QUORUM Media Kit 2011

THE TRUSTED VOICE FOR A FAIR AND FULLY INCLUSIVE BUSINESS COMMUNITY

THE Q NEWSLETTER

One of the most valuable Quorum member benefits is the opportunity to be seen in our powerful quarterly newsletter, Q. Your visibility will help you:

- Increase referrals
- Develop new business
- Meet other business people for collaboration
- Attract high quality talent

Your presence in Q reminds our readers that you are a member and demonstrates your dedication to Quorum's values: authenticity, integrity, inclusion and equality.

The power of Q depends on you. We invite our members to share expertise, creativity, and charisma to every addition. We want your:

- Submissions: small articles and commentary about business trends and innovations, press releases, announcements and feature articles highlighting your expertise and business acumen

- Member News: milestones, honors, awards, expansions, transitions, and new locations

Q readers are a lucrative, loyal, and influential audience: entrepreneurs, business leaders, corporate executives, community leaders - GLBT and Allied people who recognize Quorum as their connection to businesses that align with their values.

Q is a powerful venue for advertising, another exclusive benefit for Quorum members. This polished, professional publication contains relevant, thought provoking content that ensures a great read from cover to cover.

For more information about any of these opportunities:

visit www.twincitiesquorum.com or call 651.646.1029

QUORUM Volume V | Issue III www.twincitiesquorum.com

THE TRUSTED VOICE FOR A FAIR AND FULLY INCLUSIVE BUSINESS COMMUNITY

InclusionINC: ALIGNING INCLUSION AND DIVERSITY TO THE BOTTOM LINE

Gillian Griffin
Q Contributor

For some people, things like "diversity" and "inclusion" are just buzz words and HR trends, but if you ask Jason Bryan, inclusion is a valuable business strategy that positively and directly impacts the bottom line. As Business Development Manager at local consulting firm and Quorum member InclusionINC, Bryan is a professional advocate for the use of inclusion as a strategic business tool. InclusionINC strives to help its clients promote employee engagement, retention, and productivity in order to ensure that employee talents are utilized and maximized to achieve strategic business goals.

Shirley Engelmeier and Jason Bryan, InclusionINC.

As the demographics of the labor market have continued to become more diverse, and competition for talent has intensified, inclusion has become critically important in business. According to InclusionINC, approximately 70% of the workforce is disengaged and 40% of the workforce is so disengaged that they may look for other work. While reasons for disengagement vary, discrimination and harassment are certainly among them, and regardless of the reason, disengagement means an employee isn't putting forth their best effort. InclusionINC's mission is to help clients create a workplace dynamic where its employees can bring their whole selves to work - and be fully engaged - regardless of their age, race, sex, religion, sexual orientation or gender identity, or any other layer of identity.

An important piece of fostering inclusion is the engagement of allies. Allies can be anyone - gay or straight, black or white, male or female, Christian or Muslim, young or old, those with disabilities, etc.-that recognizes exclusion of others and is willing to speak up and "offer solutions to create a fully inclusive workplace." As InclusionINC CEO Shirley Engelmeier notes, "allies become the champions and change agents who ensure that the organization's culture becomes one where every employee can be fully engaged and contribute to the success of the organization."

InclusionINC uses a wide array of techniques and tools, including assessments, training, metrics, and the implementation of supplier diversity. By looking at where things break down in the workplace - such as detrimental micro messaging - InclusionINC works with its clients to challenge perceptions and identify similarities rather than differences. InclusionINC helps clients foster authenticity in the workplace. This not only serves to improve the bottom line for its clients, but also embeds inclusion into their culture.

>> InclusionINC, Continued on Pg 8

CONNECTING | BUILDING | STRENGTHENING | COMMUNITY

CIVIL DISCOURSE AND LEADERSHIP. NOW.

WHY IT STILL MATTERS

THE MEMBERS

CONTACT INFORMATION

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Design: hi@imagehaus.net
Staff: info@twincitiesquorum.com
Editor: editor@twincitiesquorum.com

540 N. Fairview Avenue Suite 303 St Paul, MN 55104 651.646.1029

AD RATES

INSIDE COVER ART front or back as available: full color

AD SIZE	1X	2X	3X	4X
FULL PAGE	1000	980	960	940
½ PAGE	760	740	720	700

INTERNAL ADS prices listed in black for black and white ads; prices listed in pink for color ads

