SPECIAL COMMEMORATIVE ISSUE
HAIR FASHION LIFESTYLE

GOD Faith Family
then BUSINESS
THE CORNERSTONE OF A LIVING LEGACY

THE BRONNER FAMILY
Spawning 4 GENERATIONS

THE FIRST FAMILY
of the beauty industry

BRONNER BROS.™

CELEBRATING 70 YEARS in business
Greetings and thanks so much for your interest in our publication. EncoreHD Magazine is a hair, fashion and lifestyle magazine dedicated to support in your business or organization by distributing a professional publication developed to broaden your networking base. We are dedicated to supporting your business or organization by distributing a professional publication developed to broaden your networking base.

From it’s conception in February 2008, EncoreHD Hair Magazine has grown from a quaint little 44 pager publication to a 194 pager, which caught the eye of an International Magazine Distributer; Curtis Circulation Services. They are the leading national distributor of magazines, with retail sales exceeding $1.1 billion per year.

Because of Curtis, we are now in over 45 retail chains including the largest retail chain in the world, WAL-MART. Also the largest Book Store Chain in the world; Barnes and Noble Booksellers. Other chains like Books-AMillion, Hastings and newstands around the country also carry our publication. With this kind of distribution, we are confident that your product(s) would have excellent exposure. We know that your Advertisement will do the same and catch the eye of thousands of potential consumers.

Why “Encore”? – An additional performance in response to the demand of an audience. “Do it again, but better”. Our endeavor to bring cutting edge hair and fashion concepts to the general public is paramount. Therefore, each issue that is published will be better that the previous. Doing better and being better is something that I believe we all strive to be. So, we welcome you’re your company as an advertiser in our publication. We are confident that with your product(s), we can

Larry J. Stephens
Founder/Editor in Chief
ADVERTISING INSERTION ORDER AND PAYMENT RECEIPT

Account Executive: Larry J. Stephens

Client Billing Information
Business Name:

Address:

City: ___________________ State ______ Zip _______

Contact Phone: _______________ Alternate Phone: _______________ Fax: _______________

URL ______________________ Email: ____________________________

EncoreHD Hair Magazine is a Bi-Annually publication dedicated to showcasing the art of Fashion and Cosmetology. We are proud to publish the best work from the best beauty and fashion industry professionals from all over the country. We have partnered our effort with an international magazine distributor, Curtis Circulation Services which will distribute our publication to Wal-Mart, Barnes & Noble, Borders, Hastings, Books A Million, etc. and will soon secure distribution throughout the world using wholesalers like News Group, The Source, Ingram, Newways and others.

Please select the advertising space that best suits your advertising needs:
Note: ALL Ad Spaces are in FULL COLOR

___ Back Page: (Full Page) $5500
___ Inside Front (Full Page): $3850
___ Inside Back (Full page): $4350
___ Standard Full Page: $1750
___ Double Truck (Facing Pages) $1900

Half Page: $899
___ Third Page (Vertical) $699
___ Quarter Page: $399
___ Eighth Page: $299

Distributed by:

NATIONWIDE DISTRIBUTION IN THESE AND OTHER FINE STORES ACROSS THE COUNTRY!!

The above named Advertiser hereby requests EncoreHD Hair Magazine to perform the above described services and agrees to pay for the above described services upon presentation of the bill subject to terms and conditions of the backside hereof, which terms and conditions are expressly made a part of the Agreement. This Agreement is non-cancellable, except as provided herein, and all amounts paid or due hereunder are non-refundable. The person signing this Agreement warrants that he/she personally or Advertiser’s agent has actual and apparent authority to enter into this Agreement on Advertiser’s behalf.

Gross Payment ____________________________

Multiple Insertion Discount 2nd 3rd 4th ________

Total Payment ____________________________

50% Dep. ____________________________

Due at Proof Sign: ____________________________

Please make check or money orders payable to EncoreHD Hair Magazine.

Client Name & Title: ____________________________

Client
Signature ____________________________ Date __________

Rep Name & Title: Larry J. Stephens, CEO/Editor In Chief

Rep
Signature ____________________________ Date __________

There will be a $45 NSF Charge for returned checks.
Ad will not run until all funds are collected.
- Printing .................................................. Web offset (SWOP)
- Binding ................................................... Perfect Binding
- Publication Trim Size ..................................... 8 1/2" x 11"

Full page .................................................................. 7" x 10"
1/2 page (horizontal) ........................................... 7" x 5"
1/2 page (vertical) .............................................. 3 1/3" x 10"
1/3 page (vertical) ............................................... 2 1/4" x 10"
1/3 page (square) .................................................. 4 5/8" x 5"
1/8 page (vertical) .............................................. 2 1/4" x 4"
Two page spread .................................................. 7" x 10" each page

