

**'n touch**  
**NEWS NETWORK**

ARIZONA'S LGBT NEWS AUTHORITY

2012 Media & Information Kit

# 'n touch

## NEWS NETWORK

### 2012 Media Kit

#### ARIZONA'S LGBT NEWS AUTHORITY

LGBT NEWS, POLITICS, BUSINESS, & OPINION

'N Touch News reaches an audience with diverse political and social backgrounds. Each month 40,000 readers enjoy the print version of the magazine, while over 60,000 visitors join us online.

As the only Arizona LGBT member of the Associated Press, 'N Touch News strives to bring accurate unbiased news of interest and concern to the community. Breaking news stories that may affect the community are delivered through e-blasts and our website, ntouchaz.com.

Here are a few quick facts:

<b>Founded:</b>	April 2004	<b>Online Circulation:</b>	- www.ntouchaz.com
<b>Readership:</b>	40,000+		- Averaging 4000 hits per day
<b>Demographics:</b>			- Over 3000 page views per month
Male / Female	60 / 40		- Avg. time on site: 2.48 mins
College Graduates	60%		- Daily Content Updates
Income \$20K - \$50K	30%		- Comprehensive Online Community Directory
Income over \$50K	50%		- Online Business Directory with enhanced listings
Ages 22-39	50%		- Online Community Events Calendar
Ages 40+	50%		- Facebook Likes: 2037
			- Friends of Facebook Fans: 772,254
<b>Print Circulation:</b>			
	- Monthly on the 1st		
	- Full Color, Gloss, Bleed		
	- 160+ Distribution Locales		
<b>Next Milestone:</b>			
	- 100th Issue / Dec. 2012		( All data accurate as of 1/2012 )

'N TOUCH NEWS NETWORK  
P. O. Box 17674  
Phoenix, AZ 85011-7674  
(602) 373-9488 p

[www.ntouchaz.com](http://www.ntouchaz.com)  
[facebook.com/ntouchaz](https://facebook.com/ntouchaz)  
[twitter.com/ntouchaz](https://twitter.com/ntouchaz)

**“THE MAN WHO STOPS ADVERTISING TO SAVE MONEY IS LIKE THE MAN WHO STOPS THE CLOCK TO SAVE TIME.”**

**-THOMAS JEFFERSON**

#### PRINT ADVERTISING RATES -

<u>FREQUENCY:</u>	<u>1x</u>	<u>6x</u>	<u>12x</u>
Marketplace	NA	NA	95
Business Card	NA	175	140
1/6 page	NA	275	230
1/4 page	400	350	295
1/3 page	500	400	350
1/2 page	600	525	475
2/3 page	800	625	575
Full Page Bleed	1200	850	775
2-Page Spread	2400	1600	1400
Inside Front Cover	1600	1400	1000
Inside Back Cover	2000	1800	1400
Back Cover	2500	2200	1800

*AGENCY COMMISSIONS: All rates shown are net and DO NOT include any ad agency commissions.*

#### DIGITAL ADVERTISING RATES -

'N Touch News offers dedicated web banner ad space. Your ad will not be shared with another Company's banner ad giving you maximum exposure.

<u>FREQUENCY:</u>	<u>1x</u>	<u>6x</u>	<u>12x</u>
Leaderboard	450	325	250
Large	300	260	195
Medium	225	185	150
Bar	150	100	75
Square	100	75	50

#### CUSTOM ARTWORK RATES -

\*Produced and Billed through LIONWOOD VISUAL DESIGN

PRINT DESIGN:		DIGITAL DESIGN:	
Market - 1/3 Page	80	Leaderboard	100
1/2 - 2/3 Page	100	Large	80
Full - 2 Page	120	Medium	60
		Bar	40
		Square	40

## PRINT MECHANICALS

### MEASUREMENTS -

Measurements are in **INCHES** and are Width x Height...

