

THE ACCESS POINT TO THE DIVERSELY ENRICHED CULTURAL HERITAGE OF OUR LATINO CONSUMER.



ENTERAR

magazine



media kit

Enterar Magazine Facts

- ◆ 40,000 Readers
- ◆ 100+ Distribution points around the Southwest Michigan region
- ◆ 10,000+ Copies printed quarterly
- ◆ Since inception we have had over 1,500 Visits and 12,000+ Hits monthly.

Enterar Magazine Mission:

To be the entry point to Southwest Michigan's communities, accessing the diversely enriched cultural heritage of our Latino consumer. This introduction sets the stage to inspire/empower/engage businesses on the importance of:

- ◆ Consulting/Marketing
- ◆ Diversifying advertisements, products, and services
- ◆ Diversifying business marketing objectives
- ◆ Recognizing economic purchasing power
- ◆ Expanding business into the Latino market
- ◆ Providing a true inclusive bicultural/bilingual (English/Spanish) market model

“ As our area increases in diversity, a magazine that celebrates and supports individual efforts, partnerships, and collaboration among all groups is most welcome. ”

Janice Varney, Executive Dean
Lake Michigan College at South Haven

For more information on Advertising and Business Promotions, please contact:

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ENTERAR Magazine Distribution

Enterar Magazine has a regional distribution area of **100 miles** and plans to deliver to over 100 businesses.

Distribution Points:

- ◆ Airports
- ◆ Churches
- ◆ Colleges / Universities
- ◆ Federal Agencies
- ◆ Hotels
- ◆ Libraries
- ◆ Magazine Stands
- ◆ M-Tec Centers
- ◆ Public Jr/ Sr High Schools
- ◆ Supermarkets
- ◆ Book Stores
- ◆ Coffee Shops
- ◆ Convenience Stores
- ◆ Gasoline Stations
- ◆ Intermediate School Districts' Skill Centers
- ◆ Local Chambers of Commerce
- ◆ Mexican Markets / Restaurants
- ◆ Non-Profit Community Service Entities
- ◆ Restaurants

Enterar Magazine will be found at the following locations and many more.

Restaurants:

McDonald's	Coldstone Creamery
Acapulco	Consentida
Taqueria Azteca	Alpen Rose
Taqueria LaFe	Tres Lobos
Don Pepe	Ramirez Bakery
Don Miguel	La Providencia
Taco Fiesta	Mi Favorita
Margarita's	Leaf N Bean
Santa Fe Mercado	Cantu's
Sonora's	Maggie's Kitchen
El Paraiso	

Hotels:

Ramada Inn
Quality Inn
Double Tree
Radisson

Banks:

National City
Macatawa Bank
Chemical Bank
5/3 Bank

Other:

Spectrun Health
InterCare Healthcare
National Heritage Academy
Elkhart Career Center
Grand Rapids Community College
Davenport College
City of Grand Rapids
City of Hartford
WMIT TV
The News Stand
Pullman Post Office
Alf Insurance
Cirilo Martinez Attorneys
Olds & Mackinder Attorneys
City Car Wash
and many more...



Area Venues:

Arts Council of Greater Kalamazoo	Kalamazoo Regional Chamber of Commerce
West Michigan Hispanic Chamber of Commerce	Lake Michigan College
Holland Area Chamber of Commerce	Holland Area Arts Council
Hope College	Greater South Haven Area Chamber of Commerce
Greater Paw Paw Chamber of Commerce	South Haven Center for the Arts
Grand Rapids Area Chamber of Commerce	Cornerstone Chamber of Commerce

THE
LATINO MARKET –
TAKE ADVANTAGE AND
DIVERSIFY YOUR BUSINESS.