AD SIZE	1X		2X		3X		4X	
BLACK + WHITE OR COLOR	BW	CLR	BW	CLR	BW	CLR	BW	CLR
FULL PAGE	790	840	770	820	750	800	730	780
FULL PAGE - 3 COLUMN	470	530	450	510	430	490	410	470
¾ PAGE	600	660	580	640	560	620	540	600
¾ PAGE - 3 COLUMN	470	530	450	510	430	490	410	470
¾ PAGE - 2 COLUMN	370	415	350	395	330	375	310	355
½ PAGE	450	500	430	480	410	460	390	440
½ PAGE - 3 COLUMN	265	295	245	275	225	255	205	235
½ PAGE - 2 COLUMN	235	265	215	245	195	225	175	215
¼ PAGE	290	325	270	315	250	295	230	275
¼ PAGE - 3 COLUMN	185	205	165	195	145	175	125	155
¼ PAGE - 2 COLUMN	130	150	110	130	90	110	70	90

Pre-payment for multiple ads qualifies for an additional 5% discount.

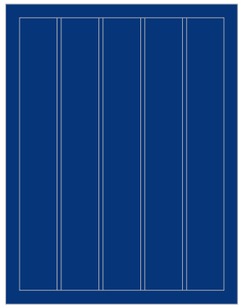
Deadlines

2011 CONTENT AND AD RESERVATION DEADLINES

ISSUE TARGET RELEASE DATE	CONTENT DEADLINE	AD/ARTWORK DEADLINE
01 MAR 2011	01 FEB 2011	04 FEB 2011
01 JUN 2011	04 MAY 2011	07 MAY 2011
01 SEP 2011	04 AUG 2011	07 MAY 2011
01 DEC 2011	03 NOV 211	06 NOV 2011

All work submitted becomes the property of Quorum and is subject to editing if selected for publication. Submission of written material or advertising is subject to approval by the board of directors. Only articles that are submitted by or about Quorum members will be considered for publication in Q. All copy, text, display, photos, and illustration in advertisements will be published with the understanding that the advertisers are fully authorized and have secured the proper consent for the use of names and pictures of any persons. Submission of images must have accompanying photo credits and copies of image licences.

AD SIZES



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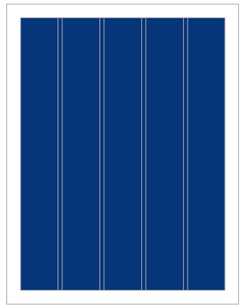
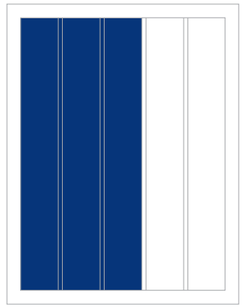
Full Bleed
Inside front and back cover only

8.5” x 11”



Full Page

7.5” x 10”



Full Page
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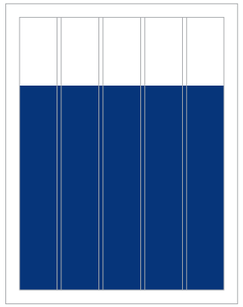
4.43” x 10”



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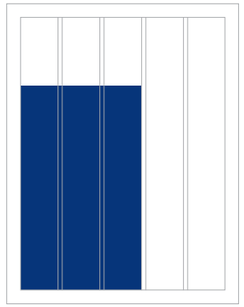

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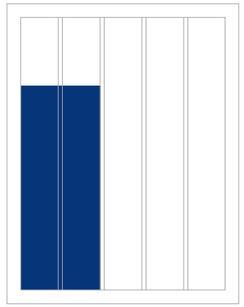

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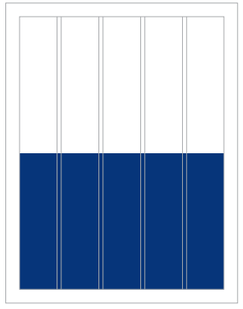

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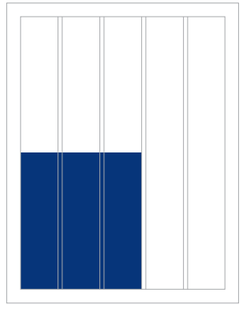

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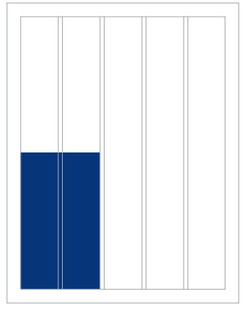

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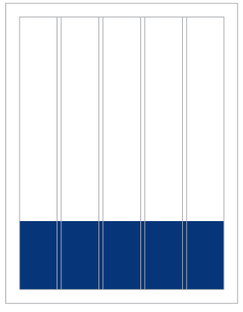

