

ADVERTISE TODAY!

Hi, I'm Reggie Thedford, Director of Sales for UMOJA Magazine. I'm looking forward to working with you in placing your ad in our publication. There are so many great reasons why you should support UMOJA, but let me give you just a few.

WHY ADVERTISE WITH UMOJA MAGAZINE:

- You'll be able to connect with the Black community in Dane County and beyond;
- You'll be able to reach more Black professionals than any other Wisconsin based magazine;
- You'll be able to target your services and products to the Black community;
- You'll be supporting an organization that produces and promotes positive news of the Black community in Wisconsin, which is in alignment with most businesses diversity and inclusion goals;
- Our Editorial Calendar makes it easy for you to target your ad to reach the right people.

I'd be happy to provide you with testimonies from our many satisfied advertisers and answer any questions you have about placing an ad. Please give me a call at **(920) 306-4402** or email me at: **reginaldthedfordjr@gmail.com** and I'll make sure your ad is prominently featured in our next issue. I look forward to hearing from you.



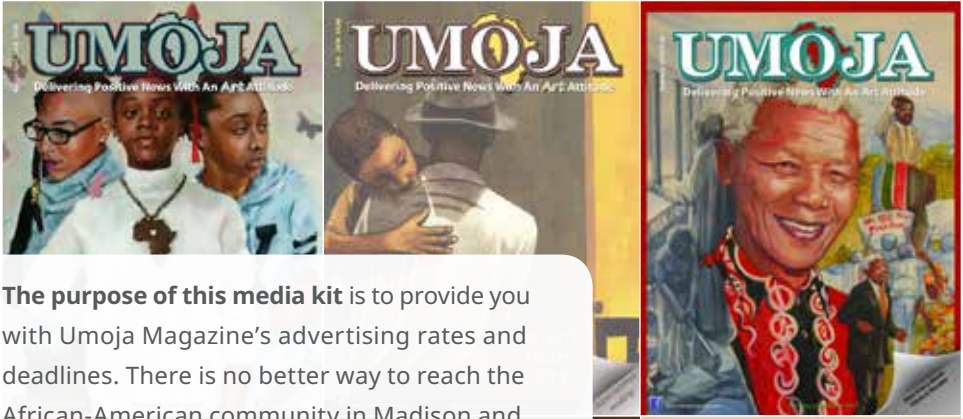
Thank you.
Reggie Thedford
Director of Sales
UMOJA Magazine

ABOUT UMOJA MAGAZINE
UMOJA Magazine is the oldest black owned magazine in Wisconsin. For nearly 30-years, UMOJA Magazine has provided Dane County, positive news about the Black community, with beautifully illustrated covers commissioned by local and national African-American artists. In 2018, the Urban League of Greater Madison acquired UMOJA Magazine and is excited to continue the legacy of its founder, Milele Chikasa Anana.

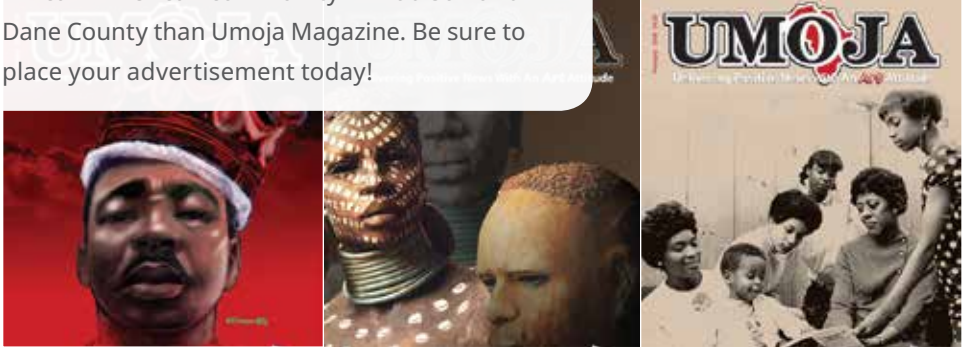


UMOJA

MAGAZINE 2019 MEDIA KIT



The purpose of this media kit is to provide you with Umoja Magazine's advertising rates and deadlines. There is no better way to reach the African-American community in Madison and Dane County than Umoja Magazine. Be sure to place your advertisement today!



