

# RATE CARD



@bUnekemagazine



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## AWESOME HUMANS DELIVERED

**bUneke Magazine** is a valuable resource for everyone, anywhere looking to live their authentic lives. Each month, **bUneke Magazine** delivers a relatable, easy-to-understand, insightful publication packed with engaging content for all ages! Your advertisement helps promote hundreds of nonprofits with positive vibes and forward-thinking ideas.

Help us show off all the good that's happening in the world! Be a part of one of the fastest-growing nonprofits to launch in 2018. Help us establish our scholarship fund, sponsor no-cost training, participate in events and get in on the ground floor as we soar.

When U need a pick-me-up, we are here 24/7.

## INTERACTIVE ADVERTISING

- Your advertisement is featured in our free, interactive, online, digital magazine, providing readers a direct link to your website or an alternate site. This dynamic resource is mobile and tablet-friendly. **bUneke** is featured on our home page at [peacecoreinc.org](http://peacecoreinc.org) and [bUneke.org](http://bUneke.org).

- In addition to advertising in bUneke, we also bundle our multimedia products including: **Coffee or Tea? Show, bUneke UnScripted**, events and other sponsorship opportunities. This offers a variety of options to create a comprehensive plan to reach the most prospective customers at the lowest price.. For more information regarding advertising opportunities, call **321-417-4309** or email [info@peacecoreinc.org](mailto:info@peacecoreinc.org). Let's explore your options today.

## TAX-DEDUCTIBLE

Founded by industry professionals, this 501c3 tax-exempt organization features charitable organizations and individuals who make our shared planet a better place to live. We present news about unique humans and corporations with a philanthropic outlook to their business plans and align our brand with other parties that advocate for children, animals, veterans, the homeless, our environment and living authentic lives, among a multitude of other fantastic stories!



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## WEBSITE STATS

As a nonprofit with a unique platform, the interactive magazine, web series, podcast and video interviews, we average a 6,000+ engagements per week. Our social media is growing steadily every day, exposing more and more readers to our brand. Align your brand with ours today! We have a continual steady stream of repeat readers on our site to view the free online magazine. *Our followers are organic and dedicated to our mission to look beyond today's agenda to change tomorrow. Don't wait! Call us today to reserve your space!*

## SIZES & PRICES

### Full Page: 5X8 (bleed .25)

#### All FULL page advertisers receive:

- Full-color, interactive display ad
- Your live logo on affiliates page
  - Social media shoutouts
- 30-second spot on bUneke UnScripted
  - Logo and special mention on Coffee or Tea? Show credits

For more information regarding advertising opportunities, call 321-417-4309 or email [info@peacecoreinc.org](mailto:info@peacecoreinc.org).

### Half Page: 3.8X4.8

#### Monthly ADVERTISING RATES - (2 sizes)

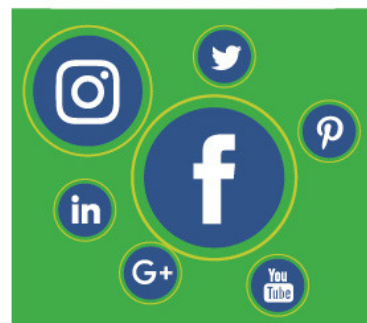
All ads must run in consecutive months to qualify for the monthly discounts.

Frequency	1x	2x	3x	4x
<b>Inside Front Cover</b>	\$650	\$600	\$550	\$500
<b>Back Cover</b>	\$600	\$550	\$500	\$450
<b>Full page</b>	\$575	\$500	\$475	\$400
<b>1/2 page</b>	\$350	\$300	\$275	\$200

Digital Ad Submission: Ad Layouts: Adobe PDF, JPG and InDesign files only. In-house Design Services available. We can assist you in creating your ad. Contact us today for a quote.



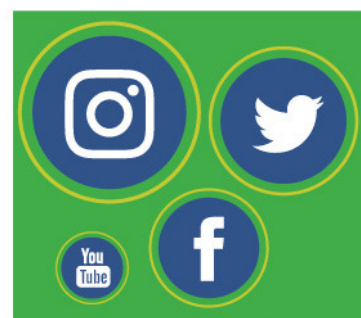
bUneke.org  
MAGAZINE



Followers: 2,500+  
Weekly Engagement Average  
(including website): 9,000+

#### COFFEE OR TEA?

No Phones Allowed! Webisode



Followers: 3,000+  
Weekly Engagement Average  
(including website): 5,000+

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## WHERE ELSE CAN U GET ALL THIS FOR ONE LOW AMOUNT?

We love our sponsors and advertisers! **bUneke Magazine** has options for every budget. Align your brand with one of the fastest-growing interactive digital magazines to have direct links to your customized contact info. U can't go wrong with **bUneke Magazine**! Contact [info@peacecoreinc.org](mailto:info@peacecoreinc.org) today to discuss your needs. We have an experienced team of professionals ready to help U.

