

LIFE LESSONS magazine

Free Full Page Ad in Two Introductory
Issues and more

Created by Life Lessons Magazine and Design Partners



Take advantage of our free full page ad insert and
our online promotional opportunity.

Life Lessons Magazine is giving businesses and organizations from around the United States a Free Full Page Ad insert in two introductory issues, guaranteeing a minimum exposure to 8-25,000 subscribers/viewers in each distribution city.

ABOUT LIFE LESSONS MAGAZINE

Life Lessons Magazine is a new, diversified magazine that highlights the real life experiences and stories or “life lessons” of real, everyday people. Each article topic ranging from fashion to relationships, are filled with authentic, dramatic, insightful and even controversial subject matters - created directly from hundreds of social media users. We are launching our opening issues in the following cities starting middle 1st quarter 2016.

- Cleveland Ohio
- Chicago Illinois
- Houston Texas
- Dallas Texas
- Phoenix Arizona
- Los Angeles California
- Atlanta Georgia
- Las Vegas Nevada
- Baltimore Maryland
- Philadelphia Pennsylvania
- New York City New York
- Charlotte North Carolina
- Indianapolis Indiana
- Virginia Beach Virginia
- Miami Florida



LIFE LESSONS
magazine

OUR 100% FREE PROMOTIONAL OFFER

During our introductory magazine promotion, we are offering small businesses in your city one 1 Full Page Ad (in two separate issues) plus 60 days of online advertisement, which includes marketing and distribution at no cost. (Total value of \$1,800.00).



** full page print/banner ad samples

You will receive targeted ad space in our magazine, showcasing your brand to the people who are more likely to use your services or support your organization. Our introductory magazines will be marketed to a minimum of 8-25k online/offline subscribers and/or social media followers/fans in each distribution city.

FULL PAGE & BANNER AD DESIGN

Businesses/Organizations can provide us with a press-ready magazine style full page and online banner ad design (at no cost) or they can purchase from our design department at minimum cost.

DESIGN SPECIFICATIONS

If you presenting your own design work for both the full page and online banner ad, please follow these design descriptions:

Full Page Magazine Ad Specifications

- Only 30% text allowed. Footer notes are allowed.
- All images (including logo) must be of highest professional quality (no pixilation. no exception).
- Must be presented in JPG/PNG format with the following dimension: 8.5 x 11 (300 dpi) Trim Size 7.375 x 9.75
- Do not use images downloaded from the web.
- Do not use images you do not have licenses to use in print and online media.
- No "res-up" low quality images.
- High quality PDF and PSD files are acceptable (window based PSD only).
- Image files must be in CMYK format.
- Send the names of all of your fonts used.

Send your files in a zipped folder to art@ipayal.com . We will notify you within 3 days of our decision to use your design artwork. If you are declined, you have the option to have our in-house staff to produce the full page ad and online banner ad design (which we recommend before you pay for a design we can't use). Our pricing starts at \$189.00 and will depend on brand complexity for pricing structure for both the full page ad design and the online banner ad. These designs are of the highest magazine professional quality. Our designs include professional photos, full press-ready licensed work. You may keep your design work for any future use of your choosing. Send an email to chauncey@ipayal.com if your client needs to have a full page ad created.



Please note that we do not guarantee approval of all ad designs submitted. We highly recommend that you have our team create one for you if you have not had a previous press ready high-end magazine ad created prior to advertising in our magazine.

Online Banner Ad Design Specifications

To take advantage of 30 days of online banner ad advertisement on our website, you must provide us with a professional online banner ad in the following formats or you can elect to have our in-house staff create one for you.

- Horizontal Ad Position: 728 x 90 (72 minimum resolution)
- Vertical Ad Position: 160 x 600 (72 minimum resolution)
- All Ads must contain less than 20% text (total text)
- No res up images
- Only Professional images only with approved release license
- Do not use images from the web without approval

Send your files in a zipped folder to art@ipayal.com . We will notify you within 3 days of our decision to use your design artwork. If you are declined, you have the option to have our in-house staff to produce the full page ad and online banner ad design.). Our pricing starts at \$189.00 and will depend on brand complexity for pricing structure for both the full page ad design and the online banner ad. These designs are of the highest magazine professional quality. Our designs include professional grade, full press-ready licensed work.



