



# USL

Magazine



# 2/AD RATES

Wilhelmina Models Tosh Yanez  
 Photographer David Walden  
 Stylist Jordan Anthony Swain

## ADVERTISING RATES - Gross (Rates are per issue)

All ads are Color .....6 issue ..... 3 issues ..... 1 issue

1/4 page .....	\$260	\$285	\$335
1/2 page .....	\$350	\$475	\$585
Full page .....	\$550	\$700	\$850
Back Cover .....	\$1,200	\$1,325	N/A
Inside Cover .....	\$1,100	\$1,250	N/A

Please call 678-278-9710 ex. 5300 for Online Rates.

## NON-PROFIT DISCOUNTS

A 15% discount is given to all non-profit organizations who advertise.

## SIZES AND DIMENSIONS - (in inches)

	Width .....	Depth .....
Full Page (Trim Size) .....	8.125	10.875
1/2 Page, Vertical .....	4.5	7.125
1/2 Page, Horizontal .....	7.125	4.8125
1/4 Page, Vertical .....	3.5	4.8125

## GENERAL MECHANICAL SPECIFICATIONS

Size: .....8.125" x 10.875" (trim size)  
 .....8.375" x 11.125" (bleed size)  
 .....7.625" x 9.375" (live area)

Printing Method:

Binding: Saddle-Stitch

## COLOR REPRODUCTION

We print on a web offset press and produce ads in "pleasing color." We strive to match our clients' color specifications, but we do not guarantee a perfect match. If color matching is your utmost concern, please provide a match print proof with your digital ad.

## SPACE RESERVATION AND DEADLINES

Space Reservation Ad Materials\* Digital Ad

- ALL ADS MUST BE 300 DPI HIGH RESOLUTION -

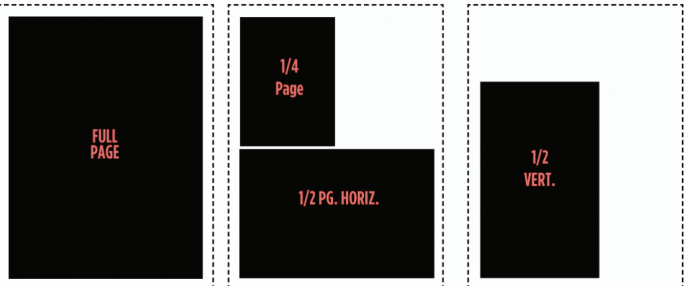
For Print Issues - **DUE DATE IS THE 20TH OF EVERY MONTH**

For digital and web ads - **DUE DATE IS THE 25TH OF EVERY MONTH FOR MONTHLY ADS AND THE FIRST SUNDAY AND 3RD SUNDAY FOR BI-WEEKLY ADS**

\* Materials received after the deadline may incur a late charge

## SPECIAL POSITION REQUESTS

All positions are run of the book, determined at publisher's option. Guaranteed special positions incur a 15% position fee.



## FREQUENCY DISCOUNTS

Frequency discounts are earned on the total number of insertions made within a period of one year (12 issues). If at the end of one year (6 issues), an advertiser has failed to fulfill the contract, billing will be adjusted accordingly. Orders canceled before expiration of contract are subject to short-rate billing.

## EARLY PAYMENT DISCOUNT

A five percent discount is given to advertisers who pay in full by the space reservation deadline.

## BILLING AND PAYMENTS

Payment is due at the time of ad placement and can be made by Paypal, Visa, Mastercard and American Express. If payment is not made at the time of ad placement, the advertiser has 7 days prior to the reservation deadline to tender payment. If payment is not received 7 days prior to the reservation deadline, the ad will be removed from placement.

## CANCELLATIONS

Neither the advertiser nor its agent may cancel after the space reservations deadline. If materials are not received by deadline, publisher may repeat the most recent advertisement.

## AGENCY DISCOUNTS

"Recognized agency" as used in the rate card refers to an individual or group of individuals who make the media selection, handle the order, coordinate and process the space placed with the publisher under the terms of this rate card, furnish and provide transportation on all printing materials submitted, and process prompt payment. Agency must represent a minimum of three clients.

## ADVERTISING RESTRICTIONS

The publisher reserves the right to decline any advertisement.

