

**N.A.I. (*NEW & INSPIRING*)
MAGAZINE
MEDIA GUIDE**

**Introducing the World
To The DMV**

Pope Consulting, LLC

Maryland, United States



Editorial Calendar

<u>Quarter</u>	<u>Ad Closing</u>	<u>Release Date</u>
Q-1: January - March	December 15 th	1 st week of January
Q-2: April - June	March 15 th	1 st week of April
Q-3: July - September	June 15 th	1 st week of July
Q-4: October - December	September 15 th	1 st week of October

Magazine Departments:

- Community News
- Ask The Expert
- Young and Relentless
- Palatable Pleasures
- TrailBlazer
- Culturally Speaking

Advertising Benefits:

- Pay once. Ad will appear for 3-months (One quarter)
- Automatic Business Directory listing for the rest of the current year.

Audience Reach: 1,123 people (social media platforms: Facebook, Twitter, LinkedIn)

ADVERTISING RATES

<u>Ad Position</u>	<u>Price</u>
Full Page	\$75
2-Page Spread	\$145
½ Page - Vertical	\$37
½ Page - Horizontal	\$37
¼ Page	\$25
Business Directory (contact info only)	\$6
Premium Positions	
Inside front cover	\$105
Inside back cover	\$90
Inside front cover + adjacent page	\$180
Inside back cover + adjacent page	\$165

[SUBMIT AD HERE](#)

DIGITAL AD SPECS



Full Page: \$75

Live area: 7.5 x 10.0

Premium Spaces:

~Inside Front Cover: \$105

~Inside Back Cover: \$90



2-Page Spread: \$145

Live area: 15.5 x 10.0

Premium Spaces:

~Inside Front Cover + adjacent page: \$180

~Inside Back Cover + adjacent page: \$165



1/2 Page - Vertical: \$37

Live area: 9.5 x 3.5



1/2 Page - Horizontal: \$37

Live area: 7.0 x 4.75

DIGITAL AD SPECS (continued)



¼ Page - Vertical: \$25

Live area: 4.75 x 3.5

Business Directory: \$6
(Business contact information only)

Details:

- All ads are paid in advance.
- All ads must be submitted via the [N.A.I. advertising form](#).
- Accepted formats: PDF & JPG - 300dpi minimum
- Make sure all images in the ad are at a minimum of 300 dpi.
- Make sure the important information in the ad is in the *LIVE* space.
- Ads will be accepted based on available space. Should your ad not be accepted, a refund will be issued.

Interested in advertising with N.A.I.? Please submit your business contact information, social media handles and your advertisement choice to [N.A.I. AD Department](#). You will receive a PayPal receipt. ~ Thank you

Terms and Conditions:

N.A.I. (New & Inspiring) Magazine

PLEASE READ THE FOLLOWING CAREFULLY. THESE TERMS AND CONDITIONS, AS AMENDED FROM TIME TO TIME (“Terms”), ARE A BINDING AGREEMENT (“Agreement”) BETWEEN YOU (“End User” or “End User’s Agent”, AND N.A.I. MAGAZINE. (“Magazine”).

For the sake of simplicity, this Terms and Conditions may use the term End User and End User’s Agent interchangeably. The term “End User’s Agent” refers to the End User’s representative, who is fully empowered to act on behalf of the End User in all matters described in this Agreement, including the collection and receiving directly the monies otherwise payable to End User.

By using the service, you agree to the terms governing the applications, features, and functionality available on or through the Site (The “Service”). If you do not agree with the terms contained in this Terms of Service, do not use the service.

I. ABOUT N.A.I. MAGAZINE

N.A.I. Magazine is published by Pope Consulting, LLC. Its goal is to highlight small businesses in the Washington, D.C., Maryland and Virginia (DMV) area and to become a welcoming resource for newcomers.

The following describes the rights and responsibilities of the End User and N.A.I. Magazine. Any user of this Site who downloads reads or previews any Work on the Site is referred to as an “End User.”

II. RIGHTS AND OBLIGATIONS OF END USERS AND END USER’S AGENTS

If you upload an advertisement to N.A.I. Magazine, you understand and warrant that you are the legal publisher of this work; you control all rights and assume all liabilities associated with the publication of this work; and you warrant and affirm that no aspect of your work infringes or violates the rights of another person, party or entity.

