



Embrace

BOLDLY | UNITING | LIFESTYLES

2021-2022 MEDIA KIT



OVERVIEW AND OPPORTUNITIES

Welcome to EMBRACE, America’s new breakthrough magazine. EMBRACE is an innovative lifestyle magazine which encompasses all that is relevant in today’s world. Be the reader/consumer be Gay or Straight, the content appeals to everyone. EMBRACE is a fusion of topical features which reflect the interesting lives of both Gay/Straight people all making a difference in the worlds of Philanthropy, Advocacy, Fashion, Healthcare, Sports, the Arts and Culture, Film, Music and other areas of Life. The demographics are unique as we incorporate both Gay/Straight markets to create inclusion not division. We are an upscale magazine and our image reflects that in our graphics, art direction, photography and content. As you view EMBRACE envision your future client/customer seeing your Ad in our magazine and knowing you are a sophisticated business.

EMBRACE Magazine is a publication of Sotomayor Media Creations LLC.



COMPANY HISTORY

John Sotomayor is the president and CEO of Sotomayor Media Creations LLC, established January 2008, the parent company of EMBRACE Magazine and ELEVATE Magazine, of which he serves as publisher and executive editor. Launched in 2017, Elevate Magazine won Best in Class Digital Magazine in the nation by the Associated Christian Press and Best Digital



Magazine by the Florida Magazine Association in 2019 and 2018, respectively. Clients include several Florida publications, such as: *Florida Trend*, *Florida Travel & Life*, *Gainesville Today*, *Ocala Star Banner*, and *North Central Florida Business Report*, and national corporations, such as Best Version Media, which Sotomayor served as content coordinator for four publications: *Country Club Living*, *Southeast Neighbors*, *Downtown Neighbors* and *Innovation Ocala*. Sotomayor was a staff writer for five publications of Akers Media Group: *Lake & Sumter Style*, *The Villages Edition Style*, *Healthy Living*, *Lake Business*

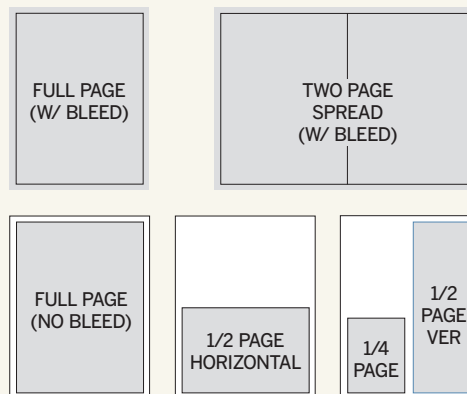
Magazine and *Welcome to Lake*. Previously, Sotomayor worked at *Ocala Magazine* as executive editor, which he began as associate editor. He founded, produced, and hosted a radio talk show called: *Ocala Magazine Radio with John Sotomayor* on WOCA 1370 AM/96.3 FM. Sotomayor and his business have won numerous media awards, including Minority Business of the Year, Journalist of the Year, and the Mary Sue Rich Diversity Award by the City of Ocala; and by top journalism organizations such as the Associated Church Press, Florida Magazine Association, Florida Press Club, and Society of Professional Journalists Florida Chapter, and the National Association of Hispanic Journalists Florida Chapter.

2021-22 ADVERTISING RATES

	1 Quarter	2 Qtrs	3 Qtrs	4 Qtrs
Spread (2 page)	\$1,300	\$1,150	\$1,000	\$850
Full Page	\$725	\$650	\$575	\$500
Half Page	\$350	\$300	\$275	\$250
Quarter Page	\$200	\$175	\$150	\$125
Advertorial [Story written on advertiser's business. Client has final approval on content, images and layout]	\$2,000/2-pg \$3,000/3-pg	\$1,800/2-pg \$2,500/3-pg	\$1,650/2-pg \$2,250/3-pg	\$1,500/2-pg \$2,000/3-pg
One-page column [Publish your column in our magazine. Content is subject to publisher's approval]	\$725	\$650	\$575	\$500
Premium Locations: Inside front cover, inside back cover, back cover	\$1,025	\$950	\$825	\$750
Cover + 2-page advertorial	\$5,000			

Ad Specs & Size Requirements (Publication Trim Size: 9" X 10.875")

AD SIZE	INCHES	LIVE AREA **
*Full Page (No Bleed)	9 x 10.875	7.625 x 9.625
*Full Page (W/ Bleed)	9.25 x 11.125	7.625 x 9.625
Spread (W/ Bleed)	18.5 x 11.125	16.625 x 9.625
1/2 Horizontal	7.3036 x 4.6786	All text inset 1/4
1/2 Vertical	3.5 x 9.4621	All text inset 1/4
1/4	3.5365 x 4.6781	All text inset 1/4



* Vertical Only – no broadside ads

** Live area means the area to keep all text and logos within in order to meet our ad specifications. Any ad where material goes outside of this live area will be rejected and must be re-submitted.

