

EXHALE

TIPS FOR HEALTHY LIVING



Mission

The mission of *Exhale* is to offer the urban community a lifestyle magazine that focuses on health, fashion and culture. The bi-annual publication celebrates healthy living and focuses its editorial content not only on beauty, exercise and food but also on intellectual and spiritual development. Aimed at women of all ages, *Exhale* emphasizes the importance of maintaining a balance in life among the competing needs of mind, body and soul.

Editorial Highlights

Featured Articles

Profile on Frederica Williams, President and CEO of Whittier Street Health Center



— Frederica was raised in Sierra Leone, where people were separated because of tribal and socio-economic differences. Her parents instilled life-long values of caring for and helping others in need. Through her work at Whittier Street Health Center she has come to better understand the connection between

socioeconomic issues and personal health. She is a tireless advocate for underserved communities and has a very compelling story to tell.

Latoya Edwards, weekend anchor on NECN



— Growing up in Dorchester's Columbia Point housing projects, Latoya Edwards saw things outsiders didn't. Behind the negative headlines, she saw a community's strength, a place where families, friends and neighbors supported one another. That foundation, together with a commitment to education and a tireless work ethic, has spurred Edwards' rise in the broadcasting industry. Now a weekend anchor at NECN, Edwards serves as an example for urban youth that with dedication and perseverance, no goal is unattainable.

Women Living with HIV — How a group of women are living full lives with their HIV disease.



Bonds of Sisterhood — *Exhale: Tips for Healthy Living*

is pleased to feature a story about a group of professional women that came together 15 years ago, for friendship and a bond of sisterhood.



They make the effort to create a special time focused on taking care of themselves socially, physically and spiritually. They celebrate birthdays, family triumphs and life challenges. Their story is a compelling example of how creating bonds of sisterhood brings balance and wellbeing to their lives.



A photo journal by Lolita Parker

— A highly regarded photographer from Boston will share some of her most favorite photos of women.



Your Health Matters: Diabetes Awareness and Prevention • Breast Cancer

Awareness • Nutrition

Nourish your body: Healthy meals on a budget • Quick recipes for busy schedules • Restaurant Guide

Pamper Yourself: Hair care and skin care • Fashion and style on a budget * Quick get-away vacations to restore your soul

Circulation and distribution - 55,000 copies printed

Distribution is targeted for salons, spas, health clubs, health centers, churches, and cultural events in addition to an insert in the Banner.

For more information, contact
Sandra Casagrand at 617-261-4600 ext. 111
or sandra@bannerpub.com

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Rates and Specifications

Exhale: Tips for Healthy Living is Bi-annual and will be published in May 2009 and October 2009. 15% discounts are available for purchasing ad space in both publications. All ads are in 4-Color.

Space Closing: August 14th • Material Closing: August 28th

Full Page
7.625" x 10.125"

FULL PAGE
Open: \$4,000
Non-Profit: \$3,400

Back Cover
7.625" x 10.125"

BACK COVER
Open: \$5,000
Non-Profit: \$4,250

Inside Spread (page 2 and 3)
Live area: 16" x 10.125"
includes 3/4" gutter
Trim size: 16.75" x 10.875"
Allow at least 1/8" for bleed
outside trim area

INSIDE SPREAD (page 2 and 3)
Open: \$10,000
Non-Profit: \$8,500

1/2 Page Horizontal
7.625" x 4.9792"

1/2 PAGE HORIZONTAL
Open: \$2,000
Non-Profit: \$1,700

Junior Page
5.0278" x 10.125"

JUNIOR PAGE
Open: \$3,000
Non-Profit: \$2,600

1/3 Page Square
5.0278" x 4.9792"

1/3 Page Vertical
2.4306" x 10.125"

1/3 PAGE
Open: \$1,300
Non-Profit: \$1,100

1/6 Page Horizontal
5.0278" x 2.2188"

1/6 Page Vertical
2.4306" x 4.9792"

1/6 PAGE
Open: \$500
Non-Profit: \$400

Premium Sponsorship Opportunities* (limited to one company)

Organization Sponsor: Featured article on your organization will appear in *Exhale* as well as a premium position two page spread on pages two and three. Your article will be one of the featured articles on the front cover. A display ad online for six months will be given to the sponsor. Sponsor will have premium logo listed on all marketing materials (bags, cups, ads) for the launch party. A booth and speaking opportunity at the event is also available.

OPEN RATE: \$10,000
NON PROFIT: \$ 8,000

**The Banner editorial staff reserves the right to review and edit your articles for compliance with the Banner's journalistic standards.*

Contact Sandra Casagrand
for further information:
(617) 261-4600 ext. 111
sandra@bannerpub.com

Specifications for electronic files

Please use only these file formats and specifications when sending advertising electronically:

- For PDF documents: **Make sure to embed all fonts** (subset all below 100%) when distilling. Do not downsample artwork resolutions. Please set the distiller job options to compatibility with Acrobat 4 or higher. The color mode should be CMYK.

- For Adobe InDesign documents: Use only Mac Type 1 Postscript fonts. Photos should be at 200 dpi, line art at 1200 dpi. Include copies of all fonts used (printer and screen components, please), and make sure all graphics (TIFF, EPS or JPEG) are sent along with the InDesign CS or

CS2 file. If emailing, please stuff the document and accompanying files and fonts into a Stuffit archive.

- You may also send ads as 300 dpi TIFF or EPS Photoshop files or Adobe Illustrator files (with type converted to outlines and saved as an EPS file).
- When sending just photos, use TIFF or JPEG format. Photos should be at 200 dpi, line art at 1200 dpi.
- Please do not design ads using Microsoft Word or Publisher. This will only be accepted for the content of the ad.

E-mail ads to:
sandra@bannerpub.com