you include all fonts used in your file. An Additional fee, \$100 minimum, will be charged if an ad does not meet industry camera ready standards. In order to avoid this added cost, you or your advertising agency should confirm camera ready standards with the MotherWit staff prior to the due date.

Deadlines: Your Camera Ready Art must be submitted by the first of the month prior to publishing date of publication. If you want your advertisement to appear in the August/September issue then it must be in our office by the 10th of August.

Contract Payments: MotherWit is pleased to guarantee your advertising price for the duration of your contract, regardless of rate increases. For this reason, we ask that you include payment with your insertion order. Regrettably MotherWit is unable to offer cancellations once your ad has been placed.

All advertising copy is subject to approval by Motherwit.

ADVERTISING RATES

Cover Advertising Rates

4-color only in these positions, color included in price

	1x	3x	6x
Inside front Cover	\$2,800.	\$2,700.	\$2,600.
Inside Back Cover	\$2,500.	\$2,400.	\$2,300.
Back Cover page	\$3,200.	\$3,100.	\$3,000.

General Advertising Rates (one color)

	1x	3x	6x
Full page	\$2,400.	\$2,300.	\$2,200.
2/3 Page Vertical	\$1,800.	\$1,700.	\$1,600.
1/2 Island	\$1,600.	\$1,500.	\$1,400.
1/2 Horizontal	\$1,400.	\$1,300.	\$1,200.
1/3 Vertical	\$1,100.	\$1,000.	\$900.
1/4 Vertical	\$950.	\$850.	\$750.

Market Place or Dining Guide Advertising Rates

This is department advertising and is not in the main editorial section of the magazine. All ads will be grouped and stacked in the section requested.

	1x	3x	6x
1/3 Island	\$900.	\$850.	\$800.
1/4 Horizontal	\$800.	\$750.	\$700.
1/4 Vertical	\$800.	\$750.	\$700.
3/16 Horizontal	\$700.	\$650.	\$600.
1/6 Horizontal	\$600.	\$550.	\$500.
1/6 Vertical	\$600.	\$550.	\$500.
1/8 Horizontal*	\$500.	\$450.	\$400.
1/8 Vertical	\$500.	\$450.	\$400.
1/12 Square	\$400.	\$350.	\$300.
1/16 Vertical	\$300.	\$250.	\$200.

* This is MotherWit's business card advertisement size.

Special Positions — 15% position charge (for guaranteed placement in front or back of book)

Additional Fees

4 color — \$400. 2 color — \$290. (Second color is determined by the second color used in the publication)

CONTRACT RATES

PROFESSIONAL DEVELOPMENT — \$2500. Per Day

- Staff development (1-3 days)
- On-going Professional Development (\$2,000. a day)
- *PARTICIPANTS:* Teachers, Administrators, & any classroom staff

INSTRUCTIONAL COACHING — \$2500. Per Day

- Classroom Observations, Demonstration Lessons, Co-Teach (1-3 days)
- On-going Instructional Coaching- (\$2,000. a day)
- *PARTICIPANTS:* Teachers

PARENT PARTNERS & PROFESSIONAL DEVELOPMENT — \$2500. Per Day

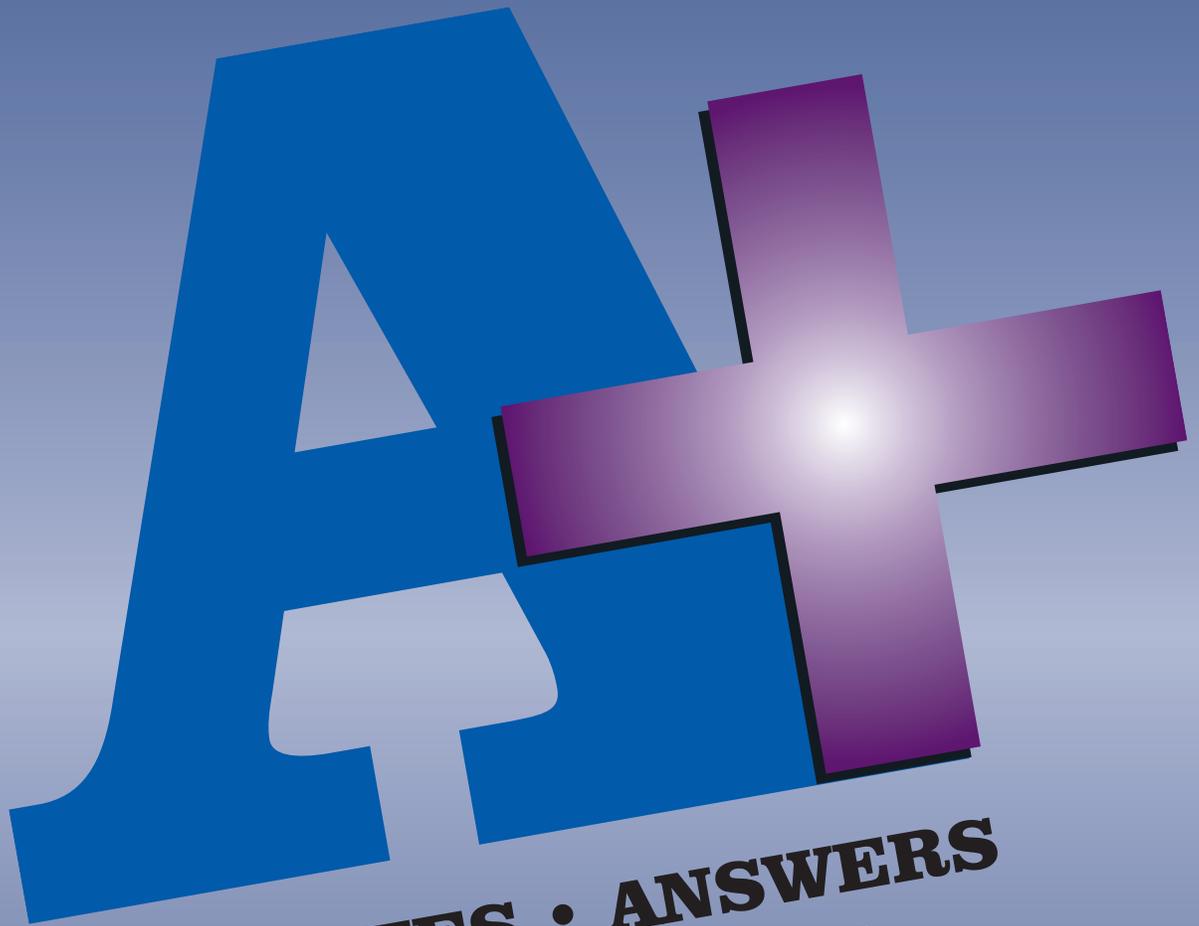
- Workshops & Training Sessions (1-3 days)
- On-going Workshops & Training- (\$2,000. a day)
- *PARTICIPANTS:* Parents, Guardians, Grandparents, Care-givers, community members, and stakeholders

STUDENT MENTORING & COLLEGE READINESS COHORTS — \$2500. Per Day

- Workshops & Mentoring Sessions (1-3 days)
- On-going Workshops & Mentoring Sessions- (\$2,000. a day)
- *PARTICIPANTS:* Students

SPEECH & DEBATE, MOOT COURT/MOCK TRIAL and other specialized programs rates are negotiable.

Investor packets will be made available outlining in depth the partnership and financial benefits.



**ADVOCATES • ANSWERS
ALLIES • ACTION**

What Phone number
are you going to
use????