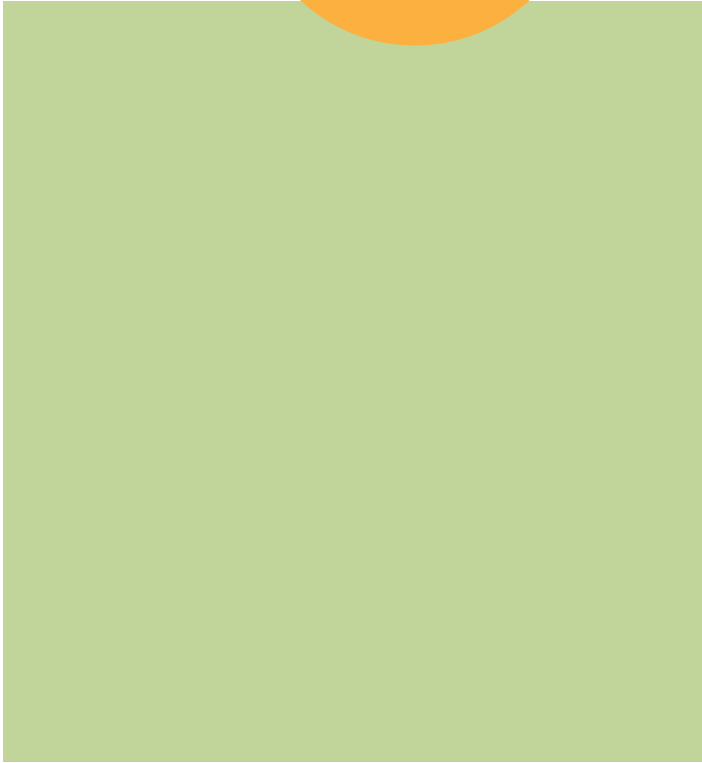


# LOCALA™



# At A Glance

## ABOUT US & OUR READERS

### ABOUT US

*Locala*™, published by Lisa Anderson Media, LLC, launched its first monthly issue on June 1, 2021. In August 2022, we launched *Locala*™ podcasts, and in September 2022, we began a live stream event called Songwriters Room.

Our focus is personal and brand storytelling because it is, and has always been, the most powerful way to communicate and evoke emotions.

### WHAT WE OFFER

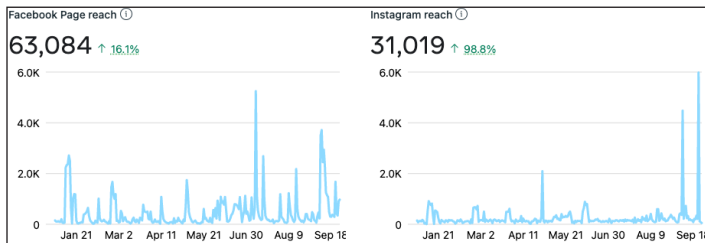
For our advertisers, we offer top-of-mind marketing solutions through digital and print options.

We offer a variety of ways for our readers to engage with us and our sponsors.