ADVERTISEMENT INQUIRY: [ADVERTISE@USLMAG.COM](mailto:ADVERTISE@USLMAG.COM)



## 2012 EDITORIAL CALENDAR

### ISSUE ONE - MARCH

**THEME:** OPULENCE & ANNA HAJIYEV

**LOCATION:** ADAC

**FEATURES:** R&B GROUP DAY 26

B SLADE (formerly Tonex)

DJ STAN ZEFF

ATLANTA'S SEXIEST  
PERSONALITIES

### ISSUE TWO - MAY (Now Monthly)

**THEME:** DJ+PRODUCER ISSUE

**FEATURES:** DJ SKY NELLOR

BLOCK & CROWN

MAGNEDO7

DARIN EPSILON

DJ PRINCESS CUT

FAME (MBK ENTERTAINMENT)

### ISSUE THREE - JUNE

**THEME:** DJ+PRODUCER ISSUE

**FEATURES:** DJ SKY NELLOR

POWERPRENEUR

MAGNEDO7

DARIN EPSILON

DJ K SWISS

HYUN GU KIM

DANI SCARCELLA (HAIR/MUA)

### ISSUE THREE - JULY

**THEME:** YOUNG MEN WITH STYLE

SHOW THEIR FUN-SIDE

**FEATURES:** INT'L SUPERMODEL

TOSH YANEZ

PRODUCER ZAYTOVEN

ANTHONY Q OF DAY 26

DJ BEESTROH

DJ JOOP (NETHERLANDS)

CHIP (FORMERLY CHIPMUNK)

ONE-LOOK MAKE-OVER

### ISSUE FOUR - AUGUST

**THEME:** ATLANTA MUSIC INDUSTRY PRT 1

**FEATURES:** WILLIE TAYLOR (OF DAY 26)

DAN HANNON

MAKE IT HAPPEN MGMT

JON BONUS

B SLADE (DEEP PURPLE ALBUM)



Skam Artist DJ Sky Nellor

USL MAGAZINE / [www.uslmag.com](http://www.uslmag.com)



**2012 EDITORIAL CALENDAR**

**ISSUE 5 - SEPTEMBER**

**THEMES:** NEON NIGHTS & ANNA HAJIYEV

**LOCATION:** ATLANTA CLUBS

ATLANTA MUSIC INDUSTRY PRT 2

**FEATURES:** TOP SOUTH AFRICAN DJ  
BLACK COFFEE  
PRODUCER PAPA  
DREW SIDORA  
BONE CRUSHER  
MR. MELODY

**ISSUE 6 - OCTOBER**

**THEMES:** STYLE & BEATS

**LOCATION:** ATLANTA STUDIOS

ATLANTA MUSIC INDUSTRY PRT 3

**FEATURES:** ICE CUBE  
KEVIN BRYANT  
MODEL/ACTOR JOHN CALADO  
POLOW DA DON  
ANTHONY TOLLIVER (NBA)  
KOREY BOSWORTH (NFL)

**ISSUE 7 - NOVEMBER**

**THEMES:** STYLE & BEATS PRT 2

**LOCATION:** ATLANTA STUDIOS

ATLANTA MUSIC INDUSTRY PRT 4

**FEATURES:** CYNTHIA BAILEY  
DRUMMA BOY  
J'LEON LOVE (MIDDLE WEIGHT BOXER)  
ALTERRAUN VERNER (NFL)

**ISSUE 8 - DECEMBER**

**THEMES:** STYLE & BEATS PRT 3

**LOCATION:** ATLANTA STUDIOS

**FEATURES:** FRANK SKI  
RITA ORA  
TAVIS SMILEY  
DAMIAN WILLIAMS (NFL)  
RICHARD SHERMAN (NFL)



Grammy Winning Producer Laytoven



## 2012 DEMOGRAPHICS

### GENDER

WOMEN [46%] 18-24 17% | 25-34 13% | 35-44 9%  
 MEN [54%] 18-24 19% | 25-34 17% | 35-44 9%

### REACH - COUNTRIES/CITIES/LANGUAGES

COUNTRIES	CITIES	LANGUAGES
USA	ATLANTA	ENGLISH
ROMANIA	MONROE, LA	ENGLISH (UK)
ROMANIA	PHILADELPHIA	SPANISH
MALAYSIA	CHICAGO	FRENCH
ETHIOPIA	BALTIMORE	THAI
CANADA	SAN FRANCISCO	ROMANIAN
UK		PORTUGUESE

