



2024

BB

BRUNCH & BRILLIANCE



ADVERTISING OPPORTUNITIES

A MHiB FUNDRAISER



Learn about:



MY HAIR is BEAUTIFUL

My Hair is Beautiful (MHiB) was born in 2011. Arlette Pender, Master Pioneer and Award Winning Natural Hair Stylist, aimed to target Black girls between the ages of 5 and 18 (as well as their parents) to instill the importance of loving themselves by what they saw in the mirror and inspiring them to create jobs for themselves.

People from all walks of life, including child entrepreneurs, were invited to mentor attendees by sharing their pursuit of happiness through the hardships they faced in their lives. This quarterly workshop was funded and hosted by Arlette and Jewell until October 19th, 2022, when what started as a passion project became officially recognized as a 501(c)3.

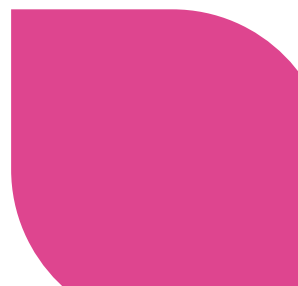
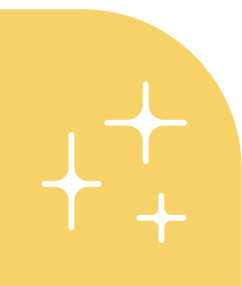
Since the beginning, MHiB has significantly impacted many lives. Parents have noticed a boost in their children's confidence, with some even starting their own businesses. This is the power of the MHiB workshop.



BRUNCH & BRILLIANCE

Brunch & Brilliance is an inaugural fundraising event for My Hair is Beautiful, where small business owners and entrepreneurs from our local communities will hear from industry leaders sharing their experiences with investing in themselves, their businesses, and their communities.

This event will become the cornerstone of MHiB fundraising efforts, helping the organization to raise much-needed funds that directly support the MHiB programs and initiatives and helping ensure the workshops we hold are always free to attendees.





A MHiB FUNDRAISER

PRINT AD SPECS

These settings will ensure the proper output of your print ad. Follow these steps before submitting your ad.

FILE/COLOR SETTINGS:

- + PDF files need to be 300DPI, CMYK, with fonts embedded and transparencies flattened.
- + Full page ads need to have bleeds included (.125")
- + PDF certification should be set to PDF/X-4
- + .JPG, .PSD, and .TIFF files need to be 300 DPI, CMYK and with layers flattened.
- + Convert any spot (Pantone colors) to process (CMYK).
- + For rich black, we recommend:
C: 60%, M: 40%, Y: 40%, K: 100%

Note: All images, text, borders or other design elements placed outside the safe area may be trimmed or will not appear centered.

Note: Ads submitted as anything other than a .PDF, .JPG, .PSD, or .TIFF will be returned.

Note: Ads created and exported from such programs as Microsoft Excel, Word, etc., will produce unfavorable results in color, image placement, and/or font accuracy. Check to see if the program you are using supports exporting at high quality to a PDF or TIFF format. We recommend using applications that support industry-standard settings.

ACCEPTABLE FILE FORMATS:

.PDF (Preferred), .JPG, .PSD, .TIFF

COLOR PROOFS:

We can not guarantee color, image placement, or font accuracy without a hard copy of your ad.

FULL PAGE:

Trim: 8.5 x 5.5"

Bleed:+.125"

Safe Area: 8 x 5"

Ensure your design extends to the BLEED size to avoid white edges when trimmed and all important information should not extend outside the SAFE area.

HALF PAGE:

Trim: 4.25 x 5.5"

Bleed:+.125"

Safe Area: 4 x 5"

Ensure your design extends to the BLEED size to avoid white edges when trimmed and all important information should not extend outside the SAFE area.

1/3 PAGE:

Trim: 2.83 x 5.5"

Bleed:+.125"

Safe Area: 2.58 x 5"

Ensure your design extends to the BLEED size to avoid white edges when trimmed and all important information should not extend outside the SAFE area.



HOW TO SEND FILES:

1. E-mail the [Print Submission Form](#) to amy@thebrandgirls.co with your ad selection.
2. You will receive an invoice to pay for your ad.
3. Once paid, you will receive a Google Drive submission link for your ad, place in your designated folder.
4. All ad artwork must be submitted by August 19, 2024.
5. All ads must be paid in full by August 19, 2024.

AD DEADLINE: AUGUST 19, 2024



AD SIZES & PRICE

FULL PAGE AD (8.5 X 5.5)

Standard Full page: \$150

HALF PAGE AD (4.25 X 5.5)

Standard Half page: \$75

1/3 PAGE AD (2.83 X 5.5)

Standard 1/3 page: \$50



PREMIUM AD SPACE

Limited quantities
of Premium Ad space
are available.

Premium Cover Ads:
\$350
QTY: 2 (1 front/1 back)
Inside front and back covers.

Premium Interior Ads:
\$200
QTY: 4
Within intro and recognition pages.

AD DEADLINE:
AUGUST 19, 2024

For more information,
please contact Amy Robinson

amy@thebrandgirls.co

PRINT JOURNAL AD SUBMISSION FORM

Ad materials are due by 8/19/2024

Please complete the form below and return it with your artwork.

Name:

Company:

Title:

Street Address:

City:

State:

Zip Code:

Phone:

Email:

Select your ad format below:

AD TYPE	COST	
Premium Ad - Cover	\$350	<input type="checkbox"/>
Premium Ad - Full Page	\$200	<input type="checkbox"/>
Standard Ad - Full Page	\$150	<input type="checkbox"/>
Standard Ad - $\frac{2}{3}$ Page	\$100	<input type="checkbox"/>
Standard Ad - $\frac{1}{2}$ Page	\$75	<input type="checkbox"/>
Standard Ad - $\frac{1}{3}$ Page	\$50	<input type="checkbox"/>

Please complete the following and email it back to Amy Robinson: amy@thebrandgirls.co. Upon acceptance, we will provide payment instructions. Contact Amy with any questions or design assistance. Thank you for helping fund future MHIB programs and events, we appreciate the support.



HAIRLOKS by ARLETTE

Natural Hair Care Salon & Educator

“Be true to your hair
and it will *never* be
false to you.”

Arlette Pender,

Award Winning Natural Hair Care Stylist

**Happily educating our girls
in the Valley of the Sun
since 2011.**

Instagram and Facebook icons followed by **@hairloks**

www.hairloksbyarlette.com

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