Southwest Michigan

Distribution Area by County & Latinos Population

Kent = **54,238** Latinos

Ottawa = **19,969** Latinos

Barry = **1,123** Latinos

Allegan = **7,280** Latinos

Calhoun = **4,926** Latinos

Kalamazoo = **7,579** Latinos

Van Buren = **7,224** Latinos

St. Joseph = **3,754** Latinos

Cass = **1,436** Latinos

Berrien = **6,281** Latinos

**TOTAL LATINO POPULATION
IN REGION 113,810**

Northern Indiana

Distribution Area by City & Latinos Population

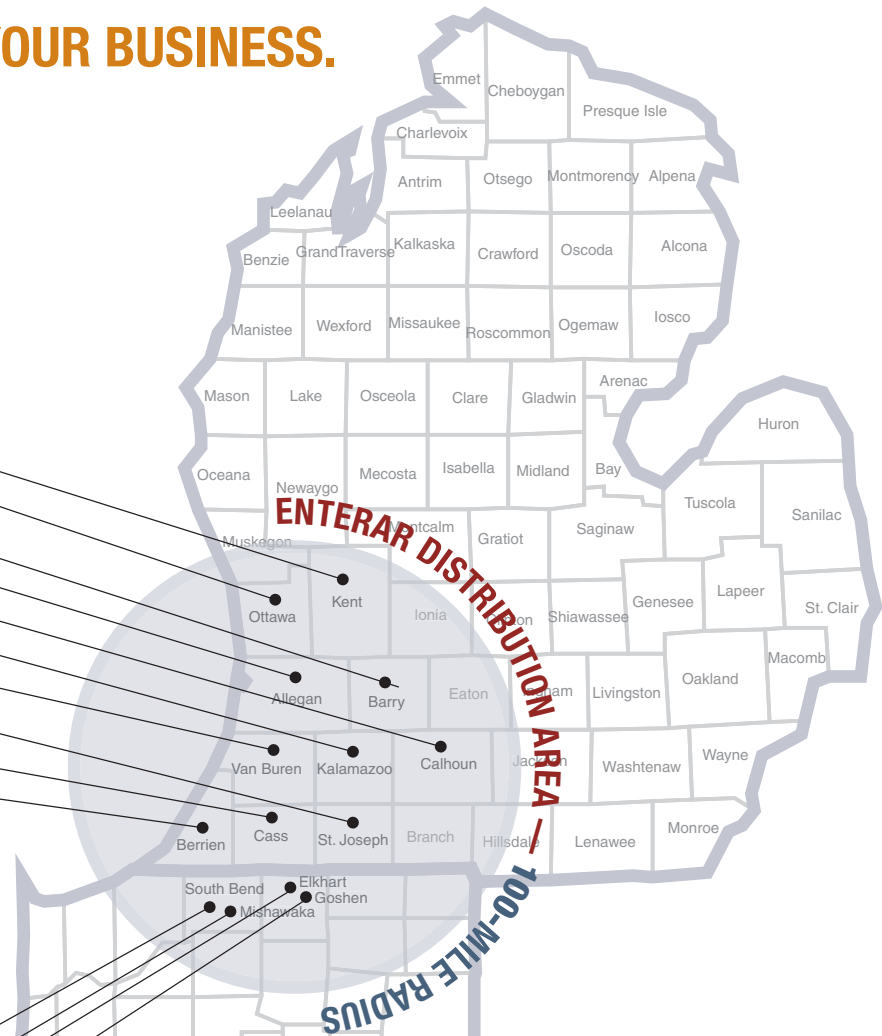
South Bend = **11,324** Latinos

Mishawaka = **1,385** Latinos

Elkhart = **8,923** Latinos

Goshen = **6,376** Latinos

**TOTAL LATINO POPULATION
IN REGION 28,008**



Total Latinos in Region:	141,818
Total Population in Region:	2,055,303
Percent Latino Population in Region:	7%
National Percentage Average:	12.5%
AVERAGE HOUSEHOLD INCOME IN REGION:	\$44,000

Information Cited: 2006 Michigan and Indiana Census Information (Release Date 9/13/2007)

Magazine Content

The following magazine topics listed below will assist your business to better understand the Latino consumer and empower your business to engage the Latino market.