**FINAL TRIM:** 8.25 x 10.75

**LIVE AREA:** 7.75 x 10.25

Marketplace 2.25 x 2.125

Business Card 3.5 x 2.25

1/6 Vertical 2.25 x 4.75

1/4 Vertical 3.5 x 4.75

1/3 Square 4.75 x 4.75

1/3 Vertical 2.25 x 9.75

1/2 Horizontal 7.25 x 4.75

1/2 Vertical 3.5 x 9.75

2/3 Vertical 4.75 x 9.75

Full Bleed 8.5 x 11

2 Page Bleed 16.75 x 11

### FORMATS -

**SUBMISSION DEADLINE:**  
20th of Each Month

300 DPI

CMYK  
(No Spot Colors)

PDF, TIFF, JPEG, EPS

Outlined Fonts

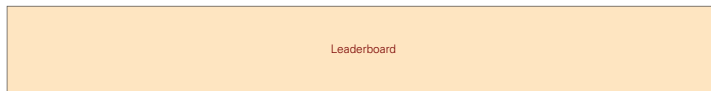
Mac Files Preferred

### TRANSMIT -

EMAIL:  
production@ntouchaz.com

SNAIL MAIL:  
'N Touch News Production  
P.O. Box 17674  
Phoenix, AZ 85011-7674

## DIGITAL MECHANICALS



### MEASUREMENTS -

Measurements are in **PIXELS** and are Width x Height...

Leaderboard 728 x 90

Large 265 x 265

Medium 265 x 150

Bar 265 x 50

Square 125 x 125

### FORMATS -

SUBMISSION DEADLINE:  
NOT APPLICABLE

72 DPI / RGB Mode

STATIC AD FORMATS:  
JPEG, GIF, PNG

ANIMATED AD FORMATS:  
GIF, SWF

FILE SIZE LIMITS:  
Must be LESS than 100K

### TRANSMIT -

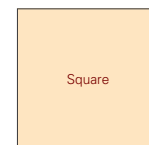
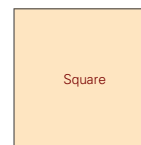
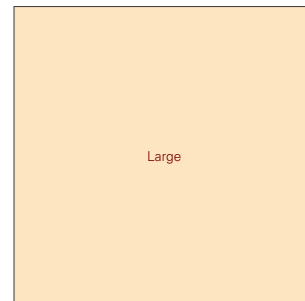
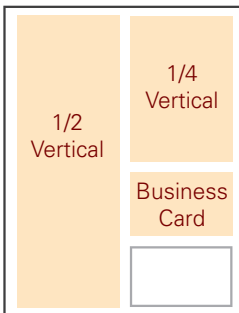
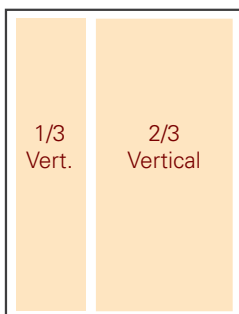
EMAIL:  
production@ntouchaz.com

## DIGITAL COMMERCIALS

### PRODUCTION AVAILABLE -

CALL OR EMAIL FOR RATES & PRODUCTION COSTS:

(602) 373-9488 p | editor@ntouchaz.com



## ADVERTISING CONTRACT

### CLIENT INFORMATION:

Advertiser: \_\_\_\_\_  
Contact: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
City / State / Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

### CONTRACT SPECIFICATIONS:

Number of PRINT Months: \_\_\_\_\_

Begin Issue: \_\_\_\_\_ End Issue: \_\_\_\_\_

Number of DIGITAL Months: \_\_\_\_\_

Begin Month: \_\_\_\_\_ End Month: \_\_\_\_\_

Print rate/issue: \$ \_\_\_\_\_

Web rate/month: + \$ \_\_\_\_\_  Monthly CC (auth form)

Adjustment: +/- \$ \_\_\_\_\_  Prepay CC (auth form)

Subtotal: = \$ \_\_\_\_\_

Artwork: + \$ \_\_\_\_\_  Monthly Billing

GRAND TOTAL: = \$ \_\_\_\_\_  Prepay Check

\_\_\_\_\_  
Client Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Account Rep

### AD SELECTIONS:

#### PRINT ADVERTISING:

- Ad Size:
- Marketplace
  - Business Card
  - 1/6 Vertical
  - 1/4 Vertical
  - 1/3 Vertical
  - 1/3 Square
  - 1/2 Vertical
  - 1/2 Horizontal
  - 2/3 Vertical
  - Full Bleed
  - 2 Page Spread