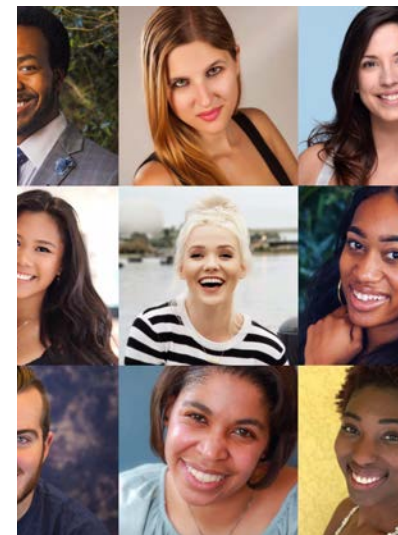
With a full-page ad commitment, you will receive: professional advertising in the interactive issue on 3 different distribution sites, in the printed version, a live logo link on [bUneke.org](http://bUneke.org) website, social media shoutout on 11 social media platforms, a custom 30-second spot on **bUneke UnScripted** podcast with a reach of more than 250,000 subscribers worldwide, your logo and special mention on **Coffee or Tea?** \***No Phones Allowed!** (millennial talk show) credits. Where else can you get all this starting at \$400 a month? It's tax-deductible too!

Ask about this month's specials!

We also offer promo video creation and other production opportunities and event sponsorship opportunities!



Every month  
on the 3rd Thursday, starting February 21  
**bUneke Magazine** founders host  
**bUneke Magazine Unscripted**  
podcast  
with Yvonne Mason  
9 p.m. - 10 p.m. EST  
Discover what's in store on [bUneke.org](http://bUneke.org)  
Tune in on your favorite device and join the  
conversation on  
**Twitter and Facebook**  
<http://www.blogtalkradio.com/yvonnemason>



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## GENERAL INFO

*Helpful tips to keep in mind before submitting your ad:*

**CONTENT IS KING!** Don't rely on pretty images and design alone. These are great to grab attention, but content is always more important. Who is your audience? What is the objective of the advertisement? Answering these and other questions will help you craft the right headline, use the right words, and choose the perfect call to action. Contact us, if you need help with your content.

**GRAB ATTENTION!** Your ad should stand out in a way that compels people to read your message. Use attractive images, bright colors, and effective typography. Simple catch phrases attract even more people to your message.

**NO IMAGES ARE BETTER THAN BAD IMAGES.** Use high-quality, powerful images to establish a visual focus. If you don't have an eye-catching image that is high-quality, and tells a story, don't use one, or contact us for help. Pick a text-only design that plays with font sizes and colors instead.

**GIVE A REASON TO TAKE ACTION.** Be clear on the desired outcome of your marketing campaign. How do you want your readers to react as a result of reading the information you presented? State your intention by using a "call-to-action" statement. Common calls-to-action are: Save now, Order now, Call today, Start a free trial, Sign up for free. Enforce this call-to-action by providing an incentive to act immediately: a limited time discount, a special free trial or a gift.

**PROOFREAD AND TEST!** You would be surprised at how many reprints are done because of small errors. Proofread, read out loud, and then proofread again. Before sending to **bUneke**, in addition to reading it on your computer, print a few copies on your desktop printer, and test them with your target market. From those, you can determine, for example, if the title is big enough to be readable from an appropriate distance to those who would download a copy of the magazine.

**SPONSORING A STORY.** Looking for a great way to showcase your products or services? Become a part of the story! Everyone is intrigued with those who care about someone or something greater than themselves. When you sponsor a story, you show your support and we give you a direct link to your site. This is the way to go for maximum exposure! Contact us today for a list of upcoming topics to find the one that connects with you, or let us choose an amazing subject for you.

**Contact us today to be a sponsor!**

**Ask how you can qualify for special, introductory rates!**

**Phone: 321-417-4309**

**Email: [info@peacecoreinc.org](mailto:info@peacecoreinc.org)**

*bUneke Magazine is a tool of PEACECORE, Inc., a nonprofit organization. We receive our income from donors, advertisers, sponsors and the sale of bUneke merchandise. All of the proceeds go into promoting kindness, changing tomorrow and highlighting difference-makers. Much of the work is done on a volunteer basis. Our advertisers, donors and sponsors are extremely precious to us because they open doors that allow us to provide the exquisite reading experience that is bUneke. They help with marketing, printing, web hosting, technological advances, photography, videography, shipping, prizes and event expenses. We can't do this without you!*

*A copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling toll-free within the state. Registration does not imply endorsement, approval, or recommendation by the state. 1-800-435-7352 within Florida or 850-410-3800 from outside of Florida.*



#Recycleweek