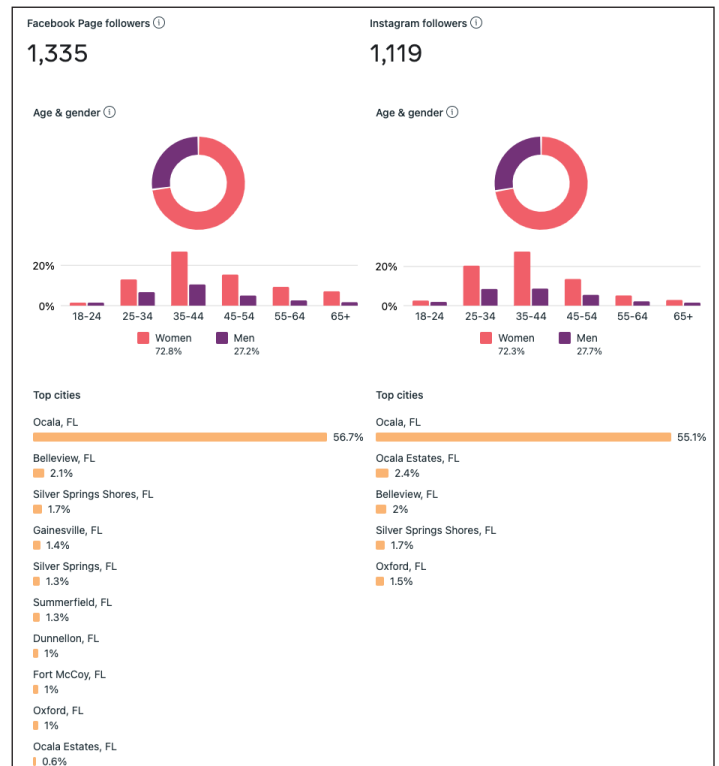
- Free digital issue
- Free print issue at select locations
- Yearly subscription option
- Facebook
- Instagram
- TikTok
- LinkedIn
- Pinterest
- Twitter
- YouTube
- Spotify (and other podcast listening apps)
- Weekly E-Newsletter

## THE NUMBERS

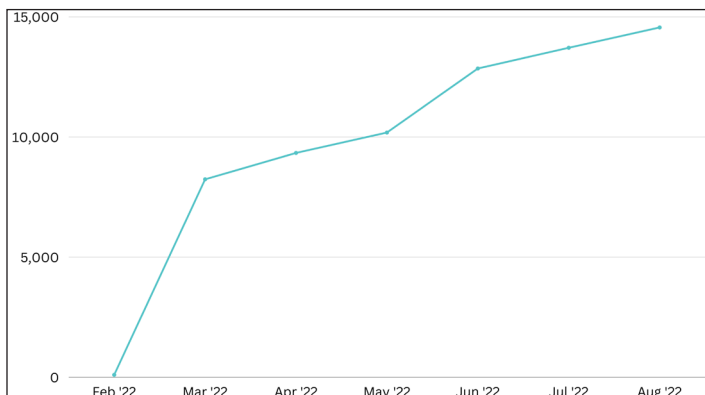
Facebook & Instagram Reach (Jan '22 to Sept '22)



Facebook & Instagram Audience (Jan '22 to Sept '22)



Website Traffic (Jan '22 to Aug '22)



*Marketing is no longer about the stuff that you make, but about the stories you tell.*

— SETH GODIN, MARKETING LEGEND —

# Sponsorships

Prices listed below are what you would pay per month. The number on the left is month-to-month pricing. The reduced rate on the right reflects pricing for a 12-month contract and qualifies for grandfather rates!

## DIGITAL/PRINT MAGAZINE PLACEMENT

### Premium Placement

Ads in this category do not qualify for ad-size flexibility.

<u>Ad Name/Type</u>	<u>Specs</u>	<u>Monthly</u>	<u>Contract</u>
Back Cover	Size: 8.175" x 7.875" (bleed incl.)   Margins: 0.75"   CMYK	1,200	1,150
Inside Front Cover	Size: 8.5" x 11"   Bleed: 0.125"   Margins: 0.5"   CMYK   2 pages	1,700	1,400
Inside Back Cover	Size: 8.5" x 11"   Bleed: 0.125"   Margins: 0.5"   CMYK   2 pages	1,600	1,300
Half-Page, Vertical (Masthead)	Size: 3.75" x 10.5"   No Bleed   Margins: 0.20   CMYK	725	575

### Ad-Size Flexibility

Your contract will reflect your preferred size, but you can go up or down in size (see any restrictions).