### SECTIONS

MUSIC	MUSIC REVIEWS	ENTERTAINMENT
EVENTS	FASHION/STYLE	FASHION SENSE
TECH	UM CHOICE	LIFESTYLE
GALLERY	PROMOTIONS	BREAK-UP TO
	PERCY SAYS!	MAKE-UP
	LET'S TALK	
	ABOUT SEX!	MODEL CONTEST

### CIRCULATION/ONLINE/SOCIAL NETWORK

FACEBOOK INSIGHT: 250K+ since Jan 1, 2012  
 FACEBOOK LIKES: 3K+  
 TWITTER FOLLOWERS: 7K+  
 USLMAG.COM: 400K+ (to reach 600K+ for Aug, 2012)  
 PRINT CIRCULATION: Please call 678-278-9710

Issues available in print, digital & online!

### HOW TO ADVERTISE

ADVERTISE@USLMAG.COM  
 1(678) 278-9710 Ex. 5300

**AUGUST PROMOTIONAL RATES FOR ARTISTS**  
 Please visit [www.uslmag.com/advertise/](http://www.uslmag.com/advertise/)

### EVENT SPONSORSHIP / USL PARTNERSHIPS

Interested in becoming a sponsor or partner with USL?  
 Contact us at 678-278-9710 Ex. 5300



Photography By Anna Hajiyevev - [www.annahajiyevev.com](http://www.annahajiyevev.com)



6/MONTHLY CAMPAIGN





# SHOW U'RE FUN·SIDE

*Models: Donnell Morris, Lance Wilcox and  
NYC Jerk Dancers UNDEFEATEDONEZ*

Show Ure Fun-Side is a Campaign sponsored by USL Magaine that is all about promoting positive re-enforcement for young men, ages 16-18, with interest in music, entertainment and fashion. Get more information at [www.uslmag.com](http://www.uslmag.com)

*Photographer Hyun Gu Kim  
Hair & Make-Up Dani Scarcella  
Styling PatrickKelly  
Locations Chinatown, NYC*



8/MONTHLY CONTEST

*THE* One

Look

MAKE-

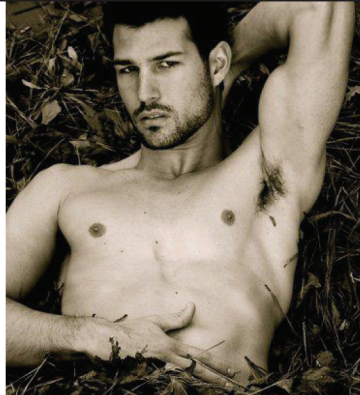
PHOTO SHOOT  
CONTEST

Over









# MODEL SEARCH WINNERS

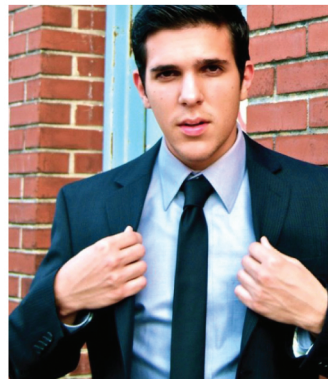
IN THE PREMIERE ISSUE

## FOR THE PREMIERE

**ISSUE** USL Magazine launched a regional model search through modelmayhem, which quickly gained national attention as models compete for a feature spot in USL Magazine. During the course of the 60 day competition, USL Magazine's facebook fanpage received over 120,000 visits from models, their families, friends and people who just wanted to know what the highlights were all about.

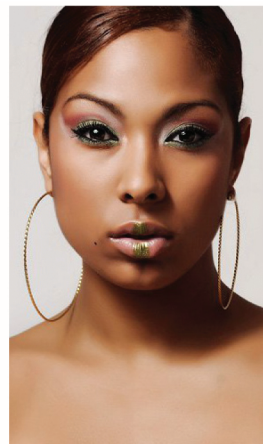
Here are some of the models who won the competition and was a part of our Opulence Series and Ken Barber Signature fashion shoots.

