

JUNE ISSUE 2011



UTS
URBAN TRENDSETTERS
MORE THAN A MAGAZINE. IT'S A LIFESTYLE!

BLACK MUSIC MONTH



UTS Urban Trendsetters NEWS MAGAZINE

FREE JUNE 1-15, 2017

 PAGE 07	 STORY ON PAGE 10	 PAGE 17
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JUNE IS



MEN'S Health Month



Father's Day

It's Conference Festivals & Expo Time!



ALSO IN THIS ISSUE:

 CHEF HENRY BUTCHER PAGE 24	 LATONGA SMITH PAGE 34	
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UTS URBAN TRENDSETTERS NEWS MAGAZINE

FREE

WE ARE BACK!

25TH ANNUAL

Juneteenth Ohio Festival



 WEEKDAYS	 WITH JUDGE KAREN	 with Judge Ross	 WITH JUDGE MARLEAN
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**URBAN TRENDSETTERS
PRINT GUIDE**



UTS 2012

Juneteenth

UTS Urban Trendsetters NEWS MAGAZINE

Let Us Put Your Business In the Streets! **FREE** June 2014

The 2014 11th Annual Juneteenth Edition



PROCEED WITH CAUTION

EMANCIPATION

FIRST PROTEST AGAINST SLAVERY

Here in 1851 at the home of Tammie Gardner, an event protest was held by a group of men, women, and children. It was the first of the nation's anti-slavery protests.



FREE
JANUARY 2009

urban trendsetters
NEWS MAGAZINE

Yes We Did!

Urban Trendsetters Inauguration Edition

More than a magazine. It's a lifestyle!
REFLECTIONS OF URBAN TRENDSETTERS

FREE AUGUST 1 - 15 2017

Urban Trendsetters NEWS MAGAZINE

THE OHIO STATE BLACK CHAMBER OF COMMERCE

D.L. WALLACE: THE SUCCESS

WILLIAM BRADY: THE MUSIC BEHIND THE MISSION

PAGE 10 PAGE 14 PAGE 17

THE OHIO MUNICIPALITIES BUSINESS CONFERENCE & EXPO

Get In Position to Prosper!

The Billion Dollar Man

Meet Chinedu Echeruo, founder of Gigameet and HopStop

Urban Trendsetters Special OHMC Insertion - Page 8-9

ALSO IN THIS ISSUE:

UTS "Own Where You Live & Work" Realtor Spotlight
LATONGA SMITH
PAGE 22

TRENDY PALATE: The Persistence of Passion & The Creole Kitchen
CHEF HENRY BUTCHER
PAGE 30

Enjoy our online interactive edition at www.urbandtrendsetters.com

We're on Social Media!
www.facebook.com/utsmagazine

FREE
MAY 2013 ISSUE

urban trendsetters
THE NATION'S LARGEST BLACK BUSINESSES

URBAN TRENDSETTERS BUSINESS MOMENTUM

ENTREPRENEURIAL LUMINARIES come together to help you
ACCELERATE YOUR BUSINESS

CONFIRMED SPEAKERS AT 2013 Black Enterprise Entrepreneurs Conference+Expo Hosted By Nationwide

Robert L. Johnson
Founder & Chairman
KLI Companies

Earvin "Magic" Johnson
Founder & CEO
Magic Johnson Enterprises

Urban Trendsetters NEWS MAGAZINE

Let Us Put Your Business in the Streets!

CELEBRATING YEARS IN BUSINESS

15

Years in Business

ALSO IN THIS ISSUE:

Black History Moments

The BDE Movement: Black Economic Empowerment
Page 11-14

Enjoy our online interactive edition at www.urbandtrendsetters.com

We're on Social Media!
www.facebook.com/utsmagazine

URBAN TRENDSETTERS NEWS MAGAZINE

Urban Trendsetters has over 20 years of consultancy experience in media.

Urban Trendsetters News Magazine is a bi-weekly publication available in both print and online. Founded in February 2003, Urban Trendsetters Media is a community-based multi-interactive media and publishing company.

We provide the BAM! affect through our branding, advertising, and marketing strategies. We strive to create for you new ways to reach the Black Community with a fresh message of inclusion, equity, and empowerment.