<u>Ad Name/Type</u>	<u>Specs</u>	<u>Monthly</u>	<u>Contract</u>
Full Page	Size: 8.5" x 11"   Bleed: 0.125"   Margins: 0.5"   CMYK   1 page	850	700
Half Page, Horizontal	Size: 7.75" x 5.125"   No Bleed   Margins: 0.20"   CMYK	650	550
Quarter Page, Vertical	Size: 3.75" x 5.125"   No Bleed   Margins: 0.20"   CMYK	450	300
Eighth Page, Horizontal Can only go down to this size twice per contract.	Size: 3.75" x 2.4375"   No Bleed   Margins: 0.15"   CMYK	275	175
Listing Does not qualify for ad-size flexibility.	Size: 2.3333" x 2.3125"   CMYK (images) or Listing Format with Logo (see sample)	100	75
GIVertorial Sponsor a story & get full-page ad next to it.	Size: 8.5" x 11"   Bleed: 0.125"   Margins: 0.5"   CMYK   For Ad 1-page story   Includes writer   Includes Photos & Design	1,400	1,200
Advertorial 2-page story written by our writers and designed by us.	2-page story   Includes writer   Includes Photos & Design	1,400	1,200

## PODCAST PLACEMENT

Get 3 mentions in the podcast, "sponsored by" in the beginning, 15 to 30 second description of your company about midway through the podcast, "thank you" at the end, "sponsored by" in our social media posts, "sponsored by" website link in YouTube description and on our website (with the video posting).

<u>Ad Name/Type</u>	<u>Specs</u>	<u>Monthly</u>	<u>Contract</u>
1 Podcast per month	1920 pixels x 1080 pixels   File Format .mp4 or .mov video	300	225
Additional Podcasts with Contract	1920 pixels x 1080 pixels   File Format .mp4 or .mov video	N/A	200 (each)
Not-A-Fluff-Piece Package Prices for this package are 1x pricing and not a monthly price.	1-page Story   1 podcast interview every 3 months (4 total interviews)   1 Pop-up Event (Add a Half Page, Horizontal Magazine Placement for additional fee)	2,500	8,500 (w/ad)

IMAGE  
MAX HEIGHT: 2.3125 INCHES  
MAX WIDTH: 2.3333 INCHES

IMAGE/LOGO  
MAX HEIGHT: 1.1563 INCHES  
MAX WIDTH: 2.3333 INCHES

**BUSINESS NAME**  
**About:** (Character Limit is 70 characters)  
molorporio debitibus molorporio molorb.  
**Address:** 1234 Some Street, #100, Ocala  
**Contact:** (555) 555-5555  
**Website:** [www.example.com](http://www.example.com)

IMAGE/LOGO  
MAX HEIGHT: 1.1563 INCHES  
MAX WIDTH: 2.3333 INCHES

**BUSINESS NAME**  
**About:** (Character Limit is 70 characters)  
molorporio debitibus molorporio molorb.  
**Address:** 1234 Some Street, #100, Ocala  
**Contact:** (555) 555-5555  
**Website:** [www.example.com](http://www.example.com)

IMAGE/LOGO  
MAX HEIGHT: 1.1563 INCHES  
MAX WIDTH: 2.3333 INCHES

**BUSINESS NAME**  
**About:** (Character Limit is 70 characters)  
molorporio debitibus molorporio molorb.  
**Address:** 1234 Some Street, #100, Ocala  
**Contact:** (555) 555-5555  
**Website:** [www.example.com](http://www.example.com)

IMAGE/LOGO  
MAX HEIGHT: 1.1563 INCHES  
MAX WIDTH: 2.3333 INCHES

**BUSINESS NAME**  
**About:** (Character Limit is 70 characters)  
molorporio debitibus molorporio molorb.  
**Address:** 1234 Some Street, #100, Ocala  
**Contact:** (555) 555-5555  
**Website:** [www.example.com](http://www.example.com)

IMAGE/LOGO  
MAX HEIGHT: 1.1563 INCHES  
MAX WIDTH: 2.3333 INCHES

**BUSINESS NAME**  
**About:** (Character Limit is 70 characters)  
molorporio debitibus molorporio molorb.  
**Address:** 1234 Some Street, #100, Ocala  
**Contact:** (555) 555-5555  
**Website:** [www.example.com](http://www.example.com)

