



sponsorship opportunities

YOU CAN MAKE A DIFFERENCE

The *Unbound Magazine* Editorial Team invites you or your company to become a sponsor for the **2012 WINTER Issue** of *Unbound Magazine*.

Unbound Magazine is a collection of written and creative work born in the hearts and minds of people who are passionate about the cause of freedom. The magazine is an initiative of Michigan Abolitionist Project.

With your sponsorship, you can be part of the change, and help to educate our communities about the effects of modern-day slavery.

UNBOUND DISTRIBUTION

Hard Copies

Unbound Magazine will be displayed in over 50 venues throughout western and eastern Michigan (coffee shops, colleges, bookstores, etc). We plan to distribute over 8,000 print copies throughout Michigan, and are open to providing copies both nationally & globally.

Online Copies

- **Facebook:** 400+ people
- **Email Newsletter:** 550+ people
- **Twitter:** 175+ people
- **LinkedIn:** 220+ people
- **Website:** 100 hits per day (average)

ABOUT MI ABOLITIONIST PROJECT

Michigan Abolitionist Project (MAP) helps people use their gifts and talents to prevent and end modern slavery in Michigan communities and beyond.

MAP is a grassroots organization that began in the spring of 2011 with a small group of volunteers gathered at a Panera in Grand Rapids, MI. It was quite simple: a group of passionate people, plus a woman with a vision.

MAP now plugs a growing number of people into community initiatives to prevent slavery, as well as helps other anti-slavery organizations in Michigan.

SPONSORSHIP OPPORTUNITIES

Platinum Sponsor **\$800**

- Side Banner Ad on MAP website (to run the duration of the 2012 WINTER Issue)
- Logo & link to company website on *Unbound Magazine* web page
- FULL PAGE Ad in 2012 WINTER Issue

Gold Sponsor **\$500**

- Logo & link to company website on *Unbound Magazine* web page
- 1/2 PAGE Ad in 2012 WINTER Issue

Silver Sponsor **\$250**

- Logo & link to company website on *Unbound Magazine* web page
- 1/4 PAGE Ad in 2012 WINTER Issue

*To maintain the aesthetic of *Unbound Magazine*, all ads must be produced in black & white. The *Unbound Magazine* Editorial Team reserves the right to suggest graphic direction for advertisements to fit within the magazine's aesthetic.

All sponsorships and advertising materials must be submitted by November 1, 2012.

We are happy to tailor sponsorship packages to meet your specific marketing needs.

If you have further questions, or are interested in additional sponsorship opportunities please contact Julie Slagter at 616-723-0541 or info@MichiganAbolitionistProject.org

VISIT US ONLINE

www.michiganabolitionistproject.org/unbound-magazine

www.michiganabolitionistproject.org

SUPPLYING ARTWORK

Print Advertisements

All advertising should be provided in a digital format. The preferred format for black & white advertisements is hi-res Adobe Acrobat PDF file format (version 4.0 PDF 1.3 compatible). All fonts and images must be embedded.

All images embedded in files must be a minimum of 300 ppi (pixels per inch) or 300 dpi (dots per inch). **Files containing RGB or LAB images will not be accepted.**

Send digital files via email:

info@michiganabolitionistproject.org.
Must include the advertiser name and Issue.

Web Advertisements

All advertising should be provided in a digital format. The preferred format for black & white or color advertisements is hi-res JPEG or GIF file. Files containing Flash will not be accepted.

Send digital files via email:

info@michiganabolitionistproject.org.
Must include the advertiser name and Issue.

Other Requirements

The name and phone number of a contact person should be included on all materials in the event that we have questions.

Additional Information

For specific questions relating to advertising artwork, please contact:

Mimi P Communications, LLC
mpear@mimipcommunications.com

PAYMENT

Companies and organizations will be invoiced for the specific sponsorship package upon agreement.

AD SPECIFICATIONS

FULL PAGE AD



7.5" (w) x 10" (h)
Black & White

1/2 PAGE AD - HORIZONTAL



7.5" (w) x 5" (h)
Black & White

1/4 PAGE AD



3.75" (w) x 5" (h)
Black & White

WEB BANNER AD



125 x 50
Black & White or Full Color
GIF Weight: 25KB
No Flash