

Adelante Forward

www.AdelanteForward.com

2513 Dunbar Drive
Lansing, MI 48906

(517) 505-4772

adelanteforward@gmail.com

Why Advertise With Us?

Adelante Forward is the only bilingual, multicultural publication which focuses solely on the mid-Michigan region—the home of Michigan State University, the State of Michigan and the seat of the area's largest urban population. With over a decade of experience under our belt, we offer a magazine that understands the local culture and community, focusing on serious topics and issues immediately applicable to our audience.

ADELANTE FORWARD

Our Audience & Market

Our audience is uniquely positioned in the local economic force, yet surprisingly under-reached. Within Lansing and the middle region of the state, we offer you readers who are action-oriented professionals of both genders who are gainfully employed, ready to make purchasing decisions and accustomed to spending time with our magazine (a recognized pillar and leader within the community).

They are also responsive; our audience is one that patterns life choices based on local information consumed within their choice of media. Both our editorial and advertising content have been cited as response triggers to past advertisers!

With this loyal audience, Adelante Forward magazine is an ideal marketing partner for organizations like yours who are looking to build brand awareness in the local community and drive sales in the bustling mid-Michigan economy.

Our regional penetration is without match, and we are the only way to reach your desired demographic: active adult Latino and multicultural homeowners, heads of households, families and community leaders who are involved in local and regional leisure, sports and civic activities.

We are your entry into this thriving, engaged community.

Distribution

Adelante's print run is currently at 6,000, and it is distributed free of charge through area stores, news stands, schools and community centers.

Distribution Points:

Five local churches with high Latino/multicultural population.

Intermediate school district which funnels to 12 community school districts, including Parent Resource Centers, Chicano Clubs and Board of Education contacts.

Specifically distributed to Latino-owned and/or operated restaurants and stores such as Aldacos, Tres Amigos, Pablos Panaderia and others.

On the campus of the local community college (Lansing Community College).

Two major local hospital systems

Community organizations such as Ingham Country Mental Health, Lansing Police Department, Lansing School District Parent Center, the MSU-based Samora Research Institute, Lucero program at LCC, Cristo Rey Community Center, and Lansing City Hall.

Through news stands at retail outlets throughout the tri-county area.

Our Team:

Adelante Forward is a decade-old publication founded by Dr. Saturnino "Nino" Rodriguez, formerly of Lansing Schools and Michigan State University. Current owner/publisher is Lansing native Ms. Vivian Rodriguez. Managing editorial services are provided by Allena Tapia of GardenWall Publications. Adelante trusts our graphics to Danny Layne, and contracts with Collado Translations for English<>Spanish translation. Print copy verification can be obtained from our esteemed printer services: BRD of Lansing.

Editorial Calendar/Publish Dates:

Adelante Forward is a triennial publication with advertising packages available for January, June and September editions. Content and advertising is generally due about one month before print date. Specific deadlines can be found on our website at www.AdelanteForward.com.

Features:

Purchased features may include any combination of potential advertising, advertorial or article/text-based content. Front cover, back cover and editorial placing may be possible; please contact us for specific requests.

Rates:

See next page. All rates listed net. No cash discounts. Multi-edition co-ops are available for discount. If coop is cancelled before completion, advertiser will be billed difference between contracted rate and single insertion rate.

Ads are positioned solely at publisher's discretion. Preferences will be taken into account for right-read, left-read and other requests, however, space and availability are limited.

Full Page 8.125" x 10.75"

Full Page w/ Bleed: 8.625" x 11.25"

One Issue: \$600

Two Issues: \$550/ea

Three Issues: \$500/ea

Half Page Vertical: 4.0625" x 10.75"

One Issue: \$300

Two Issues: \$275/ea

Three Issues: \$250/ea

Half Page Horizontal: 8.125" x 5.375"

One Issue: \$300

Two Issues: \$275/ea

Three Issues: \$250/ea

Quarter Page: 4.0625" x 5.375"

One Issue: \$200

Two Issues: \$175/ea

Three Issues: \$150/ea

Design & Digital Policies:

- We want your ad to print correctly. If your ad is late, has problems, needs late edits, or is otherwise “stressed,” the chances of its running incorrectly increase significantly. Therefore, please take a moment to understand our design and digital submission policies.
- First-time advertisers are given assistance, not to exceed one (1) hour of labor, for each contracted ad. This "base ad" can be modified to fit appropriate advertising spaces in Adelante Magazine. Additional layout and design assistance is available on a \$60 per hour, pro-rated basis (\$15 per 15-minute increment).
- All advertisers must sign a contract before advertisement layout and design services can begin.
- Ads must be designed so they can be placed on either left or right pages.
- We prefer PDF ad submissions. We will also accept native files with all fonts embedded or included.
- Photos of a minimum of 300dpi are preferred, but we will allow images as low as 200dpi. Please understand that these may not print as crisply as higher-resolution images.
- You may use crop marks to indicate bleed and trim for bleed ads.
- Should you require a proof before final publication of the edition, you must request this at the time of your submission. Proofs will not be provided for late submissions.
- Email submission is preferred, although we are willing to arrange for Dropbox, Google Drive or your own FTP service.
- Ads should be submitted to both Publisher and Managing Editor via email (AdelanteForward@gmail.com and Allena@GardenWallPublications.com).
- Disks and proofs can also be submitted by arranging for pickup or sending to: Adelante Magazine, 2513 Dunbar Dr., Lansing, MI 48906.

Style & Text Policies:

Adelante Forward uses AP style, with some exceptions. Your work may be edited/proofread for consistency with AP style if possible. Feel free to email Managing Editor Allena@gardenwallpublications.com with style questions.

If we encounter a minor problem with your ad, we will attempt to fix it and inform you of this at our discretion. If we cannot fix it, we will ask you to submit a corrected file. Adelante Forward reserves the right to proofread/ask for proofread fixes on all submitted material, English and Spanish.

Bilingual & Translation:

Translation is available, or you can provide pages ready-to-go in Spanish or bilingually. For those who submit their own Spanish, we do reserve the right to ask for Spanish language typos to be fixed, if time permits. Adelante is proud to use Collado Translation for all our translation needs!

If we encounter a minor problem with your ad, we will attempt to fix it and inform you of this at our discretion. If we cannot fix it, we will ask you to submit a corrected file.

Adelante Forward reserves the right to proofread/ask for proofread fixes on all submitted material, English and Spanish.

Policies and Payment Info:

The publisher reserves the right to accept, reject, or alter materials and advertising submitted for inclusion in each issue. Advertisements are accepted and published on the representation that the advertisers are authorized to publish the contents and subject matter of the advertisement, and that the advertisers are not acting in any way unlawfully. The publisher implies no endorsement of any advertisement and strives to include those businesses, individuals, and partners whose mission reflects that of this magazine.

If outstanding invoices exist, continued advertising will be postponed until a financial resolution is agreed upon.

If a multi-issue co-op is cancelled before completion, advertiser will be billed difference between contracted rate and single insertion rate.