BLEED SIZE UNITS
Full page .................................................................. 8" x 11 1/8"
2/3 page (vertical) .............................................. 5 1/8" x 11 1/8"
1/2 page (horizontal) ........................................... 8" x 5 1/2"
1/2 page (vertical) .............................................. 4 1/4" x 11 1/8"
1/3 page (vertical) ............................................... 2 1/4" x 11 1/8"
1/3 page (square) .................................................. 5 1/8" x 5 1/2"
Two page spread .................................................. 16" x 11 1/8"
Two page spread (trim) ....................................... 15 3/4" x 10 7/8"

Allow one-half inch gutter bleed for each page of a spread and
1/4" safety from trim for printed and live matter.

DELIVERY OF MATERIAL
REQUIRED MATERIAL, DIGITAL FILES
Digital files are the preferred method for job materials. In order of
preference, the following digital files are accepted:
1. PDF, EPS, TIF or JPEG
2. Native desktop files, such as QuarkXPress, Illustrator,
   Photoshop, InDesign
3. Mac or PC files
MAC OR PC FORMATTED CD-ROM or DVD

TYPE OF PROOFS
We require SWOP approved proofs. If any other proofs are
received, liability for color matching is waived.

COLOR CALIBRATION
GATE/SWOP approved scales, targets and control patches,
includes 5% 25% 50% 75% 95%, 100% CMYK control patches,
Kodak Approval CSI—use Kodak SWOP calibration
control guide.

Distributed by:
CURTIS CIRCULATION COMPANY

Walmart □ BARNES & NOBLE BOOKSELLERS □ BAM! □ BOOKS.MALL □ Hastings

2016 MEDIA KIT

STORAGE
Advertising material (files/proofs) will be destroyed 90 days after last use if not
requested to be returned.

INSTRUCTIONS/STANDARDS
- All images/scan and any colors used in the page(s) must be CMYK MODE.
- Offset Printing: Four-color solids should not exceed SWOP density of 500%
- No offsets in the C/I/W relationship (must be 0/0)
- File orientation should be normal and not mirrored.
- Reverse type should be at least 3 point, with NO LESS than .004" thickness on
  any part of any letter or number. Printability cannot be assured below this. In
  the case of multiple color background with reverse type, it is highly recommended that
  all but the dominant color be spread back for clarity and register.
- Provide actual size, color hard copy, made from the final file as a guide. It is the
  only way to verify the content of the project.
- Please note that if trapping is required, it must be incorporated in the files we
  receive.
- Overlapped (surprinted) type should not be less than .004" (1/3 point rule) at the
  thinnest part of a character or rule. When type is to be overprinted, the background
  should be no heavier than 30% in any one color and no more than 90% total in all
  four colors for legibility.

PRODUCTION SCHEDULES ARE SUCH THAT MAJOR PROBLEMS WITH
THE FILES DISCOVERED IN
THE PRODUCTION CYCLE WILL NOT ALLOW US TO GUARANTEE A
TIMELY DELIVERY OF THE AD.

GENERAL TERMS AND CONDITIONS
Publisher reserves the right to reject or cancel any advertisement, insertion order,
position commitment or space reservation at any time. All copy, including all
elements, subject to Publisher’s approval. Positioning of advertisements is at the
discretion of Publisher except when specific preferred positions are available and
covered by contract and specific positions have been duly acknowledged by the
Publisher in writing. Cancellations or changes in orders are made at the discretion
of the Publisher. All requests for changes and any other instructions must be made
in writing to the office of the Publisher. No advertisements scheduled for covers
can be cancelled once covers are ordered. Advertiser and advertising agency
assume liability for all content (including text and illustrations) of advertisements
printed, and also assume responsibility for any claims arising therefrom made
against the Publisher. Advertiser and advertising agency jointly and severally
agree to indemnify and hold the Publisher harmless against any expenses, damage
and losses (including reasonable attorneys’ fees) by reason of any claims arising
out of publication by the Publisher. Advertiser and advertising agency jointly and
severely agree to responsibility for payment for advertising. The Publisher will
not be bound by any condition, printed or otherwise, appearing on any order
blanks, insertion orders or contracts when they conflict with the terms and
conditions of this media kit or any amendment hereof.
Contracts placed under terms and conditions of this media kit will be binding with
or without insertion order. All mail order advertisers must guarantee full refund to
all customers. As used herein, the term “Publisher” shall refer to EncoreHD
Magazine LLC pursuant to licensing arrangement. Publisher is not responsible for
errors in key numbers. No rebates will be allowed due to insertion of wrong key
numbers. Contract conditions subject to change without notice. Cancellations or
changes in orders are not accepted after closure date.