There is only one more thing for you to do...
"Let Us Put Our Business in the Streets!"

dis-tri-bu-tion, WE GO WHERE WE GATHER!

- **STREETS**
- **DIGITAL**
- **EMAIL**
- **SOCIAL**



Urban Trendsetters News Magazine is delivered to our viewers however they like to receive it; via subscriptions (we only charge for delivery), email, social media posts, events, and our community outreach partners. We have a grass-roots approach to distribution. From the first edition of Urban Trendsetters, it has been our philosophy that we would meet our audience where they are. Our first stops are our local beauty, barber, and nail salons, and then our places of worship. Afterward, we just fill in the blanks. For a complete list of distribution, locations, visit our website. www.urbantrendsetters.com.

LOCATIONS



- Beauty and Barber Salons
- Beauty Supply Stores
- Local Libraries
- Book Stores
- City Offices
- State Offices
- County Offices
- Non-Profit Organizations



- Restaurants
- Entertainment Venues
- Neighborhood Stores
- Drug Stores
- Professional Offices
- Local Chambers
- Media Outlets

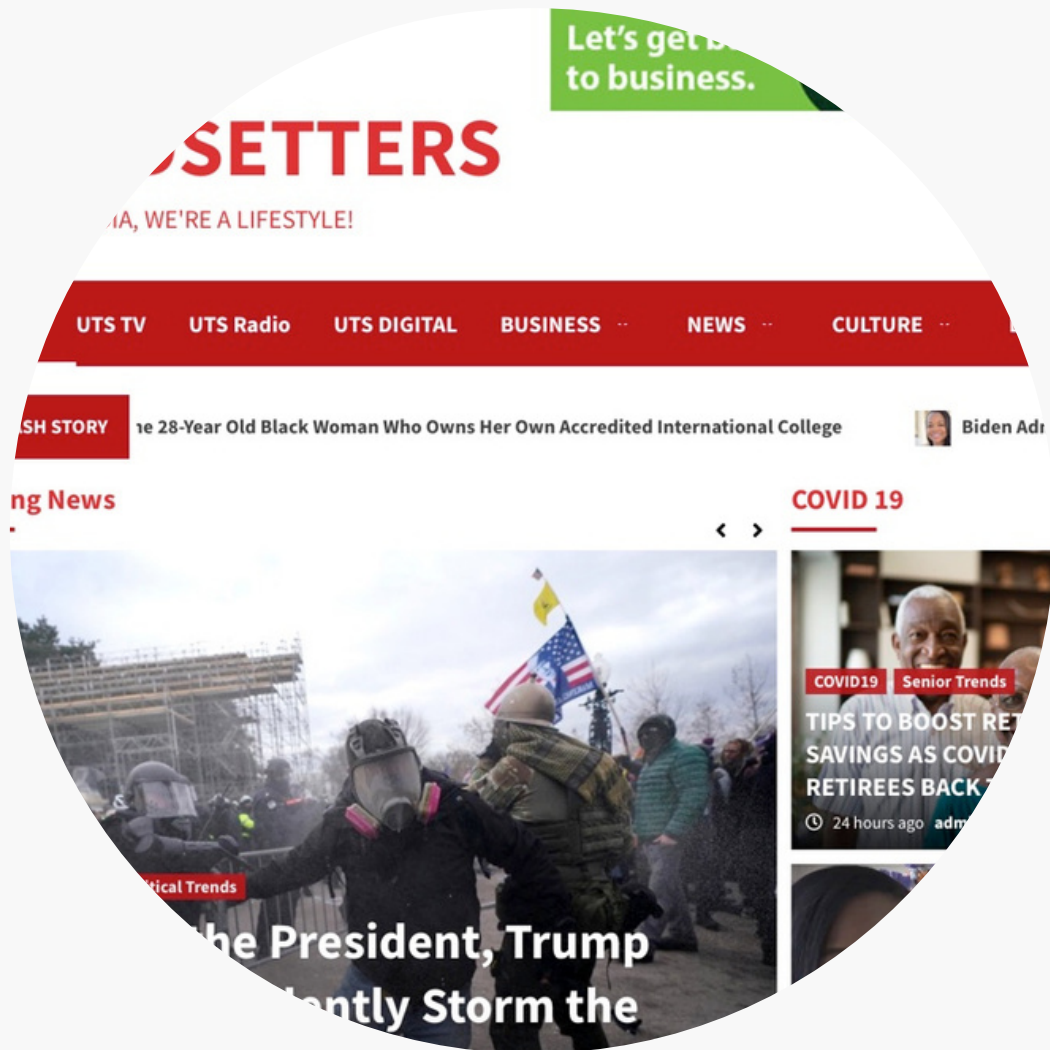


- Corporate Offices
- Recreation Centers
- High Schools
- Trade Schools
- Colleges & Universities
- Local Small Businesses
- UTS Events
- Media Sponsored Events

IF YOU HAVE A PRIME LOCATION PLEASE FEEL FREE TO EMAIL US AT [DISTRIBUTION@URBANTRENDSETTERS.COM](mailto:Distribution@URBANTRENDSETTERS.COM)



24 HOUR ACCESS TO & FOR TRENDSETTERS



UTS ONLINE

NEWS & INFORMATION

You don't have to wait for the publication to drop! Get up-to-date news and information locally, nationally & Globally every day.

LIFESTYLE, ARTS & ENTERTAINMENT, TRAVEL AND MORE!

The Urban Trendsetter lifestyle is captured in our many features and segments.

The Urban Trendsetters Website offers our readers news and information daily. Readers can view read UTS in print as well as online with our new interactive version. Interviews and articles come to life on the UTS website.

Urban Trendsetters Website offers many additional advertising, marketing and promotional options including our UTS Online Edition.