Year Topics

◆ Education

The impact to Latino students, parents, community, and schools
Highlighting professional Latino educators
Premium placement advertising

◆ Entrepreneurialship

Increase in entrepreneurialships
Change in community approach
Highlighting successful Latino entrepreneurs
Premium placement advertising

◆ Community

Economic impact
Diversity
Inclusiveness
New community look
Latino community contribution
Highlighting Latino community leaders
Premium placement advertising

◆ Health

Latino health
New view /approach
Highlighting Latino medical professionals
Premium placement advertising

Departments

◆ Arts & Entertainment

◆ Community

◆ Environment

◆ Health & Wellness

◆ Business/Finances

◆ Food

◆ Education

◆ Culture / Religion

◆ Youth

ADVERTISEMENT SIZE	RATES	HALF YEAR	FULL YEAR
Full Page	\$2,021.25	\$3,892.35	\$6,930.00
1/2 Page	\$1,183.35	\$2,135.70	\$3,855.60
1/3 Page	\$836.35	\$1,535.10	\$2,700.60
1/4 Page	\$605.85	\$1,096.20	\$1,617.00
1/6 Page	\$374.85	\$623.70	\$1,083.60

PREMIER POSITIONS	RATES	HALF YEAR	FULL YEAR
Premier Inside Front Cover	\$2,310.00	\$4,504.50	\$8,660.40
Premier Page One	\$2,310.00	\$4,504.50	\$8,660.40
Premier Page Two	\$2,310.00	\$4,504.50	\$8,660.40
Premier Page Three	\$2,310.00	\$4,504.50	\$8,660.40
Premier Page Four	\$2,310.00	\$4,504.50	\$8,660.40
Premier Page Five	\$2,310.00	\$4,504.50	\$8,660.40

ADVERTISEMENT LAYOUT OPTIONS

ADVERTISEMENT SIZES			
Full Page	<input type="checkbox"/> Trim	7-1/2" x 9-1/2"	(7.5" x 9.5")
	<input type="checkbox"/> Bleed	8-3/4" x 11-1/4"	(8.756" x 11.25")
1/3 Page	<input type="checkbox"/> Vertical	2-3/8" x 9-1/2"	(2.375" x 9.5")
	<input type="checkbox"/> Horizontal	7-1/2" x 3"	(7.5" x 3")
	<input type="checkbox"/> Square	4-7/8" x 4-5/8"	(4.875" x 4.625")
1/2 Page	<input type="checkbox"/> Vertical	3-5/8" x 9-1/2"	(3.625" x 9.5")
	<input type="checkbox"/> Horizontal	7-1/2" x 4-5/8"	(7.5" x 4.625")
1/6 Page	<input type="checkbox"/> Vertical	2-3/8" x 4-5/8"	(2.375" x 4.625")
	<input type="checkbox"/> Horizontal	4-5/8" x 2-3/8"	(4.625" x 2.375")
1/4 Page	<input type="checkbox"/> Vertical	3-5/8" x 4-5/8"	(3.625" x 4.625")
	<input type="checkbox"/> Horizontal	7-1/2" x 2-3/16"	(7.5" x 2.1875")
We are currently accepting credit cards!			

ENTERAR MAGAZINE

www.enterarmagazine.com

MEDIA KIT – ADVERTISING CONTRACT

Customer: _____ Contact: _____ Date: _____

Business Address: _____ City: _____ State: _____ Zip: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

Ad Size:

____ 1/6 ____ 1/4 ____ 1/3 ____ 1/2 ____ Full Page ____ Premier Pages

SPACE RESERVATION DATE: _____ ART WORK DUE DATE: _____

Camera-Ready Art: please use 300 dpi (or better) Email artwork to: sales@enterarmagazine.com

Please provide artwork in the **NATIVE FILES** used to create the art.

Please specify if you would like your ad in English or Spanish.

