

# CALENDAR & DEADLINES 2017

# JO MAGAZINE

## February, March

Celebrating Black History  
Black Men Moving Forward  
Celebrity Couples  
Pan African Film Festival  
Forward Image Award  
Film Festival  
Sundance film festival  
Sag Awards

## April, May

What's hot in Hotels, Restaurant,  
and private clubs  
Tribeca Film Festival  
Whose on the Red Carpet  
Spring fashion  
Top movie producers  
Top major talent agencies  
Top Women Executives  
Discussion - The Power Dress

## June, July

American Black Film Festival  
Celebrity Power Couples  
Jazz Jazz jazz  
Summer Movies  
Hubcu's in Entertainment  
Internet TV

## August, September

Emerging fields in entertainment  
Top Artists  
Fall Preview TV shows  
Black women in Hollywood  
Fall Fashion  
Women leaders in your  
community  
25 Successful careers  
New Power Faces in Media and  
Movies that matter

## Oct, Nov

Game show host who's your  
favorite  
Comedians  
Celebrity homes  
Hollywood styles gone south  
Winter fashion  
Top Men square corner offices

## December

Booking agent power list (music)  
Best acting 2016  
Best Screen plays (memorable  
words)  
Entrepreneurs talk  
Sexiest celebrity men  
2016 Athletes

## Features

Everyday Heroes  
Generation Now  
JO Zone  
Testify  
Entertainment News  
Spotlight On  
People To Meet

## Material Requirements

**All Images** - Including logos  
Must be **300 DPI** in resolution  
PSD, PNG or JPG in file extension

Please send files to Michelle@  
Jomagazineonline.com  
If documents are larger than 10MB  
Please use dropbox.com.

J.K. Norman Multimedia Corporation  
reserves the right to approve all ad creatives  
or images and to reject anything that do not  
follow our specifications for quality control.



Present your advertisement on JO Magazine's Website.  
Your Brands will be seen on front page.  
Drive traffic to your website or social pages.

## Deadlines

Changes and Cancellations: Business days following the closing date.

Issue	Space	Material	On Sale
Feb - March		Feb 26	March 11
April -May		April 18	May 13
June - July		June 18	July 16
Aug - September		Aug 18	Sep 16
Oct - Nov		Oct 18	Sept 23rd
Dec		Oct 10	Nov 18th

Top Benefits of print advertising in Niche magazines.

When less is more: With so much advertising dollars already being spent online, there are actually less print ads vying for reader's attention. This means your ad will stand out more since it does not have to compete and possibly get lost in sea of similar ads.

Longer shelf life: Your print ad will be around long after hundreds of online ads have disappeared into the virtual void. Print ads have staying power which is always a plus in the advertisement business.

- ✓ It's a more comfortable reading experience a more strategic read
- ✓ It's portable
- ✓ You don't have to wait for an article to download
- ✓ You don't have to wait for a picture top down load
- ✓ Print publications don't have software that crashes.
- ✓ It's touchable and has physical presents

Position Flexibility: Advertisers usually have a choice as to where they place their ad in the publication.

Credibility: There is something about the print that gives a sense of legitimacy. The situation of pop ups and banner ads on the web can be overwhelming and the fear of spam and viruses there is no imminent in print ads.

# JO Magazine

A showcase of the lives and careers of women and people of diverse ethnic, racial, and social backgrounds.

## Brand Mission

JO is a fresh publication focused on women and people of multiple cultures. JO serves slices of down to earth soul. JO seeks out newcomers, old timers and everyone in between. JO delivers eclectic views on contemporary topics and events.

JO inspires readers to harness their passions and pursue their dreams. JO enriches women and people by showcasing the diversity, individuality, and talent of past and present enter-tainers of all ethnicities. JO celebrates individuality and personal, creative expression.

## Circulation & Distribution

Media Solutions, Book a Millions, Barnes and Noble  
The distribution is a modern model comprised of requested subscriptions, news stand sales and delivery to high end cafeterias, coffee houses, record stores, radio stations (i.e. smooth jazz, R&B, Gospel), concerts, promotional events, record companies, television stations, casting directors, music conferences. The subscriber list will be built from entertainment organizations, groups, and unions.

### Publisher/Founder

Joleen Knowling Norman  
E-mail: Jo@jomagazineonline.com

### Creative Director

Michelle Treadway  
E-mail: Michelle@jomagazineonline.com

### Regional Marketing & Advertising Director

Chase Douglas  
E-mail: Chase@jomagazineonline.com

We welcome your ideas. We are here to serve you, so please let us know how we can help accomplish your goals.

### J.K. Norman Multi Media Corporation

74 N. Orange St. Suite 103  
Xenia OH 45385  
E-mail: Jo@jomagazineonline.com

## JO Has Gone Social

Facebook, Twitter and more to come



## Building Relationship with companies, such as:

Scott Stander and Associates Inc., Kraft, Central State University Media Department, Lions Gate Films, HBO, Associated Press Congressional Black Caucus Foundation, Shannon Barr Public Relations Greene & Associates Talent Agency International Creative Management Simone Smalls PR, Inc

## Print

JO is a nationally recognized magazine known for its chic look and artistic vibe.

JO is published bi-monthly enhancing the lives of women and people.

Highlighting the music, entertainment and film industry. With a special emphasis on work behind the scenes

JO is published by the J.K. Norman Multimedia Company. J.K. N. Multimedia specializes in entertainment bookings, promotions and magazine publishing.



## Rate Card

Prices available upon request

Print	6x	3x	1x
2 Page Spread	1,650.00	900.00	325.00
Full	800.00	500.00	200.00
Half	600.00	300.00	120.00
Quarter	390.00	195.00	65.00
Outside Back	3,900.00	2,100.00	750.00
Inside front Cover	3,000.00	1,650.00	600.00
Inside Back Cover	2,400.00	1,650.00	600.00
Premium Postition	1,200.00	675.00	250.00
Web	12 Months	6 Months	2 Months
Top Banner (With article headings)	1,200.00	600.00	200.00
Side Banner (High Visibility Pages)	900.00	450.00	150.00
Video	1,200.00	800.00	400.00

Invoices are due and payable on due date before it goes to print. Rates are subject to change without notice. Rates are commisionable to recognized advertising agencies camera-ready adplacement.

## Specs

Spread: 16"x10 1/2"  
Full Page: 7.75"x10"  
Half page horizontal: 7.75"x5 1/4"  
Half page vertical: 3.37"x10"  
Quarter page: 3.37"x5 1/4"