IMAGE/LOGO  
MAX HEIGHT: 1.1563 INCHES  
MAX WIDTH: 2.3333 INCHES

**BUSINESS NAME**  
**About:** (Character Limit is 70 characters)  
molorporio debitibus molorporio molorb.  
**Address:** 1234 Some Street, #100, Ocala  
**Contact:** (555) 555-5555  
**Website:** [www.example.com](http://www.example.com)

IMAGE  
MAX HEIGHT: 2.3125 INCHES  
MAX WIDTH: 2.3333 INCHES

IMAGE/LOGO  
MAX HEIGHT: 1.1563 INCHES  
MAX WIDTH: 2.3333 INCHES

**BUSINESS NAME**  
**About:** (Character Limit is 70 characters)  
molorporio debitibus molorporio molorb.  
**Address:** 1234 Some Street, #100, Ocala  
**Contact:** (555) 555-5555  
**Website:** [www.example.com](http://www.example.com)

IMAGE  
MAX HEIGHT: 2.3125 INCHES  
MAX WIDTH: 2.3333 INCHES

IMAGE/LOGO  
MAX HEIGHT: 1.1563 INCHES  
MAX WIDTH: 2.3333 INCHES

**BUSINESS NAME**  
**About:** (Character Limit is 70 characters)  
molorporio debitibus molorporio molorb.  
**Address:** 1234 Some Street, #100, Ocala  
**Contact:** (555) 555-5555  
**Website:** [www.example.com](http://www.example.com)

IMAGE/LOGO  
MAX HEIGHT: 1.1563 INCHES  
MAX WIDTH: 2.3333 INCHES

**BUSINESS NAME**  
**About:** (Character Limit is 70 characters)  
molorporio debitibus molorporio molorb.  
**Address:** 1234 Some Street, #100, Ocala  
**Contact:** (555) 555-5555  
**Website:** [www.example.com](http://www.example.com)

**QUARTER PAGE**  
**WIDTH: 3.75 INCHES**  
**HEIGHT: 5.125 INCHES**  
**MARGINS: 0.20 INCHES**

**EIGHTH PAGE (BUSINESS CARD)**  
**WIDTH: 3.75 INCHES**  
**HEIGHT: 2.4375 INCHES**  
**MARGINS: 0.15 INCHES**

**EIGHTH PAGE (BUSINESS CARD)**  
**WIDTH: 3.75 INCHES**  
**HEIGHT: 2.4375 INCHES**  
**MARGINS: 0.15 INCHES**

**HALF PAGE (HORIZONTAL)**  
**WIDTH: 7.75 INCHES**  
**HEIGHT: 5.125 INCHES**  
**MARGINS: 0.20 INCHES**

# SHAMELESS SUMMIT

## Leading with Light *Live* on Stage

*Shameless: 15 Women Share Their Journey of Self-Awareness, Self-Love, and Leading with Light* is a powerful and engaging work of essays from women who wrestled with hardship, trauma, body image, divorce, discrimination, and more. Women who rose above their circumstances, took the message life gave them, and handed it back. They turned their shame into shamelessness and found the courage to be leaders of light, shining the truth on the path for us all. This book serves as a blueprint to help you understand how your failures can serve as momentum for a positive life.

- AUTHOR TALKS
- BOOK SIGNINGS
- JANUARY 28TH

PROCEEDS TO BENEFIT  
PAGE CENTER FOR GIRLS



Scan the QR Code or visit [bit.ly/shameless-sponsors](https://bit.ly/shameless-sponsors) to complete the form and payment. Deadline for Sponsorship is November 30, 2022. Only one Platinum and two Gold levels are available. Funds will be directed through the Shameless Fund made possible by Creating Forward, a local 501(c)(3).

