



## 2016 MEDIA SPONSORSHIPS

The Official Publication of *Sisters U*

*U* Magazine, developed by *Sisters U* Foundation (a 501(3)c), was created to provide readers with education, resources and opportunities to foster self growth; while uniting as a group empowering women to move forward and create focused, positive changes that benefit the community of Bucks and Montgomery counties as a whole. Our focus is to grow and support our community through music, arts and sports.

*Sisters U* focuses on three core values: Creating Community, Celebrating the Culture of Women and Honoring the Individual. *Sisters U* strives to provide women with opportunities for personal connections to add support, value and a sense of community to their lives. We believe that a community is a compilation of each member's talents and strengths and that every individual is necessary and valuable. In this spirit we celebrate the cultural heritage of determined women and continue in their legacies of being catalysts of positive change. In unity, we recognize that every woman has unique gifts, talents and valuable life lessons to share. We honor each woman by encouraging all to share their stories in a safe and collaborative environment.

**Sisters U**  
**528 W. Market Street**  
**Perkasie, PA 18944**

**Karen Chellew, Founder & CEO**  
**267.429.3196**

[info@sistersu.com](mailto:info@sistersu.com)

## EDITORIAL FOCUS

*U* Magazine encourages women from diverse backgrounds to create connections, gain knowledge and open doors to strategic alliances that help build self-esteem and stronger communities. Its goal is to create and elevate more women leaders in Bucks and Montgomery counties by providing a platform to learn, share ideas and mentor others. Editorial content explores topics relevant to women, focusing on exploring each woman's unique story, work/family balance, community, relationships and general health and wellness. *U* Magazine delivers engaging and relevant commentary, marketing and educational content, relationships careers, the workplace and our community.



## DISTRIBUTION & READERSHIP

Complementary copies of *U* Magazine are in more than 1,000 doctor, dentist, allied health and beauty salon waiting rooms, and other high traffic locations throughout the Bucks and Montgomery county areas. Copies are also delivered in bulk for distribution through select retail locations and women's events within Bucks and Montgomery counties. It is available in digital format on the *Sisters U* website. It is read and shared by more than 35,000 women and business leaders throughout the distribution footprint.

**3,500<sup>+</sup>**  
 QUARTERLY CIRCULATION

**35,000<sup>+</sup>**  
 TOTAL READERSHIP

## 2016 Editorial Schedule

## Publication Deadlines

ISSUE	AD RESERVATIONS DUE	AD MATERIALS DUE
February	January 15, 2016	January 18, 2016
May	April 25, 2016	April 28, 2016
September	August 25, 2016	August 28, 2016
December	November 25, 2016	November 28, 2016

## SPONSORSHIP OPPORTUNITIES

**Rita E. Woodward**  
**267-429-3196**  
**info@sistersu.com**

## PAYMENT INFORMATION

*Sisters U* is a 501(3)c non-profit organization. All of your donation is tax deductible. You will receive a thank you letter with the donation amount included as a receipt for your tax authorities.

Please send checks to:

Sisters U  
528 W. Market Street  
Perkasie, PA 18944

Or you may pay via paypal @ [www.sistersu.org](http://www.sistersu.org)

	1x	2x	4x
Back Cover	\$2250	\$2200	\$2125
Inside Covers	\$2000	\$1950	\$1900
Page 1	\$2000	\$1950	\$1900
Full Page	\$1800	\$1750	\$1700
2 Full Page Spread	\$3500	\$3250	\$3000
1/2 Page (Horz. or Vert.)	\$900	\$875	\$850
1/2 Page Island	\$1200	\$1150	\$1100
1/4 Page	\$450	\$425	\$400
BusinessCard - Members Only	\$250	\$225	\$200

The editor reserves the right to accept/reject all ads and to position advertising at the publisher's discretion.

## AD SPECIFICATIONS

### **BLEEDS**

Bleeds for full page or two page spread ads only.

