

# ADELANTE FORWARD

A multicultural magazine dedicated to the health, education and overall well-being of Greater Lansing.

Adelante Forward Magazine [www.AdelanteForward.com](http://www.AdelanteForward.com) AdelanteMagazine@gmail.com  
2513 Dunbar Drive, Lansing, MI 48906  
(517) 505-4772

*“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

Reach:

*Community saturation and digital presence amplify your message*

## *Print*

- Base print: 5,000 per issue
- Readers per copy: ~2.5
- Total print reach: ~12,500
- Annually: ~37,500

## *Digital*

Maintained web presence featuring digital editions, including full archives and blog is a direct visit destination for the community.

## *Social*

Engaged social channels foster a feeling of community and camaraderie between our brand and your audience.



# ADELANTE FORWARD

*Adelante's print run of 5,000 copies is delivered free of charge through area stores, newsstands, schools and community centers.*

*Distribution:  
Your message, their hands*

## Distribution points:

- ✓ 5 local churches with high Latino/multicultural population
- ✓ Intermediate school district, funneling to 12 districts, including parent centers, Chicano/Latino clubs, teacher associations and Board of Education contacts
- ✓ Latino-owned & Latino-operated businesses and restaurants
- ✓ Lansing Community College & MSU campuses
- ✓ Community organizations such as Cristo Rey Community Center, Lansing Police Department, LUCERO and Lansing City Hall
- ✓ Commissions and Boards, such as Ingham County (including Health Commission) and Ingham County Fair Board
- ✓ 2000 copies distributed through M3 Group at 450 outlets

## *Adelante Forward Event Distribution & Coverage*

- ✓ MLK celebrations-city & MSU
- ✓ Chávez celebrations-city & MSU
- ✓ Día de la Mujer-MSU
- ✓ Cristo Rey Fiesta
- ✓ Tejano Latino Music Fest, Old Town
- ✓ Other cultural events as available

# ADELANTE FORWARD

Editorial Calendar:  
*Dates, events and themes*

Publish Date	Deadline Date	Distribution	Theme	Event Coverage
January 18, 2016	November 30, 2016	Jan-April 2016	MLK-Chávez legacy  Health & New Year	MLK events (Jan)  Chávez events (March)  Día de la Mujer (April)
May 23, 2016	April 1, 2016	May-July 2016	Chávez in Lansing	Cristo Rey Fiesta,  Tejano Music Fest
Sept 12, 2016	August 1, 2016	Sept-Nov 2016	Back to School	Chávez luncheon/awards (Sept)
January, 2017	November 30, 2016	Jan-April 2017	Health in the New Year	TBD
May, 2017	April 1, 2017	May-July 2017	TBD	TBD

*See [www.AdelanteForward.com](http://www.AdelanteForward.com) for up-to-date deadlines and themes*

2016+

# ADELANTE FORWARD

Rates and Dimensions

*Ad sizes are listed width by height in inches*

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

*Content/text: Full page articles typically fit 500 words with one medium photo.*

Half Page Vertical: 4.0625" x 10.75"

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

# ADELANTE FORWARD

## Design Policies

- Please contact us about options such as ad positioning, two-page layout, cover or middle placement, feature content or advertorials ([AdelanteMagazine@gmail.com](mailto:AdelanteMagazine@gmail.com))
- 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 to <mailto:adelantemagazine@gmail.com> although we are willing to arrange for Dropbox, Google Drive or your own FTP service.



# ADELANTE FORWARD

Style, Text and Language Policies

## Style & Text:

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.

Content/text: Full page articles typically fit 500 English words with one medium photo.

## Bilingual & Translation:

Translation is available, or you can provide pages ready-to-go in Spanish or bilingually.

For graphic-heavy ads, translation will be returned to you for layout and placement.

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. Please note when planning your pages that Spanish often uses 25% more space than English.

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.



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General Policies & Payments

The publisher reserves the right to accept, reject, or alter materials and advertising submitted for inclusion in each issue.

We reserve the right to use advertisements and/or graphics on our webpage or in social media platforms.

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.

Courtesy copies and invoices are distributed after print. Checks can be sent to the address above. Some payments are processed by GardenWall Publications, LLC. Credit card payments accepted via Paypal only, please email for Paypal invoicing information.



# ADELANTE FORWARD

Team & Contact

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Translation: Collado Translations



Online: <http://www.adelanteforward.com>



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



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