
Pursuing Excellence in Family Living

Who Is MotherWit Magazine

MotherWit Magazine is an ethnic and African American 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.

ADVERTISING SPACE AGREEMENT

MotherWit MAGAZINE

7480 24th Street, Building 2
Sacramento, CA 95822

Pursuing Excellence in Family Living

916.821.8471

Advertiser _____

Ad Size _____ Number of issues insertion is for: 1x 3x 6x Price for each _____

Guaranteed Position (Add 15%) Yes No Discounted price _____

Notes: _____

100% Prepay Discount 5% Yes No Discounted Price: _____

Agency Discount: Yes No _____ Discounted Price: _____
accredited Agency Name

Space Reservation Deadline _____

Art Deadline _____

50% of advertising cost shall be submitted to the publisher with signed agreement. Balance is due 30 days from invoice.

Your Complete Billing Address _____

Name of company _____

Address _____

City _____ State _____ Zip _____

Telephone _____ FAX _____ Email _____

It is hereby agreed that the undersigned will promptly pay all advertising fees when invoiced. Pre-payment of the first ad is required for first-time advertisers. Afterwards, all bills are due 30 days from invoice. The undersigned agrees to pay service charges at the rate of 1.5% per month commencing the first day after 10 days of receipt of bill on any outstanding charges pursuant to this agreement. In the event of nonpayment, the undersigned does hereby agree and guarantee to pay in addition to the principal amounts due, all collection charges incurred by MOTHERWIT Magazine, including charges made by collection and/or attorney's fees and costs. Orders are non-cancelable after the space reservation deadline. In the event that advertiser prior to the expiration of this contract cancels this order, the price for all advertising already published under this agreement shall revert to the non-contract rate of the current MOTHERWIT Magazine rate card. The advertiser assumes all responsibility for the content of any ad copy submitted, printed and published under this agreement. MOTHERWIT Magazine reserves the right to refuse any advertising, which in the publisher's sole opinion, is not deemed to be in keeping with the standards of this publication. MOTHERWIT Magazine will not refund any payments — in the case of errors (Printing, graphic or typographical on the part of the publication) MOTHERWIT Magazine will only be liable for the advertising space purchased and will make available a space of equal value in the next issue of MOTHERWIT Magazine.

Person Authorizing Ad Motherwit Representative

Signature Signature

Date Date

MotherWit magazine is published six times a year, and provides editorials focused on improving African 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)

