

# dansiki quarterly

- your story.
- your lifestyle.
- your magazine.



## The Magazine

The magazine, Dansiki Quarterly (DQ), is for Africans and those who are interested in Africa and Africans. Each issue of this trailblazing, uncompromising and passionate, mostly pictorial magazine will contain an exciting adventure feature story about individual lifestyles, readers' stories (in their own words), vivid photography and tidbits. Pictorially, we will celebrate their stories through birthdays, portraiture, graduations, weddings, etc. Simply put, Dansiki Quarterly is sophisticated, yet elegantly simple.

The magazine is contemporary in look and appeal. **Quality** content is the constant goal. The magazine will be entertaining, newsworthy and thought provoking. It will appeal to a broad readership. No magazine like it is available today.

This 60-100-page magazine is quarterly, glossy, high quality, and will be available throughout North America, Europe and Africa.



## The Circulation

The management of Dansiki is targeting a total combined circulation of 30,000 in year one, increasing to 80,000 by the end of year three. The magazine will be published quarterly with increased press runs throughout the years. Sample distribution, organizational sales, and direct mail to targeted lists of readers will be utilized to build subscriptions.



## The Strategy

**Marketing** – New subscriptions are both sample and media based. Sampling will be done to known mailing lists. Several of these databases are already available to Dansiki. DQ has access to a list of more than 5000 names for direct mailing. All will be sampled with the magazine.

**Sales** – Our combined sales strategy of sampling and direct mail will result in the following first year sales goals:

- 500 one-year subscriptions.
- 250 two-year subscriptions.



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## Ad Submission

- Digital file of the final version of the ad on a CD-ROM or DVD or via FTP.
- If we are to prepare the ad, include all art files, fonts, photos or scans used.
- Include a hard copy printout of the final version of the ad, or include a faxed printout or low-resolution JPG with your email.
- For ads in color, an acceptable digital proof is required. If no acceptable color proof is supplied, color will be run to industry standard density.



## The Files

- Supply artwork as a PDF, EPS, TIFF or Mac formatted InDesign CS document.
- All fonts must be outlined.
- Bitmapped fonts in TIF files must be at 600 dpi. (Lower resolution bitmapped fonts must be reset and may incur an additional charge.)
- Provide all images at 300 dpi at print size, in CMYK color.
- Please work with all elements in CMYK color mode.
- We do NOT accept Pantone (PMS) color.
- We do NOT accept low-resolution digital images (must be 300 dpi).
- We encourage you to hire a professional photographer to get the best image quality and response to your ad.
- Include a hard copy proof with your disk, or low-resolution JPG with your email.
- Identify all advertising materials with the advertiser's name, contact person, and issue and publication in which the ad will appear.



## Photos. Artwork. Scan.

- We accept and scan hardcopy images for inclusion in the ads that we prepare for you at an additional fee.
- We can scan transparencies and flat art providing the original has high enough quality for reproduction, i.e. an original 35mm slide or better.
- We do not accept photographs printed with inkjet printers.
- We do not accept out-of-focus photographs.
- Submit photographs at least twice the size they are to appear in print.
- We will attempt to correct off-color images.
- We do not scan text to appear in an ad.
- No photocopies, faxes of artwork, pencil sketches, or other such images except as guidance for image placement.

## Delivery

- Dansiki Ad  
4464 Lone Tree Way #540  
Antioch CA 94531-7413
- Email: [ad@dansiki.com](mailto:ad@dansiki.com)
- FTP Instructions  
Visit us on the web for FTP instructions,  
[www.dansiki.com](http://www.dansiki.com)



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## Ad Specs

### Non-bleed Specifications

Full page	8" wide x 10.25" high
1/2 page horizontal	8" wide x 4.8" high
1/3 page vertical	2.25" wide x 10.25" high
1/3 page square	5" wide x 4.8" high
1/4 page vertical	3.75" wide x 4.8" high
1/6 page vertical	2.5" wide x 4.8" high

#### Note about NON-BLEED ads:

Keep all text at least 1/8" (0.125") away from the edges of the page.

Pricing for  
& inserts  
& special units  
available  
upon request.