FOR IMMEDIATE ASSISTANCE PLEASE CONTACT:
Yvette Craig,
Publisher/Editor
ycraig@umojamagazine.com
UMOJA Magazine
2222 S. Park Street,
Madison, WI 53713
Office: (608) 729-1227

AD SIZES

TWO-PAGE SPREAD

Trim: 17" x 11"
Bleed: 17.25" X 11.25"

FULL PAGE*

Trim: 8.5" x 11"
Bleed: 8.75" X 11.25"

* Back cover size:

Trim: 8.5" x 8.5"

Bleed: 8.75" x 8.75"

2/3 PAGE

Trim: 5.125" x 11"
Bleed*: 5.25" X 11.25"

* Width bleed on right side

1/2-PAGE HORIZONTAL

Trim: 7.5" x 5.25"
Bleed*: 7.5" x 5.375"

* Length bleed on bottom

1/2-PAGE VERTICAL

Trim: 3.875" x 11"
Bleed*: 4" X 11.25"

* Width bleed on right side

1/3 PAGE

Trim: 2.5" x 11"
Bleed*: 2.625" x 11.25"

* Width bleed on right side

1/4 PAGE

3.375" x 4.625"

SQUARE

3.375" x 3.375"

1/8 PAGE

3.375" x 2.25"

TWO-PAGE SPREAD

FULL PAGE

1/4
PAGE

1/8
PAGE

1/2 PAGE
HORIZONTAL

2/3 PAGE

1/3
PAGE

1/2 PAGE
VERTICAL

SQUARE

ADVERTISING RATES

	1 Issue (1 month)	3 Issues** (3 months)	6 Issues** (6 months)	11 Issues** (1 Year)
Two-Page Spread	\$2,000	\$1,800	\$1,600	\$1,400
Full Page (Front Inside Cover)	\$1,045	\$940	\$835	\$730
Full Page (Back Inside Cover)	\$1,045	\$940	\$835	\$730
Full Page (Middle)	\$995	\$895	\$795	\$695
Full Page (Cover Story Proximity)	\$995	\$895	\$795	\$695
Full Page (Back Cover)	\$1,195	\$1,075	\$955	\$835
2/3 Page	\$700	\$630	\$560	\$490
1/2-Page Vertical	\$550	\$495	\$440	\$385
1/2-Page Horizontal	\$575	\$515	\$460	\$400
1/3-Page Vertical	\$450	\$405	\$360	\$315
1/3-Page Horizontal	\$475	\$425	\$380	\$330
1/4 Page	\$400	\$360	\$320	\$280
Square	\$350	\$315	\$280	\$245
1/8 Page	\$250	\$225	\$200	\$175

**ADS MAY BE PURCHASED FOR MULTIPLE ISSUES AT A DISCOUNT.

UMOJA
MAGAZINE

2019 EDITORIAL CALENDAR

FEBRUARY

Black History Month

MARCH

Women's History Month

APRIL

Financial Literacy &
Annual Business issue

MAY

College Graduation

JUNE

High School Graduation

JULY

Special Edition

SEPTEMBER

Back to School

OCTOBER

All About Health

NOVEMBER

Giving Thanks

DECEMBER

Kwanzaa
& Scholarship Issue

JANUARY 2020

MLK Holiday

FEBRUARY 2020

Black History Month

READERSHIP/MARKET

UMOJA has thousands of African-American readers ranging from students to professionals. In addition to its loyal readership in the Black community, UMOJA is also enjoyed by thousands of diverse readers. The magazine is distributed in schools, colleges, universities, community based-organizations, offices and throughout the city and Dane county. UMOJA Magazine will soon be available online, so you will be able to reach national and international markets. If you're interested in reaching the Black community, there is no better way to do it, than through UMOJA!

DEADLINE FOR ADS:

To ensure that your ad gets into the issue that you desire, we ask that you submit your camera-ready ad to us by the 10th of the month before the month you want it printed. For example, if you want to be in the April issue, we need your ad by March 10.

CAN'T FIND YOUR AD SIZE?

We will customize your ad to the size you prefer. Interested in advertising for 3+ issues, but would like different ad sizes for each issues, we can customize.

DON'T HAVE TIME TO CREATE YOUR AD?

We will create a beautiful ad for you to your specifications at a reasonable cost. Call (608) 729-1227 to order!