III. PUBLICATION AT OPTION OF N.A.I. MAGAZINE

N.A.I. Magazine may decide not to publish End User’s advertisement and no reason need be provided. Except in the cases of gross violations of this Terms of Service, N.A.I. Magazine will make every attempt to provide reasonable notice to the End User via email, up to and including providing instructions on how to remedy potential issues that might prevent N.A.I. Magazine from listing an advertisement.

IV. REPRESENTATIONS AND WARRANTIES

You are solely responsible for the content of your upload and any consequences that occur because you’ve uploaded or posted the Advertisement on the Service. Each time you upload an advertisement you represent and warrant to us that:

- a. You are the creator and or owner of the uploaded advertisement or have all necessary rights from other people or companies to use and permit other users to use.
- b. Your uploaded advertisement (including as used by you, us, or other users of the Service) does not and will not infringe or misappropriate any third party right, including copyright and other intellectual property rights, privacy rights, rights of publicity, or moral rights, or slander, defame, or libel anyone. In other words, your Advertisement must be your original work and you must have the permission of any third parties that have rights in the Advertisement before you upload or post the Advertisement to the Service.

V. BY USING THE SERVICE, YOU AGREE NOT TO:

- a. Use the Service for any illegal purpose or in violation of any laws or regulations;
- b. Violate or encourage others to violate third party rights, including the infringement or misappropriation of intellectual property rights;
- c. Upload, post, or publish any Advertisement that is unlawful, defamatory, libelous, objectionable, profane, indecent, pornographic, harassing, threatening, hateful, or otherwise inappropriate;
- d. Interfere with the security features of the Service (e.g., don't disable or circumvent features that limit your use or copying of any Advertisement or reverse engineer the Service to discover the Source Code of the Service);
- e. Interfere with our operation of the Service or another user's use of the Service (this means don't upload or spread any viruses, adware, or spyware, don't make unsolicited offers or promotions, don't collect other people's personal information, and don't interfere with the networks or equipment that we use to provide the Service);
- f. Perform fraudulent activities, such as impersonating another person.
- g. Copy the look and feel of the Site or access, download, copy, modify, distribute, perform, or use any Photos to create a similar or competitive service or to contribute the Photos to an existing similar or competitive service; or
- h. Attempt to do, or assist anyone else to do, any of these things.

VI. N.A.I. MAGAZINE EMAIL POLICY

N.A.I. Magazine does not engage in spam, nor does it share, rent or sell the personal contact information of its members with third parties.

VII. DIGITAL MILLENNIUM COPYRIGHT ACT (DMCA) NOTICE POLICY

When End Users, agents or publishers upload material to N.A.I. Magazine, they certify to N.A.I. Magazine their agreement to this Terms of Service, in which they certify they are legally permitted to upload such works. Allegations of copyright violations against N.A.I. Magazine End Users, End User's Agent are extremely rare. Nevertheless, N.A.I. Magazine maintains a zero-tolerance policy regarding copyright infringement and we welcome infringed parties to notify us if they believe their material is being distributed by N.A.I. Magazine.

If you feel that content posted on the N.A.I. Magazine Site infringes on your copyright(s), please immediately contact the N.A.I. Magazine support team by sending an e-mail to the [N.A.I. AD Department](#).

If N.A.I. Magazine acts in response to an infringement notice, it will make a good faith attempt to contact the party that made such content available by means of the most recent known email address.

VIII. REFUND POLICY:

If, for any reason, an ad is not accepted, a refund will be issued through PayPal during the following periods: January 1-15; April 1-15; July 1-15; October 1-15.

IX. MISCELLANEOUS.

- a. **Entire Agreement.** This Agreement is the entire agreement between the parties concerning the subject matter hereof.
- b. **Governing Law; Severability.** This Agreement shall be governed by and construed in accordance with the substantive laws of the State of Maryland. If any portion of this Agreement is held invalid, the parties agree that such invalidity shall not affect the validity of the remaining portions of this Agreement.
- c. **No Agency.** No agency, partnership, joint venture or other joint relationship is created hereby.
- d. **Legal Action.** the venue for all purposes hereunder shall be in Prince George's County, Maryland, and the parties hereto hereby consent to such jurisdiction and venue. If any action or other legal proceeding relating to this Agreement or the enforcement of any provision of this Agreement is brought against any party hereto, the prevailing party shall be entitled to recover reasonable attorneys' fees, costs, and disbursements (in addition to any other relief to which the prevailing party may be entitled).
- e. **Acknowledgement.** By using the Service, you acknowledge that you have read this Agreement, understand it and will be bound by its terms and conditions.

Correspondence:

N.A.I. Magazine

nai.ad.department@gmail.com