Dear Sir or Madam:

For more than 53 years, The Atlanta Voice, Atlanta’s most widely read and respected African American newspaper, has upheld its legacy of informing, educating, inspiring, and empowering our community. Consistent with that tradition, we are pleased to announce NOW! (No Other Way!), a quarterly publication, targeting the Baby Boomer generation. This uniquely positioned stand-alone magazine will focus on the interests and needs of seniors.

NOW! will recognize and celebrate this affluent population, as they seek to live and enjoy the next phase of life. With more free time and disposable income, this generation has achieved a milestone that affords them the wonderful opportunity to live life to its fullest.

NOW! will be distributed via traditional methods: in print with an audited circulation of 17,500; an E-edition sent to our 30,000 subscribers database; and through our website that has attracts more than 480,000 impressions monthly. An additional 5,000 copies of NOW! will be placed at senior facilities, health centers, hospitals and doctors offices. No other local publication addresses our senior population like NOW! will.

NOW! will provide information on long term health and retirement planning, estate planning, fiscal fitness, healthcare and medical tips, senior housing, upcoming events, insurance options, entertainment and travel and more. This supplement will be produced this fall in August and November. In 2019, the magazine will be published in March, August and November. It will be printed 70# Gloss Text to extend its shelf life and will be enjoyed and available on our website and in electronic format for years.

Thank you in advance for your consideration and adding your voice to ours as we continue to inform, educate and inspire our community NOW!

Respectfully,

Janis Ware

Janis Ware, Publisher
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**ADVERTISING SPECIFICATIONS**

**FULL PAGE**
8 in. x 10.5 in.  $4,800.00

**HALF PAGE (V)**
4 in. x 10.5 in.  $2,400.00

**HALF PAGE (H)**
4 in. x 5.25 in.  $2,400.00

**QUARTER PAGE**
4 in. x 5.25 in.  $1,200.00

**PRINT RATES**

<table>
<thead>
<tr>
<th>Full Color:</th>
<th>Premium Positions:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>Back Cover</td>
</tr>
<tr>
<td>$4,800</td>
<td>$5,800</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>Inside Covers</td>
</tr>
<tr>
<td>$2,400</td>
<td>$5,200</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>Double Truck</td>
</tr>
<tr>
<td>$1,200</td>
<td>$9,600</td>
</tr>
</tbody>
</table>

**Ad Page Dimensions:**

- Full Page: 8” x 10.5”
- 1/2 Vertical: 4” x 10.5”
- 1/2 Horizontal: 8” x 5.25”

**DIGITAL RATES**

<table>
<thead>
<tr>
<th>Web Ad Sizes:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (728 x 90)</td>
<td>$1000/month</td>
</tr>
<tr>
<td>Skyscraper (160x600)</td>
<td>$800/month</td>
</tr>
<tr>
<td>Regional Rail (300 x 600)</td>
<td>$600/month</td>
</tr>
</tbody>
</table>

**Web Advertising Add-Ons:**

- Ad design  $150 minimum
- Links  $100 for duration of ad
- Sponsored Video  $700

**ADVERTISING DEADLINES**

<table>
<thead>
<tr>
<th>OCT 2018 (Fall)</th>
<th>JUNE 2019 (Summer)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Run Date: 10/19</td>
<td>Run Date: 6/22</td>
</tr>
<tr>
<td>Ad Deadline: 10/9</td>
<td>Ad Deadline: 6/4</td>
</tr>
</tbody>
</table>

**JAN 2019 (Winter)**

| Run Date: 1/18 | Ad Deadline: 1/7 |

<table>
<thead>
<tr>
<th>OCT 2019 (Fall)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Run Date: 10/18</td>
<td>Ad Deadline: 10/7</td>
</tr>
</tbody>
</table>

**Acceptable Formats:** PDF (High Resolution) or EPS (convert all text to outline)

**Send Files:** Email to ads@theatlantavoice.com

**For additional info:** Call 404-524-6426 x15 or email advertising@theatlantavoice.com
NOW! (No Other Way!), is a quarterly publication, targeting the Baby Boomer generation. This uniquely positioned standalone magazine will focus on the interests and needs of seniors. NOW! will recognize and celebrate this affluent population, as they seek to live and enjoy the next phase of life. Frequency discounts are available.

☐ Yes, I would like to advertise in The Atlanta Voice’s magazine, NOW!

☐ Full Page $4,800
☐ Half Page (Vert.) $2,400
☐ Half Page (Horiz.) $2,400
☐ Quarter Page $1,200
☐ Back Cover $5,800
☐ Inside Cover $5,200
☐ Double Truck $9,600

☐ OCT 2018 ☐ JAN 2019 ☐ JUNE 2019 ☐ OCT 2019

Company Name ________________________________

Contact Name ________________________________

Address ______________________________________

Telephone __________________________ Email __________________________

Authorized Signature __________________________ Date __________________________

PAYMENT OPTIONS  NOW! publishes in Aug. and Nov 2018; then March, Aug and Nov. 2019.

☐ Paypal:
☐ Credit Card: ________________________________
                   name on card ________________________________
                   card number ____________________________ exp. date ____________________________
                   CVC number ____________________________ billing zip ____________________________

☐ Check Payable to: The Atlanta Voice

633 PRYOR STREET SW, ATLANTA, GA 30312 • 404.524.6426, EXT 15 • ADVERTISING@THEATLANTAVOICE.COM