Top: (L-R) Timothy McCulloch, Brian Murphy, Max Dinatale and Kellen Marcus



Bottom (L-R) Kotera, Kenya, Deanna, Kierra, and Tiana

Want to be an UM Model? Submit your portfolio to [modelsearch@uslmag.com](mailto:modelsearch@uslmag.com).





# THE MONTHLY ISSUE PARTY

*Beginning September 13, 2012 @ 7 PM*



**USL** Magazine & *Organix*

ATLANTA'S MUSIC & FASHION INDUSTRIES COLLIDE WITH LIVE MUSIC, GREAT FOOD & ORGANIC SPIRITS!

*Organix Food Lounge | 239 Ponce De Leon Ave NE Midtown Atlanta, GA 30308 | 678-827-1946*

*[www.uslmag.com](http://www.uslmag.com) | [www.organixfoodlounge.com](http://www.organixfoodlounge.com)*



THE  
MUSIC  
&  
STYLE  
ISSUE

**PATRICK Kelly**  
*Editor-In-Chief*

*This month cover features International Super-model Tosh Yanez who's work has appeared in People Magazine, Marie Claire, Harper's Bazaar (Russia), The Advocate, US Weekly, Teen, Parade Magazine, Chicago Magazine, FHM, Zink, Intouch Weekly, Genre, Estylo, Wedding and Travel Magazine, Brentwood, Stuff, L.A. Confidential, Playboy, GQ, T.V.Guide, Oxygen Magazine and countless others.*

*An introduction made by celebrity stylist Jordan Anthony Swain, Tosh is the first of many top models that will appear on the cover of USL Magazine. Diverse in his look and style, Tosh has worked with top designers such as Donna Karen, Levi's, Rock and Republic and Sean "Diddy" Combs' Sean John label. He is also a celebrated stylist with a talent that is unsurpassed and has positioned him to be celebrated by the A-List of the entertainment world.*

*Grammy winning producer Zaytoven discusses why he is transitioning into the rap game and has his eye on scoring for movies. He will also appear in an upcoming movie, out September 2012, with Gucci Mane, Rocko, Shawty Lo, Scream, Big Bank Black, OJ Da Juiceman and many others.*

*Patrick Kelly, Editor-In-Chief*



**ANNA Hajiye***v*, Art Director

*“Having been fortunate enough to travel to and live in many countries, i’ve always looked for inspiration in new experiences, BE THEY AESTHETIC OR PERSONAL.”*

*>See more of ANNAHajiye**v**s* photography on [annahajiye.com](http://annahajiye.com)

*She is fascinated with bold colors and unusual shapes and attempts to translate feelings they invoke into photography.*

Born and raised in Belarus (a former Soviet Republic), she moved to the U.S. in 2006 to pursue a doctoral degree in Communication. Both a student and a photographer, she combines her two greatest passions - the rigor of academia and the free flow of creativity. She enjoys enormous support from her parents (her father is a professional photographer), husband and friends on her exciting life journey.





TOSH YANEZ BY PHOTOGRAPHER DAVID WALDEN









KARLOS MATTHEWS | [KARLOSMATHEWS.COM](http://KARLOSMATHEWS.COM)









KARLOS MATTHEWS | KARLOSMATHEWS.COM









INNOVATIONS®  
LEATHER

FROM LEFT TO RIGHT: CROCO REVERSE/#CROC-R3, FIRENZE/#LFI-04, VENEZIA/#LVE-06, LUGANO/#LLU-09, FOIL COW/#FC01, ROMA/#LRO-05

ADAC, SUITE 313 351 PEACHTREE HILLS AVENUE, ATLANTA, GA 30305-4503  
TEL. 800.367-0481/404.261.1401 FAX. 404.266.1834 INNOVATIONSUSA.COM





INNOVATIONS USA - ADAC  
*Photography AnnaHajiyev.com*





SGA

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SMITH GRUBBS ASSOCIATE  
Photography AnnaHajiyev.com



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Willie Taylor of Day 26  
[www.noivakmusic.com](http://www.noivakmusic.com)

Photography By King Vision