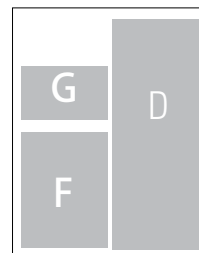
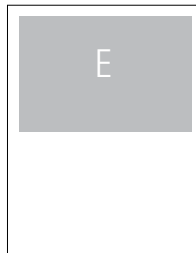
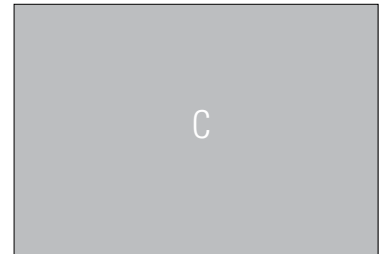
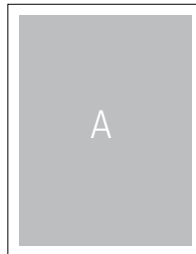
### **DIGITAL FILE GUIDELINES**

- All fonts outlined or embedded or included with native files
- All art must be CMYK, press ready
- Accepted files: High Res-PDF (preferred), InDesign, TIFF, EPS, JPEG
- All fonts (if not outlined) and graphics packaged with native files
- High res artwork (300 dpi pics, 133 line screen)

Please supply all ads in digital format. *Sisters U* can produce ads for advertisers when necessary, and will do so for an additional donation. Ad development will include production of one ad (**per supplied copy and photos**) and/or one set of changes. Proofing is the responsibility of the advertisers.

## **MECHANICAL REQUIREMENTS**

- A. Full Page..... 7.375 x 9.875  
 B. Full Page Bleed..... 8.625 x 11.25  
 (trim size is 8.375 x 10.875)  
 C. Two Page Spread ..... 17.25 x 11.25  
 (trim size is 16.75 x 10.875)  
 D. 1/2 Page Vertical .... 3.5625 x 9.875  
 E. 1/2 Page Horizontal ... 7.375 x 4.833  
 F. 1/4 Page ..... 3.5625 x 4.833  
 G. Business Card..... 3.5 X 2



Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_ Size of Ad: \_\_\_\_\_ Rate: \_\_\_\_\_

Months to run:     FEBRUARY         MAY                     SEPTEMBER         DECEMBER

Payment Method:     Pay by Credit Card (PayPal or call/fax info)         Pay by Check

Make checks payable to: **Sisters U**

I understand Sisters U does not guarantee the order and page location of advertisements.

**Sisters U, 528 West Market Street, Perkasio, PA 18944 / info@sistersu.com / 267-429-3196**

## 2016 NET ADVERTISING RATES

	1x	2x	4x
Back Cover	\$2250	\$2200	\$2125
Inside Covers	\$2000	\$1950	\$1900
Page 1	\$2000	\$1950	\$1900
Full Page	\$1800	\$1750	\$1700
2 Full Page Spread	\$3500	\$3250	\$3000
1/2 Page (Horz. or Vert.)	\$900	\$875	\$850
1/2 Page Island	\$1200	\$1150	\$1100
1/4 Page	\$450	\$425	\$400
Business Card	\$250	\$225	\$200

## MECHANICAL REQUIREMENTS

Full Page	7.375 x 9.875
Full Page Bleed	8.625 x 11.25 (trim size is 8.375 x 10.875)
2 Full Page Spread	17.25 x 11.25 (trim size is 16.75 x 10.875)
1/2 Page Vertical	3.5625 x 9.875
1/2 Page Horizontal	7.375 x 4.833
1/2 Page Island	4.9375 x 7.5
1/4 Page	3.5625 x 4.833
1/8 Page	3.5625 x 2.2813

## POLICY INFORMATION

All advertisements are placed after receiving donation.

The advertiser or the agency will bear full responsibility for withholding advertising materials that may violate any law, regulation or ruling of the Federal Trade Commission or infringe on any copyright, trademark or patent and shall defend, identify and hold harmless the Publisher from all third party claims on account thereof. Publisher reserves the right to reject any advertisement, photograph or illustration that is not deemed to be acceptable in keeping with standards of the publication.

I acknowledge upon signing this contract, that I have carefully read and accepted the terms, condition and policies of this contract. I further understand that any verbal agreements are not binding to this agreement.

Authorized Signature \_\_\_\_\_

Date \_\_\_\_\_