	BRONZE \$500	SILVER \$750	GOLD \$1,500	PLATINUM \$2,500
Logo on Event Flyer & Signage	✓	✓	✓	✓
Email Promo Mentions	✓	✓	✓	✓
Social Media Mentions	2	3	4	6
Promo Item Placed in Swag Bag		✓	✓	✓
Verbal Mention at Event			✓	✓
Ad in Program			half-page	Full-Page
Ticket to Event	2	3	4	6

# Editorial Calendar

## PURCHASE BY & ARTWORK DUE DATES

*Ads must be purchased by the dates listed below to appear in the month desired to start sponsorship services.  
Ad Artwork is a completed ad design turned in by the listed due date. All ads are billed on the 15th of the month prior to placement.*

<u>Month/Year</u>	<u>Theme</u>	<u>Purchase by</u>	<u>Artwork Due</u>
January 2023	Rich with History (a focus on the Black Community)	11/11/2022	12/04/2022
February 2023	A Rainbow of Love	12/16/2022	01/02/2023
March 2023	Unboxed (stories we couldn't fit in a theme and were too good to pass up)	01/25/2023	02/01/2023
April 2023	Small Business	02/22/2023	03/01/2022
May 2023	The Arts	03/24/2023	03/31/2023
June 2023	Callbacks (updates from some of our favorite interviews over the last two years)	04/21/2023	05/01/2023
July 2023	TBD	05/24/2023	06/01/2023
August 2023	TBD	06/23/2023	06/30/2023
September 2023	TBD	TBD	TBD
October 2023	TBD	TBD	TBD
November 2023	TBD	TBD	TBD
December 2023	TBD	TBD	TBD

# Frequently Asked

## LET'S ANSWER THOSE QUESTIONS

### **What are Grandfather Rates?**

Grow your business, not your budget. Your rates will never increase as long as you renew your 12-month contract.

### **When will I receive my first bill?**

You will receive your invoices on the 15th of every month. It will begin on the month prior to your starting issue. (e.g. Your starting issue is June. Your invoice will be sent via email on May 15th.)

### **Do I have to pay a 12-month contract upfront?**

Payment in full is not expected for 12-month contracts. You will receive recurring invoices on the 15th of the month, if you have a 12-month contract. Payment in full is required for a month-to-month or one-time purchase.

### **Can I pay by check?**

Invoices will arrive via the email address you provide. You will have the option to pay by credit card or ACH. You can also agree to automatic payments to avoid any late fees.

### **Is ad design included?**

The short answer, no, in-house ad design is not included. However, we will design the layout and take your portrait for the 1-page article included with the Not-A-Fluff Piece packages.

You will be provided with a specification sheet and ad deadlines. This is kept up-to-date on our website, and you will receive a monthly email reminding you that your design is due if you wish to make changes (for qualifying ads). If you do not have a graphic designer or a marketing agency to help you, we are happy to recommend individuals and companies we trust.

### **Can you make my podcast commercial?**

Sort-of. You will need to provide a 16:9 ratio image or video (Canva is just fine) and a short script. If you do that, we can record the script for you. However, we do recommend hiring a videographer and we are happy to recommend companies we trust.

### **What is a Pop-Up Event?**

Let's build your network and connect with the community! Our 2-hour pop-up events will take place at your place of business. We'll invite a couple other complimentary businesses (non-competing) to set up a table to draw their clients to your location (number depends on space in your location). We'll help you market the event on our social media, provide you with images to post on your social media, and we'll provide a musician. Then it's up to you to make the most of it!



# Editorial Calendar

## PURCHASE BY & ARTWORK DUE DATES

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

Authorized Contact (First Name, Last Name, & Title): \_\_\_\_\_

Billing Address: \_\_\_\_\_

Billing City, State, & Zip Code: \_\_\_\_\_

Work Phone     Cell Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Billing Email (if different from above): \_\_\_\_\_

Month-to-Month     12-Month Contract (12-issues)     Other: \_\_\_\_\_

Starting Month & Year: \_\_\_\_\_

### Digital/Magazine Ads (choose one):

- Back Cover     Inside Front Cover     Inside Back Cover     Half Page, Vertical (Masthead)  
 Full Page     Half Page, Horizontal     Quarter Page     Eighth Page, Horizontal     Listing

