

# SIouxLAND MAGAZINE

STARTING CONVERSATIONS



It all starts with a conversation; with a desire to learn; to see things from another perspective; to seek truth. The truth is, we have more in common than we have differences. Well, maybe it would be more accurate to say, *what brings us together is stronger than anything that divides us.*

We would never want to marginalize our differences. We love the words of Audre Lorde, "It is not our differences that divide us. It is our inability to recognize, accept, and celebrate those differences." We are unique in vast and complicated ways. It is our hope that we can come together with our unique strengths, perspectives, and ideas to **build a community with a powerful narrative of "us."**

Through this publication, we will start having conversations. This is an ambitious and beautifully optimistic attempt to shine light on all the things that make our community strong, but also discuss, in a productive and compassionate manner, the challenges we face.

It is in these pages that we hope to educate and inspire, even more importantly, to create a community that thrives on connecting with one another. At our core, we all want to connect. When we seek to understand, by listening more intently, we find that **our relationships deepen, and our community strengthens as a result.**

We are doing our small part in building a cohesive community by creating conversations that refocus our attention on our similarities. We are bringing people together, replacing judgment with understanding. Perspective is powerful.

**"I advertise in Siouxland Magazine, not because I necessarily want to sell something from that ad, but because I want people to know that we support what Siouxland Magazine is contributing to our community; our vision for this community is aligned. When someone is ready to shop, they'll consider my business."**

**-Ben Knoepfler | Knoepfler Chevrolet**

*Vision*

EMPOWERING  
CONVERSATIONS, LLC

# SIouxLAND

## MAGAZINE

STARTING CONVERSATIONS



### Our Conversation Starters

**We Come Together With A Singular Purpose  
To Participate In A Dynamic Conversation  
That Moves Our Community  
Forward And Upward.  
In The Depth Of A Good Conversation  
Lies Endless Possibilities.**

**We're creating a magazine you won't want to put down.** Seriously, issue after issue, we continue to hear from our readers and advertisers that they're **reading it cover to cover**. The magazine is focused on three primary goals: **optimism, community, and creating conversations**. Each issue has an opening section to highlight the theme and connect our readers to stories that open their hearts, minds and emotions. From here, we've divided the magazine into six sections that strive to educate and inspire our readers:

- **Converse** (dynamic conversations that move our community forward and upward)
- **Inspire** (lessons learned from our community)
- **Grow** (personal growth and business development)
- **Balance** (health and wellness)
- **Explore** (protecting the environment and enjoying the great outdoors)
- **Enjoy** (quality of life in Siouxland)

We are bringing together a diverse group of people, a slice of Siouxland if you will, to have meaningful conversations that are driven by you, our readers. We'll focus in on community issues and explore ways to approach these challenges with integrity, compassion and creativity. We will share not only ideas manifested from these discussions, but even more importantly, share the integral process of healthy, productive conversation.

We'll arrive to the table with the humility that we don't know what we don't know; that our perspective is one of many. Showing up with a commitment to listening intently, without judgment, before choosing our words and sharing. Thus, allowing everyone to contribute to the conversation.

All of us share a desire to reach a greater understanding; to broaden our perspective. We'll start from a common foundation, and amongst all these voices, we will find all kinds of possibilities.

It is our intention to simply share our ideas. We are tossing seeds. And to give you a glimpse on how we navigate through challenging discussions with the complexity of diversified stances. It is our hope that you'll continue the conversation and grow those ideas, seeing them through to their potential. Together we can change the world by starting in our own backyard with a simple, and oh so beautiful, conversation.

# SIouxLAND MAGAZINE

Content Rich

Frequency

Impact

Ad Recognition

Quality

**You know you have something great in your hands when you just cannot put it down.** Our readers mention time and again that they are reading Siouxland Magazine cover to cover. That is because it is filled with moving stories that stir the soul, as well as important and useful information.