All artwork must be created using the following software: Illustrator CS, InDesign, and QuarkXpress 6.5. and PRESS-READY PDF's are acceptable.

Please contact your sales representative with any questions regarding to AD CREATION, translation of ads from English to Spanish (see Ad Creation Form). All ad creation and manipulation billed at \$60.00/hour.

Number of issues: _____ List Issues: _____

Monthly Rate: _____ X Number of Issues: _____ = **Contract Total:** _____

Additional Charges: _____

Ad Creation Fee: _____

Direct Mail Ride-along: _____

Other: _____

Total Contract: _____

Payment Method: _____

Less Deposit: _____

____ Cash

Balance Due: _____

____ Check (Enterar Magazine, LLC)

Credit Card Type: VISA MASTERCARD DISCOVER Expiration Date: _____

Credit Card Number: _____ Security Code: _____

This document is a purchase order and payment terms are net 30 days from date of this invoice. Acceptance of all advertising and copy is subject to approval of Enterar Magazine. 3% charge after 30 days.

Additional Billing Information: _____

Client Signature: _____ Date: _____

Enterar Service Rep: _____ Date: _____

In order to help our clients create an effective ad in the most efficient manner we have created a check list of contents found in successful ads. Please go through this list carefully and provide all the information below and direct any questions to your Enterar Magazine’s Agent.

- HEADLINE – A few eye catching words to capture attention.
- BODY COPY – A paragraph or so that gives the reader your message.
- COMPANY LOGO – An Illustrator EPS, vector artwork or a high resolution jpeg (300 dpi).
- PHOTOS – Please provide High Resolution photos at 300 dpi and cmyk.
- CONTACT INFORMATION – Important info such as phone, fax, email & website address.

Please provide ALL INFORMATION LISTED ABOVE and understand that it is the responsibility of the advertiser to provide this art to your Enterar Representative and the AD CREATION WILL NOT BEGIN UNTIL ALL CONTENT LISTED ABOVE IS SUBMITTED.

Please provide any additional information that may be helpful in creation of your ad:

Average amount of time needed to create ads with ALL CONTENT PROVIDED:

1/6 – 1-2 hrs

1/4 – 1.5-2.5 hrs

1/3 – 2-3 hrs

1/2 – 3-6 hrs

Full Page – 4-8 hrs

Premier Pages – 5-8 hrs

Please keep in mind that these are averages and depending on how complete and thorough the information submitted up front the more efficient our creative department can be in creating your ad.

ENTERAR MAGAZINE

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MEDIA KIT – ADVERTISING CONTRACT

The Advertiser or advertising agency placing an advertisement with Enterar Magazine, LLC ("Magazine") for publication shall be liable for all charges under the contract. Advertising rates are subject to change. Account and/or advertisement disputes must be received in writing by The Magazine, P.O. Box 461, Hartford, MI 49057, within thirty (30) days from the day the advertisement appeared in published form. The Magazine does not take responsibility for "show through" on advertisements. Advertising contracted at a frequency discount and not used within one year of the first insertion will be billed at the appropriate new frequency rate increasing the frequency during the contract year allows for added insertions to apply toward billing at appropriate new frequency rates. In the event of an increase in ad frequency, the Advertiser will be credited for the difference in contracted frequency rate and the actual frequency rate used.

Cancellations, Delinquency and Default

The Magazine may reject or refuse to publish any graphics, text, advertisements, or listing at any time, for any reason. This contract may be cancelled by the Advertiser provided a notice of cancellation is received in writing by the Magazine no later than the closing deadline for advertisement copy. Absolutely no cancellations or alterations of space size will be accepted after the closing deadline for advertisement copy. No cash rebates will be made. Upon cancellation of this Agreement by the Advertiser, or upon mutual termination by both parties, the Advertiser shall reimburse the Magazine for all expenses incurred between the dates of execution of the Agreement and cancellation or termination. When no acceptable material are furnished by the due date, the Magazine reserves the right to charge for the space reserved or to repeat the last advertisement run. All advertising will be invoiced on the first of each month based upon the current quarter's publication. All invoices are due and payable within thirty (30) days from the date of the invoice from the Magazine. Returned checks and credit card change backs will be assessed a \$20.00 charge per incident. Interest shall accrue at the rate of one and one half percent (1.5%) per month on all past-due invoices after thirty (30) days. The Magazine reserves the right to cease the publication for any advertisements sixty days from any unpaid invoice.