WHY ARE WE GIVING AWAY THIS OFFER

Our giving this offer away is simple. We want to prove our advertisement value prior to adding cost. We will run all ads until we reach a minimum of 8-25,000 magazine viewers/subscribers (on/offline) in each distribution city at no cost to the advertisement client. Estimated time: 60 days.

LIFE LESSONS MAGAZINE CONTENT & TARGETING

Your business or organization will be professionally represented in our magazine using press ready, targeted ads that fits a wide range of demographics. Here are some of the ad/article sections:

- Health and Fitness
- Travel
- Cooking
- Music & Arts
- Business / Financial
- Family
- Spiritual
- Fashion
- Sports
- Relationships



Your Clients Full Page Ad will appear in Targeted Locations.

ABOUT CONTENT PROVIDERS

Our magazine is 100% about everyday people, featuring their stories and experiences in a diversity of exclusive articles, making them “new celebrities” sort of speak. From the fast food employee to the local Dentist, we specifically target “regular everyday people” who have large social media followers (2,000 plus each) to increase viral growth.

Each magazine will host 15-20 articles, giving us access to as many as 80,000 direct fans or followers of our content providers, along with the thousands more we directly market our magazine to within each magazine distribution city.





THE POWER OF SOCIAL MEDIA

Let's face it, social media has made it extremely easy for the "average Joe" to become famous. One post could be shared a million times in just a single day. It allows our friends and family, through every post they make and share, to learn more about them than we'd ever know without it. However, the social media market is overly saturated with millions sharing post and videos in search of more followers, likes and fans. Our magazine adds a new layer of exclusivity to their post by highlighting their stories and experiences in a high profiled magazine (print/online) and separating them from the millions who are just limited to a post or video upload to tell their stories.

Over two months, we hand-picked a number of "more than willing" social media users (with large followings of a minimum of 2,000 each) to be featured on our magazine cover and in our publication articles in exchange for their shares for more "exclusive exposure" of their experiences and stories. Their stories range in the variety of topics we cover to add an amazing mix of content for all subscribers. While we use our own marketing methods to publicize the magazine, we also rely on the overwhelming amount of free exposure through the sharing of our content to thousands of friends and family by our social media providers to add a very large boost in our online viewership and print subscriptions (guaranteed 8-25,000 during our promotional period at no cost).



ADS SHOWN IN PRINT AND ONLINE MEDIA

Our Magazine comes in print versions as well as downloadable pdf/magazine app formats so that all subscribers have an easy way to purchase issues. In fact, each single subscription cost (\$7.99) comes with both the PDF/App and the print versions.



CLIENT AD BENEFITS

- 100% Free Full Page ad in two issues plus 60 days of online banner advertisement.
- Exposure to 8-25,000 consumers (website and magazine subscribers during promo).
- Low cost ad cost after promotional period.
- Magazine sales may extend beyond the 30 day client cost period due to the social effect of magazine subscriptions (print only).

HOW DO YOU GET STARTED?

- Please email chauncey@ipayal.com and inform us of your interest immediately as we only have 33 ad spots available (per distribution city).
- Please include the following information within their email response:
 - Name
 - Phone Number
 - Email Address
 - Type of business
 - Address
 - Contact name and best time to reach them

Life Lessons Magazine was created to highlight the experiences of our past, applying the lessons learned to the future we create.

LIFE LESSONS

magazine



Limited Space . Limited Time

Please Reply ASAP

If the number below is not available or voicemail is full, please send an email and we will respond at first notice.

Contact Chauncey Wyatt, managing executive 480.692.0312
chauncey@ipayal.com

Life Lessons Magazine is a subsidiary company of iPayal Incorporated, a social commerce building platform, Scottsdale Arizona
Company | www.lifelessonsmag.com | www.ipayal.com