#### Artwork:

- Client Supply
- Custom Design

#### DIGITAL ADVERTISING:

#### Ad Size:

- Leaderboard
- Skyscraper
- Full Banner
- Half Banner
- Vertical Banner
- Square Button

#### Ad Type:

- Static
- Animated

#### Artwork:

- Client Supply
- Custom Design

## CREDIT CARD AUTHORIZATION FORM

CLIENT: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_ / \_\_\_\_

Security Code: \_\_\_\_\_ - 3 or 4 digit code on back of card

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Country: \_\_\_\_\_ ( If not United States )

Telephone #: ( \_\_\_\_\_ ) \_\_\_\_\_

AMOUNT: \$ \_\_\_\_\_

Transaction Type:            RECURRING - Monthly charge until end of contract  
   ONE TIME – A single, one time charge

ATTESTATION:                            I hereby affirm that I have lawful access to the above mentioned credit card account and do hereby authorize WriteBrain Productions DBA 'N Touch News Magazine to charge this credit card account as outlined on this form.

SIGNATURE: \_\_\_\_\_ Date: \_\_\_\_\_

<b>Office Use Only:</b>	<i>File Date:</i>
<i>Length of Contract:</i> _____	_____
<i>Account Rep:</i> _____	



## NON-PROFIT EVENT SPONSORSHIP APPLICATION

### ORGANIZATION INFORMATION:

Organization Name: \_\_\_\_\_  
Contact: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
City / State / Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

### EVENT INFORMATION:

Event Title: \_\_\_\_\_  
Event Date(s): \_\_\_\_\_

### SPONSORSHIP TYPE:

Please Describe: \_\_\_\_\_

Formats: \_\_\_\_\_ **PRINT** \_\_\_\_\_ **DIGITAL**

*\*PLEASE SELECT AD SIZES AT RIGHT.*

Committment: What portion of the requested ad cost are you willing to pay?  
\_\_\_\_\_

Frequency: Begin Month: \_\_\_\_\_ End Month: \_\_\_\_\_  
*NOTE: Artwork is due on the 6th of the month PRIOR TO the release date.*

Exclusive contract? \_\_\_\_\_ **YES** \_\_\_\_\_ **NO**  
If No, which other publications/websites are you advertising with?  
\_\_\_\_\_  
\_\_\_\_\_

### WE RECEIVE IN RETURN:

Please Describe: \_\_\_\_\_  
\_\_\_\_\_  
Sponsor Art Deadline: \_\_\_\_\_  
Art Specifications: \_\_\_\_\_

\_\_\_\_\_  
CONTACT SIGNATURE

\_\_\_\_\_  
DATE

PLEASE NOTE: This is simply an application and does not guarantee approval. You will be notified if your request is approved. Files not submitted prior to the ad deadline will be omitted.

### ADS REQUESTED:

#### PRINT ADVERTISING:

- Ad Size:
- \_\_\_ Marketplace
  - \_\_\_ Business Card
  - \_\_\_ 1/6 Vertical
  - \_\_\_ 1/4 Vertical
  - \_\_\_ 1/3 Vertical
  - \_\_\_ 1/3 Square
  - \_\_\_ 1/2 Vertical
  - \_\_\_ 1/2 Horizontal
  - \_\_\_ 2/3 Vertical
  - \_\_\_ Full Bleed
  - \_\_\_ 2 Page Spread

- Artwork:
- \_\_\_ Client Supply
  - \_\_\_ Custom Design

#### DIGITAL ADVERTISING:

- Ad Size:
- \_\_\_ Leaderboard
  - \_\_\_ Skyscraper
  - \_\_\_ Full Banner
  - \_\_\_ Half Banner
  - \_\_\_ Vertical Banner
  - \_\_\_ Square Button

- Ad Type:
- \_\_\_ Static
  - \_\_\_ Animated

- Artwork:
- \_\_\_ Client Supply
  - \_\_\_ Custom Design

**HOW MANY MONTHS?**

\_\_\_\_\_

**'N TOUCH LOGOS**  
can be downloaded from:

[ntouchaz.com/\\_identity](http://ntouchaz.com/_identity)