### Bleed Specifications

Full page Trim:	9" wide x 10.75" high
Bleed:	9.25" wide x 11" high
1/2 page horizontal Trim:	9" wide x 5.25" high
Bleed:	9.25" wide x 5.5" high
1/3 page horizontal Trim:	9" wide x 3.5" high
Bleed:	9.25" wide x 3.75" high

#### Note about BLEED ads:

Trim size is the size the ad will actually be. Prepare your files with a 1/8" (0.125") bleed around all four sides of your artwork. The extra 1/8" will be trimmed off, but if it's not there in the first place, slight inaccuracies in cutting could leave a thin white border along one or more edges of the page. Keep all text at least 1/4" (0.25") away from the edges of the page.

Two full page ads with bleeds can be purchased and arranged as a 2-page spread. If purchasing a 2-page spread, please submit two single full page ad files (with bleeds), and make it clear the order in which they should appear.

Issue	Ad Close	Materials Due	To Subscribers	On Newsstand
Winter – January 15, 2008	August 23, 2007	August 30, 2007	September 30, 2007	October 15, 2007
Spring – April 15, 2008	November 23, 2007	November 30, 2007	December 30, 2007	January 15, 2008
Summer – July 15, 2008	February 23, 2008	March 1, 2008	March 31, 2008	April 15, 2008
Autumn – October 15, 2008	May 23, 2008	May 30, 2008	June 30, 2008	July 15, 2008

All ads must be camera-ready. Double check that your ad is the proper dimensions, including all bleeds, and keeping text the appropriate distance from the edge of the artwork; see above specifications.

Note: We can help create your ad. For details, call us toll free at 1-866-MY-DQ-MAG (1-866-693-7624) or email us at [ad@dansiki.com](mailto:ad@dansiki.com).





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## Ad Rate

### Full Color

<input type="checkbox"/> Inside Front Cover	\$2,800
<input type="checkbox"/> 2 Full Page Spread	\$3,800
<input type="checkbox"/> Full Page	\$2,000
<input type="checkbox"/> 1/2 Page	\$1,000
<input type="checkbox"/> 1/3 Page	\$700
<input type="checkbox"/> 1/4 Page	\$500
<input type="checkbox"/> 1/6 Page	\$350
<input type="checkbox"/> Inside Back Cover	\$2,500
<input type="checkbox"/> Back Cover	\$3,300

### Black & White

<input type="checkbox"/> Inside Front Cover	(Color only)
<input type="checkbox"/> 2 Full Page Spread	(Color only)
<input type="checkbox"/> Full Page	\$1,500
<input type="checkbox"/> 1/2 Page	\$750
<input type="checkbox"/> 1/3 Page	\$500
<input type="checkbox"/> 1/4 Page	\$375
<input type="checkbox"/> 1/6 Page	\$250
<input type="checkbox"/> Inside Back Cover	\$1,875
<input type="checkbox"/> Back Cover	(Color only)

## Classified Display Ads

Rates below for black-and-white. For color, add \$50 per ad per issue

1" x 2.25" Classified Display \$210       2" x 2.25" Classified Display \$400

## Classified Line Ads

Line ads will be set with the initial phrase and company name set in boldface at no extra charge. Telephone numbers and simple website names in the form *www.sitename.com* count as one word; complex names charged at 15 characters per word. Twenty word minimum.

Classified Line Ads      \$2.50 per word

## Series Discount

4 Issues – 25%       3 Issues – 15%       2 Issues – 10%       Other call us

## Credit Card Information

Company Name \_\_\_\_\_  
 Contact Name \_\_\_\_\_  
 Bus. Address \_\_\_\_\_  
 City / State / Zip \_\_\_\_\_  
 Country \_\_\_\_\_ Phone \_\_\_\_\_  
 Credit Card Number \_\_\_\_\_  
 Name on Card \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 Cardholder's Signature \_\_\_\_\_  
 VISA    MC    AMEX    eChecks    Bank Transfers    PAYPAL

## Ad Placement Instructions

Please enclose your payment and camera-ready ad with your order and mail to:

Dansiki Ad  
 4464 Lone Tree Way #540  
 Antioch, CA 94531-7413

Make checks payable to **Dansiki**.

**Note:** We can help create your ad. For details, call toll free 1-866-MY-DQ-MAG (1-866-693-7624) or email us at [ad@dansiki.com](mailto:ad@dansiki.com).