LAYOUT/PRODUCTION NOTES:

- Allow .25" safety area within TRIM on all 4 sides (no live matter)
- Ensure that crop marks are offset .125" from bleed

PDF SPECIFICATIONS Prior to the creation of the PDF, colors and images must be converted to CMYK (no spot colors or RGB). Finished PDFs should be high-resolution 300 dpi with fonts and images embedded. When using InDesign, simply export the file as a PDF/X-1A. All elements must be 100% in size.

DPI SPECIFICATIONS Elevate and Elevar Magazines are printed with a 150 line screen. Provide all photos at 300 dpi. Line art should be provided at 600-1200 dpi.

CAMERA READY ART If changes are to be made to an ad redesigned by Sotomayor Media Creations LLC, parent company of Elevate and Elevar Magazines, native files must be provided with images, fonts, and logos.

AD REVISIONS Sotomayor Media Creations LLC, parent company of Elevate and Elevar Magazines, reserves the right to redesign any supplied ad if it does not meet our visual requirements. A charge of \$50 will be applied to each after the first two, on ads built or revised by Sotomayor Media Creations LLC designers.

MATERIAL SUBMISSIONS john@sotomayormedia.com



DISTRIBUTION

EMBRACE is published as a digital and print magazine. The platform we use for digital print is Issuu.com — the world’s leading publication platform reaching 100 million + unique visitors per month. Print copies are distributed locally in North Central Florida and can be ordered by request online for areas outside of our distribution zone. Readers access the magazine for free, yielding the largest audience possible to maximize your local and global reach.



SOCIAL MEDIA

EMBRACE Magazine will be shared on social media via Facebook with a following of more than 25,000 followers.

CONTACT INFORMATION

John Sotomayor, President/CEO Sotomayor Media Creations LLC
Publisher/Executive Editor, EMBRACE Magazine
2355 NW 59th Terrace
Ocala, FL 34482
352.571.0129
john@sotomayormedia.com

2021-2022 EDITORIAL CALENDAR

2021 WILL BE QUARTERLY

- FEBRUARY 1, 2021 – *The Arts Issue*
- JULY 1, 2021 – *The Business Issue*
- OCTOBER 1, 2021 – *The Advocacy/Charity Issue*
- JANUARY 1, 2022 – *The Luxe Issue*

2022 WILL BE BIMONTHLY

- MARCH 1, 2022 – *The Town & Country Issue*
- MAY 1, 2022 – *The Business Issue*
- JULY 1, 2022 – *The Heroes Issue*
- SEPTEMBER 1, 2022 – *The Arts Issue*
- NOVEMBER 1, 2022 – *The Advocacy/Charity Issue*
- JANUARY 1, 2023 – *The Luxe Issue*



EMBRACE INSERTION ORDER

The below named agrees to advertise in Embrace. It is agreed that Embrace magazine will not raise the advertising rate and the advertiser may not cancel this agreement during the contract period.

CONTRACT INFORMATION

Advertiser Name

Contact Name

Address

City/State/Zip

Phone/Fax

Agency or Ad Materials Contact

Email Address

BILLING INFORMATION

Company

Contact Name

Address (if different from above)

City/State/Zip

Phone

ADDITIONAL COMMENTS

PRINT PUBLICATION ORDER

Issue _____ Year _____

Spread (2 pgs) Full Page Half Page 1/4 Page One-page column

Advertorial (# of pages _____) Premium Location: _____(IFC, IBC, BC)

PRICE _____

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EMBRACE TERMS AND CONDITIONS, PROCEDURE, AND WARRANTY OF AUTHORITY TO PUBLISH