**It is content rich, keeping our readers engaged.** We do not drown them in a sea of ads. As an advertiser, **your ad stands out and has impact.** We also fill it full of resources, bringing the reader back to the magazine and increasing the exposure to your advertisement. **Frequent engagement keeps your business top of mind.**

## Who Reads Siouxland Magazine

Siouxland Magazine is a bi-monthly magazine targeted towards an educated and affluent audience. Our readers tend to be involved in the community. They run businesses, sit on nonprofit boards and volunteer. They value community and tend to shop local. They are engaged in the conversation.

## How We Get into the Hands of Our Readers

Siouxland Magazine is a free local publication that is distributed in **200+** locations throughout Siouxland. Our magazine can be seen in doctor and dentist offices, hospitals, salons and spas, and banks; basically, anywhere with a waiting room where they get multiple exposure. Plus, we are in businesses you interact with everyday such as grocery stores and coffee shops for easy access. These locations are stocked heavily for consumer consumption. Each issue is highly anticipated and instantly engaged with by our readers.

### You can grab your copy at any of the following local businesses:

Hy-Vee (Sioux City locations, South Sioux City & Le Mars)  
Stone Bru locations  
Hardline Coffee  
Siouxland Chamber of Commerce  
Sioux City Convention Center  
Downtown Partners  
Sioux City Public Museum  
Sioux City Art Center  
Chambers/Visitor Centers/City Halls of the Surrounding Communities

### 3 Reasons Why to Advertise in Siouxland Magazine

1. 5,000 Issues Printed and Distributed in 200+ Businesses
2. Locally Owned. Locally Run. Locally Printed.
3. Content Rich Publication with Controlled Ad Placement for Impact

**PLUS, Facebook Live Small Business Spotlights on Monday Nights @ 7:30 & Nonprofit Spotlights on Wednesdays @ 7:30. Our way to bring the community closer together!**

**"The magazine looks absolutely beautiful. The information within is intriguing and important. Thank you for making it what it is."**

**-Jackie Paulson**

# 2021

## Advertising Opportunities

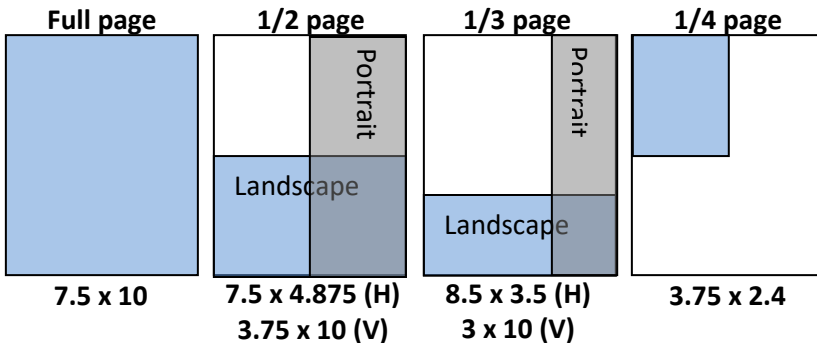
# SIouxLAND MAGAZINE

### Print Advertising Rates\*

	<u>1-2X</u>	<u>3-4X</u>	<u>5-6X</u>
Back Cover	\$1,200	\$1,100	\$1,000
Inside Covers	\$1,100	\$1,050	\$950
Full Page	\$950	\$875	\$775
Half Page (H)	\$700	\$625	\$550
Half Page (V)	\$700	\$625	\$550
Third Page (H)	\$550	\$525	\$475
Third Page (V)	\$550	\$525	\$475
Quarter Page	\$400	\$375	\$350
Two Page Spread	\$1,250		

### Ad Dimensions

	(Non-Bleed)	(Trim Size)	(Bleed Size)
Back Cover		8.5x9.25	8.75x9.4
Inside Covers	7.5x10	8.5x11	8.75x11.25
Full Page	7.5x10	8.5x11	8.75x11.25
Half Page (H)	7.5x4.875		
Half Page (V)	3.75x10		
Third Page (H)	8.5x3.5		
Third Page (V)	3x10		
Quarter Page (V)	3.75x4.875		