Design Standards and Prohibited Content

The Magazine may from time to time establish or change policies or procedures, websites and linked websites, and may reject or refuse to publish any advertisements listings which fail to comply with the changes. The Magazine reserves the right to change the following, including but not limited to: classification headings, listings, searches, categories and placement in the directory or position on the page, and/or any other design changes it deems necessary. Advertisements that resemble an editorial may be marked "Advertisement": by the Magazine. Any of the following types of material are strictly prohibited and grounds for immediate termination of account: pornographic, hate, racial, illegal, or unlawful practices.

Advertiser Warranties

The Advertiser fully warrants and represents to be in full compliance with any and all laws including licensing requirements, relating in any manner to the products and services advertised.

Copyright

Advertiser agrees the artwork, logos, or printed materials provided hold an appropriate copyright and waives any claim it may have against the Magazine arising out of reproduction, modification, and/or distribution.

Liability

The Magazine's liability and the Advertiser's exclusive remedy shall be as follows: The Magazine's liability for damages to the Advertiser for any cause whatsoever, regardless of whether the Advertiser's claim is based on, including but not limited to: error or omission with respect to any advertisement shall be limited to actual damages up to and not in excess of the cost of that portion of the advertisement which was omitted and/or in error. In no event shall the Magazine be liable for any loss of the Advertiser's business, revenues or profits, the cost to the Advertiser of other advertisements, and special consequential or penal damages of any nature or for any claim against the Advertiser by any third party.

Severability If any paragraph or portion thereof within this Agreement shall be determined invalid by a court of competent jurisdiction for any reason, the invalid part(s) shall be considered severable from the remaining provisions of this Agreement, which shall remain in full force and effect.

Permissions

The Advertiser and the Magazine give mutual permissions to display the Magazine's and the Advertiser's websites in promotional materials.

Disclaimer of Warranty

The Advertiser agrees to use all services and any information obtained through or from the Magazine at the Advertiser's own risk. The Advertiser acknowledges and agrees that the Magazine exercise no control over, and accepts no responsibility for, the content of the information passing through the Magazine's host computers, network

hubs and points of presence or the Internet. The services provided under this Agreement are provided on an as is, as available basis. None of the Magazine subsidiaries or affiliated corporations, or any of their respective employees, officers, directors, shareholders, affiliates, agents, suppliers, third party information providers, merchants, licensors, or the like (each, a "Magazine person") make any warranties of any kind, either expressed or implied; including but not limited to any kind, EITHER EXPRESSED OR IMPLIED, INCLUDING BUT NOT LIMITED TO warranties of merchantability or fitness for a particular purpose, non-infringement, for the services or any equipment the Magazine provides, No interrupted or error free, nor do any of them make any warranties as to the results that may be obtained from the use of the services or as to the accuracy, liability, or content of any information, services or merchandise contained in or provided through the services. The Magazine is not liable, and expressly disclaims any liability, for the content of any data transferred either to or from Advertiser or stored by Advertiser or any of Advertiser's clients via the services provided by the Magazine; no oral advice or written information given by any the Magazine person, will create a warrant; nor may the advertiser rely on any such information or advice. The terms of this section shall survive any termination of this Agreement.