1. The forwarding of an order is construed as an acceptance of all rates and conditions at the time sold and is a binding agreement.
2. The Publisher has final approval on placement, size, and format on all ads supplied to Publisher from any source. All contents of advertisements are subject to Publisher approval. Publisher reserves the right to reject or cancel any advertisement or insertion order at any time.
3. An advertising contract can be canceled by the advertiser in writing thirty (30) days prior to the next scheduled deadline date for space reservations. The penalty for cancellation is 25% of the per issue ad rates stated on the contract. If the contract is canceled before the contract has been completed, cancellation is also subject to prorated payment of any charges previously waived or discounted, such as discounts for multiple ad insertions.
4. Positioning of advertisements is at the discretion of Publisher, except where a request for a specific preferred position is acknowledged by Publisher in writing.
5. Publisher reserves the right to hold advertiser and/or advertising agency jointly liable for such monies as are due and payable to Publisher for advertising, which advertiser or its agent ordered, and which advertising was published.
6. Orders for advertising containing restrictions or specifying position(s) or other requirements may be accepted or published, but such restrictions or specifications will be at Publisher's sole discretion.
7. Conditions other than rates are subject to change by Publisher without notice.
8. In the event that any amounts due Publisher under this agreement are not paid in accordance to prescribed payment terms, Publisher reserves the right to charge interest for delayed payment of 2% per month with a maximum legal rate of interest allowed by law for all invoices past due in excess of 30 days. Terms are net 30 from the invoice date or by the Materials Close date, whichever comes first. Ads not paid for will not be published.
9. This agreement shall be governed in accordance with the laws of the state of Florida. In the event that collection or legal proceedings be instituted by Publisher to collect any amount due under the agreement, advertiser agrees to pay reasonable attorney's fees or collection fees of 20% of the unpaid balance plus any other court costs and charges incurred.
10. Advertiser shall not assign or otherwise transfer all or any part of this contract without the prior written consent of the Publisher.

PROCEDURE

Advertiser must provide your artwork at least one week prior to publication of the publication in which the advertisement is to be placed in the format and to the quality advised by us in the booking confirmation request. Failure to do so may result in the advertisement not being printed or not printed in the position requested or may affect the quality of the advertisement. Advertiser agrees to sole responsibility for the quality and accuracy of any artwork provided by Advertiser.

Subject to any express written agreement to the contrary, Advertiser agrees Publisher may change the position of your advertisement or other copy where we consider it desirable for any editorial, layout or legal requirements of any of our publications. If this needs to be done, we will use our best efforts to place your advertisement in a suitable alternative position and, subject to time constraints, to notify you of our decision prior to publication.

Guaranteed position is not available except for some year-round, long-term commitments.

Advertising material received late cannot be guaranteed for correctness or quality of reproduction. These ads will be at the Advertiser's risk with no make-goods or credit allowed. **It is the sole responsibility of the Advertiser to proof their ad for correctness within 24 hours of being provided the proof from the Publisher. Two proofs are included with your order. Any additional changes may incur a cost of \$50 for each additional proof. We strongly encourage you to read all your proofs carefully. All ads to run when scheduled unless agreed to in writing by the Publisher.**



WARRANTY OF AUTHORITY TO PUBLISH

The Advertiser represents and warrants that the contents of all materials are true and accurate in every respect. The Advertiser authorizes the Publisher to publish the entire contents thereof. All advertisements which are accepted by the Publisher will be published by the Publisher in reliance upon the representation by the Advertiser that the contents thereof are true and accurate in every respect and that the Advertiser is authorized to publish the entire contents and subject matters thereof. In consideration of publication of an advertisement, the Advertiser and/or the Agency, jointly and severally, will indemnify and hold harmless the Magazine, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of the rights of privacy, typographical errors, copyright infringement or plagiarism.

The Advertiser warrants in relation to any material provided to us for use in any advertisement that:

- a) You are the owner of any copyright or other intellectual property right in the material and/or you have all necessary licenses to use any third party copyright or other intellectual property included or reproduced or adapted in your material (including, without limitation any moral rights or performer’s rights, trademark, trade indicia or slogan);
- b) The material does not infringe any state or federal statute or regulation or compulsory or voluntary industry code of conduct, including, without limitation, the Trade Practices Act, 1974, the Privacy Act, 1988, any act or regulation dealing with defamation, indecency, censorship, advertising standards or self-regulation;
- c) The material shall not include any defamatory, libelous, indecent, pornographic, offensive, threatening, false or disparaging content;
- d) The material shall not promote or encourage piracy, counterfeiting, plagiarism, unfair competition or idea misappropriation.

BINDING AGREEMENT

The parties hereto acknowledge that this agreement supersedes any earlier agreements and/or any oral representations, and constitutes the entire understanding between them. There are no other terms or conditions relating to the purchase of advertising which are not set forth herein.

No prior or present agreements or representations shall be binding upon Publisher and Advertiser unless included in this contract. No modification to or change in this contract shall be valid or binding upon the parties unless in writing and executed by the parties intended to be bound by it.

I HAVE READ AND AGREE TO THE ABOVE TERMS AND CONDITIONS, PROCEDURE, AND WARRANTY OF AUTHORITY TO PUBLISH, AND HAVE AUTHORIZATION TO SIGN.

Advertiser: _____

Date _____

Publisher Advertising Representative: _____

Date _____

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