With every display advertisement purchase in Urban Trendsetters we include a hyper-link to your webpage or social networking page of choice. In addition to our online version UTS offers coupons, classified ads, business directory, automobile directory, health and wellness directory. Job Search & Opportunity feature and MORE!

UTS PRINT

FEATURED SEGMENTS

ECONOMIC EMPOWERMENT

FINANCE / MONEY

Whether personal or business our economic empowerment is our power! This feature

BIZ TRENDS

Information for the seasoned adult. We explore the best in what matters to our seasoned readers.

REAL ESTATE TRENDS:

The most expensive and important investment one will make is that of real estate. We provide the who, what, when, and where to purchase or invest in real estate.

CEO TRENDS

Here we highlight careers, tips, and trends in the job market, career options, business, and entrepreneurship exploration.

LIFESTYLE

BEAUTY TRENDS

The best news, resources, and information for creating great family relations for all generations.

FASHION & STYLE TRENDS

The best news, resources, and information for creating great family relations for all generations.

TRENDY PALATE

Recipes for the family to make together, where to dine, and the best food in town is celebrated as we continue our love of great food and an awesome dining experience.

ARTS & ENTERTAINMENT

Discover what's new in black entertainment and media featuring upcoming movies and music releases.

TECH TRENDS

What's the latest in geeks and gadgets. Who is Tops in Black Tech? Where should we invest? Tech Trends has your answers!

TRAVEL TRENDS

We explore the best places to travel as singles, couples, and families while we celebrating the leaders in Black Travel.

AUTO TRENDS

We love our cars! African Americans are one of the top demographics for the purchase of luxury automobiles. We highlight the hottest in cars, bikes, and all things with ignitions.

EVENTS CALENDAR

The Urban Trendsetters event calendar spotlights the hottest events locally and nationally..

UTS INSERTION CALENDAR

Urban Trendsetter publishes 2x's per month. We distribute on Thursdays of the 1st and 3rd week of each month. Ads are due on Friday the week prior to print date.