Indemnification

Advertiser agrees to indemnify, defend, and hold harmless the Magazine subsidiaries and affiliated companies, and each of their respective officers, directors, employees, shareholders and agents (each an "indemnified party" and, collectively, "indemnified parties") from and against any and all claims, damages, losses, liabilities, suits, actions, demands, proceedings (whether legal or administrative) and expenses (including, but not limited to, reasonable attorney's fees) threatened, asserted or filed by a third party against any of the indemnified parties arising out of or relating to Advertiser's use of the services, any violation by Advertiser of The Terms of Usage Policy, any breach of any representation, warranty or covenant of Advertiser contained in this agreement, or any acts or omissions of Advertiser. The terms of this section shall survive any termination of this agreement. Under no circumstances, including negligence, shall any Magazine person be liable for any indirect, incidental, special, consequential, or other legal theory, even if the Magazine has been advised of the possibility of such damages. No Magazine person shall be liable to the Advertiser, any of its Advertisers, or any other third party for any loss of damages that result or are alleged to have resulted from the use or inability to use the services, or that results from mistakes, omissions, interruption, deletion of files, loss of data, errors, viruses, defects, delays in operations or transmission, or any failure of performance, whether or not limited to acts of God, communication failure, theft, destruction, or unauthorized access to the Magazine's records, programs, equipment, or services. This limitation of liability reflects an informed, voluntary allocation between the parties of the risks (known and unknown) that may exist in connection with this agreement. The terms of this section shall survive any termination of this agreement.

VBE/VCE – (Spam Email Policy)

The Magazine does not tolerate VBE/VCE. The Magazine defines VBE/VCE as unsolicited broadcast or commercial email that is sent to email addresses that did not request such material from that specific sender. The Magazine customers and any users of our network of services, are prohibited from sending VBE/VCE. Users may be asked to produce records that verify permission was obtained from a recipient before a mailing was sent. Valid complaints received by the Magazine may lead to immediate termination or suspension of the service. The Magazine may block traffic without prior notice to and from the IP address involved in the VBE/VCE complaint until the problem is resolved and preventative measures have been implemented to prevent the violation from recurring.

CHOICE OF LAW/ ARBITRATION AGREEMENT

Any dispute arising out of or relating to this agreement that has not been resolved by good-faith negotiations will be finally settled by arbitration in accordance with the then-current rules of the American Arbitration Association by a sole arbitrator. The arbitration will be governed by the Federal Arbitration Act, 9 USC 1-16, to the exclusion of any inconsistent state laws, and judgment upon the award rendered by the arbitrator may be entered by any court having jurisdiction. The place of arbitration will be Kalamazoo, MI. The arbitrators are not empowered to award damages in excess of any lawful limitations on damages provided in this agreement.

The substantive law governing any dispute will be the laws of the State of Michigan and specifically excluding the Conflicts of Laws statute of the State of Michigan. The statute of limitations of the State of Michigan applicable to the commencement of the lawsuit will apply to the commencement of an arbitration under this section.

PLEASE READ THIS AGREEMENT CAREFULLY. Your signature below signifies that you have read and understand the terms and conditions on the face of this document and agree to the all terms and conditions.

Accepted by Advertiser: _____ Date: _____

The Magazine's Agent: _____ Date: _____

Enterar Magazine is now accepting credit cards.

SPECIAL RATE!

Subscribe now for **25%** off the cover price.

YES! Send me 8 issues of ENTERAR Magazine for only \$24.93.

That's a savings of \$1.04 per issue.



Name _____

Street _____

City _____ State _____ Zip _____

E-mail Address _____

Credit Card # _____ Expiration Date # _____

VISA MASTERCARD DISCOVER Bill Me Payment Enclosed

Please make checks payable to ENTERAR Magazine, LLC and send to PO Box 124, South Haven MI 49090.

3 Easy Ways to Order:

CALL – 269.637.0800

VISIT US ONLINE – Download Subscription Form
@ www.enterarmagazine.com

CREDIT CARD PROCESSING AVAILABLE



Rates good for US only. ENTERAR Magazine is published 4 times a year. Regular subscription rate: \$33.24. Please allow 4-6 weeks for delivery.