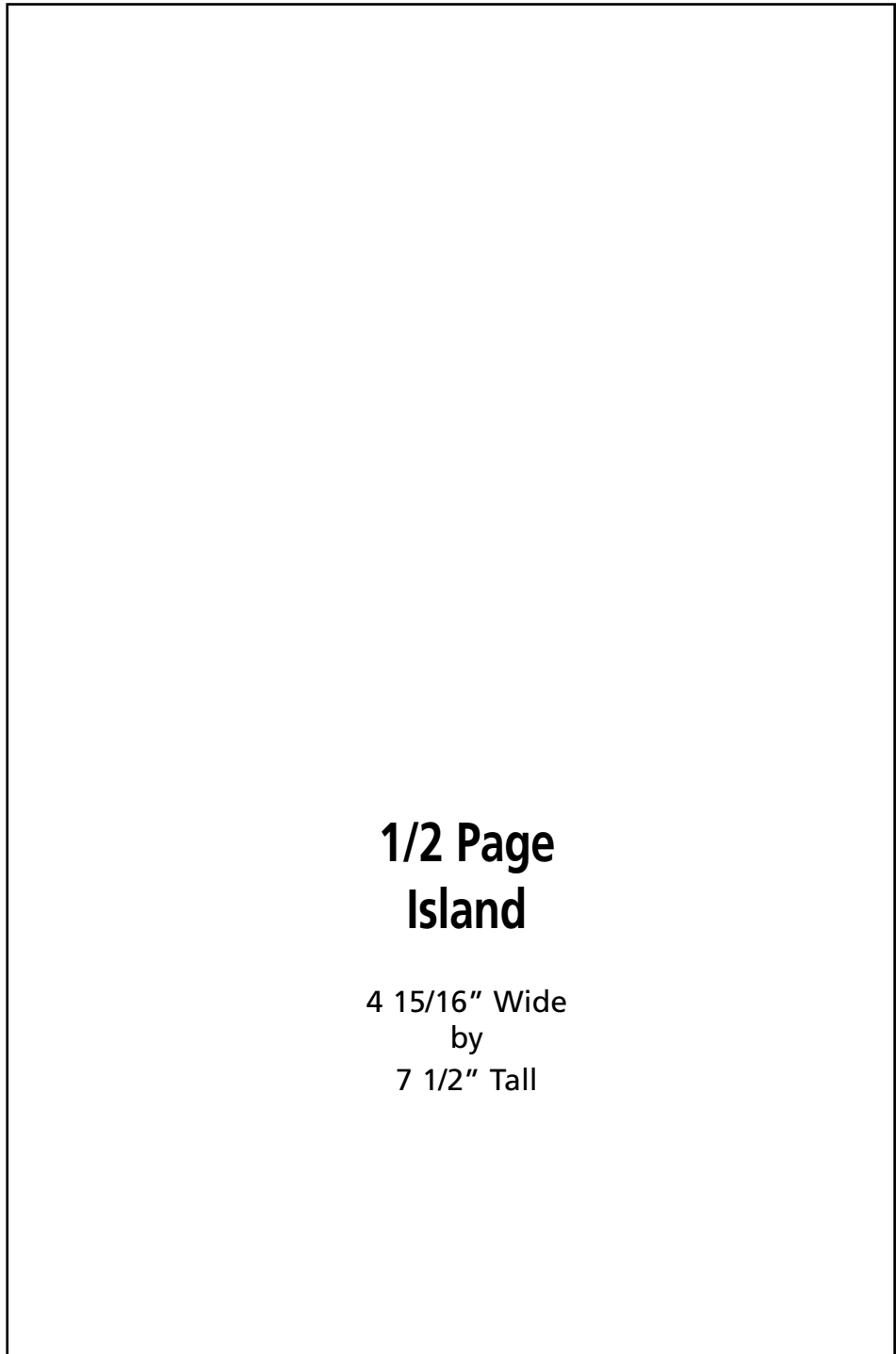
Additional Fees

4 color — \$500. 2 color — \$370. (Second color is determined by the second color used in the publication)

Advertising Spec Sheet *Page 1*

Full Page with bleed 8.75" x 11.25"
live copy area 7.5 x 10
trim size is 8.5 x 11

Full Page without bleed 7.5" x 10"
live copy area 7.5 x 10
trim size is 8.5 x 11



**1/2 Page
Island**

4 15/16" Wide
by
7 1/2" Tall

**1/4 Page
Vertical**

4 5/8" Wide
by
4 3/4" Tall

**1/2 Page
Vertical**

3 5/8" Wide
by
9 7/8" Tall

**1/2 Page
Island**

MotherWit MAGAZINE

Pursuing Excellence in Family Living

Advertising Spec Sheet

Page 3

**2/3 Page
Vertical**

4 15/16" Wide
by
9 7/8" Tall

**1/3 Page
Vertical**

2 3/8" Wide
by
9 7/8" Tall

MARKETPLACE & DINING GUIDE

MotherWit MAGAZINE

Pursuing Excellence in Family Living

*Advertising Spec Sheet
Page 4*

1/4 Page Horizontal
Marketplace & Dining Guide

7 1/2" Wide
by
2 14" Tall

1/6 page
Vertical
Marketplace & Dining
Guide

2 3/8" Wide
by
4 11/16" Tall

1/3 Page Island
Marketplace & Dining Guide

4 15/16" Wide
by
4 11/16" Tall

1/12 page
Marketplace & Dining
Guide

2 3/8" Wide
by
2 1/4" Tall

1/6 page Horizontal
Marketplace & Dining Guide

4 15/16" Wide
by
2 14" Tall

MARKETPLACE & DINING GUIDE

MotherWit MAGAZINE

Pursuing Excellence in Family Living

*Advertising Spec Sheet
Page 5*

**1/16 Page
Marketplace &
Dining Guide**

1 11/16" Wide
by
2 1/4" Tall

**1/8 Page
vertical
Marketplace &
Dining Guide**

1 11/16" Wide
by
4 5/8" Tall

**1/8 Page
vertical
Marketplace &
Dining Guide**

1 11/16" Wide
by
9 1/2" Tall

**1/8 Page Business card
Marketplace & Dining Guide**

3 5/8" Wide
by
2 1/4" Tall

**3/16 Page
Horizontal
Marketplace & Dining Guide**

5 9/16" Wide
by
2 1/4" Tall