JANUARY

Happy New Year & Dr. King Holiday Celebration

FEBRUARY

Black History Month & UTS Anniversary Edition

**This is our biggest edition of the year!

MARCH - SPECIAL EDITION WOMEN'S HISTORY MONTH

Women's History Month

APRIL - SPECIAL EDITION MINORITY HEALTH MONTH

Minority Health Month

**Our annual health and wellness edition

MAY - SPECIAL EDITION - THE OHIO BLACK EXPO

Mother's Day & Graduation Season

**We celebrate Mom with our special gift guide and highlight our 2021 Graduates.

JUNE - SPECIAL EDITION - JUNETEENTH

Father's Day, Black Music Month & Juneteenth

**Fathers are the focus as we celebrate dads, Black Music influence, and Juneteenth.

JULY - SPECIAL EDITION SUMMER SIZZLER EVENTS

Independence Day & UTS Annual Summer Sizzler Event Guide

AUGUST - SPECIAL EDITION THE 20TH ANNIVERSARY AFRICAN AMERICAN MALE WELLNESS WALK

Back to School

**Showcase your services & products as children head back to school.

SEPTEMBER

The Family Guide

**In September we showcase the winners of BEST food, shopping & entertainment!

OCTOBER

Champions of Diversity & The BEE Expo

**We will celebrate Diversity, Black Economics, and Women in Small Business. Special Breast Cancer Awareness Insertion.

NOVEMBER

Thanksgiving & Our Annual Holiday Gift Guide

UTS highlights the best local gifts for everyone in the family!

DECEMBER

Celebrate the Holidays.

**URBAN TENDSETTERS
 JUNETEENTH BUSINESS &
 RESOURCE GUIDE
 INSERTION**



FULL PAGE	\$2000
HALF PAGE	\$1125
QTR PAGE	\$700
SIXTH PAGE	\$785
EIGHTH PAGE	\$375
BUS. DIRECTORY	\$250

**UP TO 25% OFF
 STANDARD RATES**

FULL Page
 W 9.75 X 10 H

Quarter Page
 W 4.7917 x H 6.6928

Eighth Page
 W 2.5125 x H 3.3631

Sixth Page
 W 4.7917 x H 3.3631

Half Page
 W 9.75 x H 6.6928



**DISPLAY
AD
SIZES!**



Urban Trendsetters News Magazine is available in both print and digital for an interactive experience. Each display AD includes a hyperlink and QR code for an immediate measurable ROI (Return On Investment).

FULL 9.75 W x 10.0	HALF - H W 9.75 x H 6.6928	HALF - V 4.875 x 10	QTR 4.875 x 7
QTR - Banner or V 9.75x3.5	SIXTH 2.4375x7	SIXTH 4.875x3.5	EIGHTH 2.4375x3.5 A B

SMALL SIZES

A: Biz Card - V
B: Biz Card - H

AD SIZE	1 X	3x/10%	6x/12%	8x 15%	12x 18%	18x 22%	24x 25%
FULL PAGE	\$2800	\$2520	\$2464	\$2352	\$2296	\$2184	\$2100
HALF	\$1500	\$1350	\$1320	\$1275	\$1230	\$1170	\$1125
QTR	\$950	\$855	\$836	\$807.50	\$779	\$741	\$712.50
SIXTH PG	\$650	\$585	\$572	\$552.50	\$533	\$507	\$487.50
EIGHTH PG	\$500	\$450	\$440	\$425	\$410	\$390	\$375
BIZ CARD	\$250	\$225	\$220	\$212.50	\$213	\$195	\$187.50

JUNETEENTH SPONSORS AD ADVERTISERS RECEIVE 25% OFF

URBAN TRENDSETTERS NEWS MAGAZINE IS PUBLISHED EVERY 2 WEEKS.

CONTENT INSERTION IS DUE EVERY FRIDAY BY 5 PM EST.

TO SUBMIT YOUR STORY FOR CONSIDERATION

PRINT@URBANTRENDSETTERS.COM

UTS ONLINE

The Urban Trendsetters Website offers our readers and followers news and information daily. Readers can view read.