### Deadlines for Advertising

	January	March	May	July	September	November
Space	November 16	January 25	March 29	May 31	August 2	September 27
Material	November 30	February 8	April 12	June 14	August 16	October 11
In Stands	January 11	March 8	May 10	July 12	September 13	November 8

E M P O W E R I N G  
**CONVERSATIONS, LLC**  
 PO Box 3622 | Sioux City IA 51102

Stacie Anderson | Owner  
 connect@empowering-conversations.com  
 712-540-5721

### Bill To

Company/Agency: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

### Advertise in the Following Issues

- January     March     May  
 July     September     November

### Size Of Ad

- Full Page     1/2 Page (H)     1/2 Page (V)  
 1/3 Page (H)     1/3 Page (V)     1/4 Page  
 2 Page Spread

**Materials:**     New     Re-run

**Special Placement:**     Inside Cover(s)     Back Cover

### Do You Need Our Design Help?

\$150/ad design

### Bonus

For any ad that's a half page or larger, you'll get a BONUS social media shout out! Choose between a Facebook LIVE session or Facebook/Instagram post featuring your business or nonprofit. Include your own copy, graphic, photo to post to our social media pages. Limit one per issue.

- Go LIVE     Post to Social

### Advertising Total Cost

Cost: (per insertion): \_\_\_\_\_

Total Contract Cost: \_\_\_\_\_

Name (print): \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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## MAGAZINE

**Ad rates** assume materials will be press-ready and submitted (electronically or on CD) in PDF, EPS, PNG or JPEG format. Materials should be submitted as high resolution (300dpi), press ready PDF documents. Files can be shared via Dropbox. E-mail ads (if under 10 MBs) to [connect@empowering-conversations.com](mailto:connect@empowering-conversations.com)

**Ad Cancellation Policy:** If it is necessary for you to cancel your advertising, you are still responsible for paying 1/2 of the cost.

**Publishers Discretion:** For editorial content created elsewhere, publisher reserves the right to place the word “advertisement” on any material the publisher believes to resemble or to be confusingly similar to the publications editorial or article format. Advertisers are permitted to advertise in the magazine at the publisher’s discretion. The publisher reserves the right to refuse or cancel any advertising for any reason at any time.

**Placement:** Advertisers may request positioning within the magazine. However, placement will not be guaranteed other than inside covers and back cover.

**Errors:** Publisher accepts no responsibility for any errors in advertisements prepared or approved by the advertiser. Any substantial errors that are the fault of the publisher will be subject to a reduction or reimbursement of the amount paid by the advertisers. But in no case will any claim arising from any error exceed the amount paid for the ad by the advertiser. Publisher shall not be liable for any consequential damages of any kind if for some reason the magazine does not publish an ad and/or article or if the ad and/or article is published incorrectly.

**Indemnity:** Advertisers materials are accepted and published upon the representation that the advertiser has the right to authorize publication of all contents of the advertisements and/or articles and the representations may therein do not infringe or damage any third party. Advertisers agrees to indemnify and hold harmless the publisher and their assigns. From any and all claims in resulting damage, loss and expense (including attorneys fees) arising out of the publication of the advertisers material. These claims include, but are not limited to, claims or suits for libel, violation of right of privacy, plagiarism, and copyright infringement.

**Frequency Discounts and Package Pricing:** Are based on number of advertisements placed in the magazine in consecutive issues. Advertisers agree if the number of issues indicated is not fulfilled, the publisher will adjust the rate to reflect the higher ad rate. (As specified on the rate card) and will bill the advertiser for the difference between the amount paid and for the full rate of the number of ads previously run.

**Payment Terms:** The balance is due in full within 30 days of invoice received. A late fee of 5% will be added each month to invoices over 45 days late.

**Scope of Agreement:** These terms and conditions are the complete understanding between the parties concerning all matters contained herein, and any prior statements or representations are superseded by this agreement.