### Podcasts (choose all that apply):

- 1 podcast (month-to-month)     1 podcast (12-month contract)  
 Additional podcasts each month for 12-month contract (up to 2 allowed): \_\_\_\_\_

### Not-A-Fluff Piece Package (choose one):

- Package Only     Package + Half Page, Horizontal Ad in Magazine

Is monthly billing required for the package?     Yes     No, will pay in full

I understand in-house ad design is not included with my purchase (see FAQ for further details)

I have read and agree to the Terms and Conditions found at [www.localamag.com/terms-conditions](http://www.localamag.com/terms-conditions)

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

Print Name: \_\_\_\_\_

Today's Date: \_\_\_\_\_

Locala Representative: \_\_\_\_\_

A copy of your ad agreement and terms and conditions will be emailed to you prior to your first invoice.





## ARTWORK REQUIREMENTS

Ad Type	Ad Size	Margins	Color Space
Back Cover	8.75 in. x 7.875 in.*	.5 in	CMYK
Inside Front Covers	8.5 in. x 11 in. + .125 in. bleed	.5 in	"
Inside Back Covers	8.5 in. x 11 in. + .125 in. bleed	.5 in	"
Full Page	8.5 in. x 11 in. + .125 in. bleed	.5 in	"
Half Page (Horizontal)	7.75 in. x 5.125 in.	Recommend .25 in	"
Half Page (Vertical Masthead)	3.75 in. x 10.5 in.	Recommend .20 in	"
Quarter Page	3.75 in. x 5.125 in.	Recommend .20 in	"
Eighth Page	3.75 in. x 2.4375 in.	Recommend .15 in	"
Listing (full image)	2.3333 in. x 2.3125 in.	n/a	"
Listing (logo + text)	2.3333 in. x 1.1563 in.**	n/a	"
Complimentary Social Post	1080 pixels x 1080 pixels***	n/a	RGB (72 dpi)
Podcast (image)	1920 pixels x 1080 pixels	144 pixels	RGB (72 dpi)
Podcast Commercial (30 sec.)	1920 x 1080 pixels / 23.976 fps****	Standard	RGB

A 1 point black border will be added to all half page and quarter page ads without a full color background, or when a color may be too light to stand out on white.

All finished ad designs must be 300 DPI or higher. Acceptable formats include PDF or JPEG. PDF preferred. Please flatten layers and turn type into outlines per printer request.

Spreads must be delivered as 2 pages with the Full Page Ad Size and Margins.

Using Canva to design your ad? Contact us for custom dimensions and export instructions.

\*Back Cover is 8.5 in. width x 7.75 height with a .125 bleed on 3 sides (top, right, & left).

\*\* Text must be included in email with text sent. Line 1: Business Name (max 25 characters); Line 2: About (max 70 characters); Line 3: Address, Line 4: Phone or email; Line 5: website.

\*\*\* As a courtesy to our clients, if a 1080 pixels x 1080 pixels, 72 DPI, RGB color space version of your ad is provided, we will share the ad on our social pages during the months your ad is in our magazine. This is a free service and we do not guarantee the number of times the ad will run on our social accounts.

\*\*\*\* Export at High Quality 1080p HD, H.264

ISSUE	DEADLINE	ISSUE	DEADLINE	ISSUE	DEADLINE
JANUARY 2023	12/04/2022	MAY 2023	03/31/2023	SEPTEMBER 2023	TBD
FEBRUARY 2023	01/02/2023	JUNE 2023	05/01/2023	OCTOBER 2023	TBD
MARCH 2023	02/01/2023	JULY 2023	06/01/2023	NOVEMBER 2023	TBD
APRIL 2023	03/01/2023	AUGUST 2023	06/30/2023	DECEMBER 2023	TBD

Send finished ad designs by or before the deadline to: [art@localamag.com](mailto:art@localamag.com)  
Deadlines are subject to change. The Advertiser will be notified of any changes as soon as possible.