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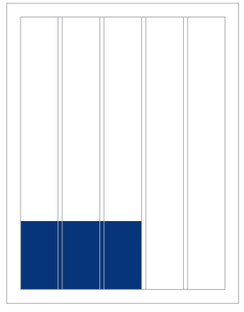

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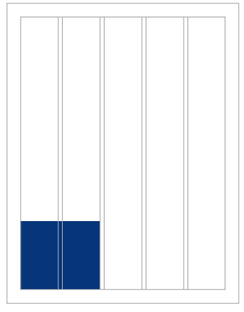

¼ Page
2 column

2.9” x 2.41”

MECHANICAL REQUIREMENTS

Software and Files Formats

Q is laid out in Adobe InDesign CS5. We accept the following file formats for ad submissions: EPS, PDF, or high-resolution TIF (300 dpi or more at size). We are unable to accept ads in other formats. Please observe the following details when preparing your files.

Ad Sizes and Settings

Ads for Q must be sized correctly for our grid; incorrectly sized ads will be adjusted to fit, if they reasonably can be, or returned for re-submission at the correct size. Ad page sizes should be the size of the purchased ad space and prepared without crops, bleeds, other printer's marks, or extra space around the ad area.

Fonts

All fonts must be embedded. Missing fonts will cause printing problems. Ads with missing fonts will be returned for re-submission. We recommend against stylizing text with 'false' bold italics, as this can cause unpredictable results on press. The best way to make sure there will be no font problems is to convert all type in the ad to outlines/curves/paths. (Except: rasterizing text in Photoshop will produce poor results.) Minimum font size for black text should be 6 points; colored text should be at least 12 points; white text on a dark background should be at least 10 points.

Colors

Color ads must be submitted in CMYK format. Black and white ads must be submitted in gray-scale or black only formats. Ads with graphics in RGB, Pantone, or other formats will be converted to CMYK, which could cause unpredictable results. Black text should be composed of only black ink and set to overprint. (Rich black in large display type is fine in a color ad.)

Resolution

Resolution on images in ads should be 300 dpi at print size; lower resolution will produce poor results. Graphics pulled from the internet are low-resolution files designed for screen viewing and are not suitable for print advertising.

Online Ads

Tiles or banners for online advertising must be in RGB or Indexed color formats, at 72 dpi resolution, in GIF, JPG, or SWF formats and must be smaller than 100 kb.

Helpful Hints

Photoshop files will print best if saved as PDFs with the text layers maintained (fonts embedded) as this will prevent the text from rasterizing and will print more clearly. Image layers in Photoshop should be flattened to reduce to file sizes. Microsoft Publishing PDF settings need to be watched carefully; see sidebar.

Submission

E-mail submission is preferred; 5 MB is the maximum size for e-mail attachments. Larger files may be compressed (.zip or .rar) or may be submitted by uploading to a server and providing a download link. Free file sharing servers are available online such as yousendit.com or sendspace.com, or you may contact ads@twincitiesquorum.com for other options. We are unable to accept .sit (stuffIt) archives. Submission on CD-ROM is also acceptable, if necessary, but CD-ROMs will not be maintained on file and cannot be returned.

Disclaimer: Files not created to the above mechanical requirements will be modified or returned for re-submission at the discretion of the production staff. Q is not responsible for deadlines missed because of incorrectly submitted ad files.

PDF Settings

PDFs prepared for print should be distilled or exported using settings for Print or Press and not Screen. In particular, ensure that the following options are set correctly:

Compression: Images should be downsampled to 300 dpi/ppi, with quality level of high or better.

Printer's Marks, bleeds and slugs should be turned off.

Color Settings: All settings should be CMYK, with no extra colors; transparency flattening should be at high resolution, if applicable.

Security settings must be turned off.

Bookmarks, tags, hyperlinks, guides, grids and non-printing objects should all be turned off.

PDFs from Microsoft Publisher

Be very careful about PDF settings when producing PDFs from Microsoft Publisher. Publisher's default settings will not produce acceptable ad files. In Publisher's print menu, select "Adobe Distiller" or "Adobe PDF" depending on how you have Acrobat configured and then:

Under Printing Options
- Select "One Page per Sheet"

Now click the Properties button:

Under Adobe PDF Settings
- Default Settings = Press Quality
- Uncheck "Do not send fonts to Distiller Adobe PDF"

Go back to the Print window and click the Advanced Print Settings button (which may be on the Printer Detail tab in some versions).

Under Separations
- Output = Composite CMYK for color ads or Composite Gray-scale for b/w ads
- Resolution = at least 300

Under Page Settings
- Uncheck all printer's marks and bleeds

Under Graphics and Fonts
- Print full-resolution linked graphics
- Use only publication fonts