

ADELANTE FORWARD

A multicultural magazine dedicated to the health, education, and welfare of Mid-Michigan area residents.

Una revista multicultural dedicada a la salud, a la educación y al bienestar de los residentes del área de Mid-Michigan.

February, 2013

Dear Adelante Advertiser/Contributor:

Congratulations! Not only was your print ad or article seen by more than 6,000 people in the greater Lansing area in the January edition of Adelante Forward, but you now have the added bonus of being featured in the **ONLINE VERSION** of Adelante Forward magazine. We now offer our advertisers the exposure they deserve in print *and* online.



Digital magazine: <http://www.adelanteforward.com/editions>



Facebook: <https://www.facebook.com/adelanteforward>



Twitter: <https://twitter.com/AdelanteFwdMag>

Next Issue Information:

Our May/June 2013 issue is scheduled for distribution in June, and the theme will be *"Our Mission."* We invite you to tell us about your mission! This is a slight change in theme from the last note we sent out and our recent blog post, however, the theme is only a suggestion, and we encourage advertisers and contributors to produce content that is most useful to you.

We are asking advertisers and content contributors submit by *April 12.*

As usual, please provide ready-to-print work via PDF or native format to rodri231@msu.edu or tapia@msu.edu. Ad prices remain unchanged and can be found online at www.AdelanteForward.com, along with sizing and other information.

New Translation Information

For those advertisers who wish to publish in Spanish using our translation services, we are asking that English submissions be limited to approximately 400 words per purchased page with a graphic/photo, or 500 words with no graphic/photo.

Your Message

Recent key accomplishments in getting your message out to the Michigan community include:

- A distribution agreement with a local company which pushes 1000 issues into over 200 dedicated newsstands throughout the central Michigan area.
- Mention of Adelante Forward magazine as prime messaging space to Latino community members during a statewide convention at the Radisson this past month.
- Distribution of hundreds of copies at the January Martin Luther King, Jr. event in Lansing.
- New availability of our blog and social media spaces to advertisers who want to push out dated information between issues.

Thank you kindly for your continued patronage,

Saturnino "Nino" Rodríguez, Ph.D.

Email: rodri231@msu.edu

(517) 505-4772

September 2013, "Values," Ads and content due July 31, 2013 (tentative)

January 2014 "Latinos in Lansing" Ads and content due late November, 2013 (tentative)