ITEM / PER MO.	1 Mo.	3 -6 Mos. 10%	9-12 Mos. 15%	15-18 Mos. 20%	19-24 Mos. 25%
Side Header	\$750	675	637.50	600	562.50
Center Banner	\$625	562.50	531.75	500	468.25
Above Fold AD	\$525	472.50	466.25	423	393.75
LG Side	\$450	405	382.50	360	337.50
Slider	\$500	472.50	466.25	423	393.75
Section Sponsor	\$450	405	382.50	360	337.50
Bottom Banner	\$450	405	382.50	360	337.50
Small Side	\$250	225	212.50	200	186.50
Feature Page	\$350	315	297.50	280	262.50
Pop Up Display/Link	\$750	675	637.50	600	562.50
PAGE SPONSOR					
Arts & Entertainment	\$525	472.50	466.25	423	393.75
Job	\$450	405	382.50	360	337.50
Classified	\$350	315	297.50	280	262.50

Item Size
Header 300 x 250
Banners 728 x 90
Side Card 125 x125

• **CLASSIFIEDS**

Basic 5 Line Listings include Company Name, Image Website & Email

• **JOBS**

Basic Listings include Logo, Job Title, Description, Contact Email, Website.

• **EVENTS**

Basic Listings include Event Name, Image Website, Email

highlighted classified, jobs or event listings:

Duration	Rate
1 Week	\$100
2 Weeks	\$175
1 Month	\$275



CLASSIFIED

WEEKEND RECEPTION
We are seeking a general office assistant for Sunday afternoons between the hours of 11:30am to 5:00pm. \$12/H

TUTORS NEEDED
We are looking for highly skilled, motivated and dynamic individuals who have strong communication skills. Candidate must possess a love for teaching. \$12/h B.A. is a must.

GENERAL MANAGER
A non-profit social enterprise is seeking a full-time General Manager with business experience to lead and manage the focus of the work will be on sales, marketing, \$60,000 per annum

DANCE CLASSES
We offers an opportunity for private dance lessons. Students can register for classes and learn based on their specific needs and

Medical Assistant Training
Online Classes We want you to be successful. Just click the link and learn today.
★ ★ ★



Classified

UTS allows our clients the opportunity to submit their classified ads and pay online. You may add photos, videos, and links to your classified ads. You may also choose to upload a current display ad. As with our coupons, our classified ads are available in print, online, via e-blast in our weekly top classified blast as well as the front page top classified listing feature on our website.

1 unit 3" 2 1/2"	2 unit vertical 3" 5 1/4"	3 unit vertical 3" 8"
Listing Only 1 Unit Logo / Contact/ 50 Word Des.		
2 unit horizontal 6 1/8" 2 1/2"		4 unit 3" x 11.5"
3 unit horizontal 9 1/2" x 2 1/2"		

\$ Per Ad	Open	3-6x	9-12x	18-24x
1 Unit	\$250	230	212	200
2 Units	\$370	340	314	296
3 Units	\$620	556	527	496
4 Units	\$850	765	723	680

All print classified ADS will get FREE placement online and hyperlink in UTS News Magazine Digital.

	Rates
One Week	\$25
Two Weeks	\$40
One Month	\$75
Includes 1 photo, up to 500 characters.	

Premium Placements

Ad size	1x	3x	6x	9x	12x
Double Dutch	\$5720	5148	4862	4576	4290
Inside covers	\$3500	3150	2975	2800	2625
Back page	\$3500	3150	2975	2800	2625
Cover banner*	\$575	517	488	460	431
Skybox*	\$390	351	331	312	292

**PRIME &
COLOR
DISPLAY ADS**

*Cover banner and skybox rates include color.

Color rates

	Full	Spot
Double Dutch	\$730	\$350
Full page	365	175
1/4 to 3/4 page	219	105
1/20 to 1/6	110	53

STAND OUT AND DEMAND ATTENTION!

Our premium real-estate and color additions will allow your advertisement to command attention!



KEEP IN TOUCH

INFO@URBANTRENDSSETTERS.COM

[CALL US: 614-526-UTS1 \(8871\)](tel:6145268871)

WWW.URBANTRENDSSETTERS.COM

WWW.UTSTV.COM



SUBSCRIBE



[Contact your UTS Media Rep. Today!](#)

TELEVISION. PRINT. DIGITAL. ONLINE. SOCIAL. AGENCY.



**LET US PUT YOUR BUSINESS
IN THE STREETS!**



Urban Trendsetters, LLC

EST. 2003

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INFO@URBANTRENDSETTERS.COM**

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