

S.Y.L.

Media

S O M E T H I N G Y O U L I V E

2021 MEDIA KIT



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S.Y.L. MEDIA is a digital urban lifestyle internet-based media outlet covering culture, entertainment, fashion, and sports with one goal in mind; to uplift our communities in an honest and empowering way.

We believe that it is necessary for us to tell our stories while holding ourselves to the highest journalism standards. We are creating a safe place where actors, musicians, artists, and aspiring talent can connect with a readership that wants real stories and truthful conversations. No one should settle for less.

Thank you in advance for supporting S.Y.L. Media, where we believe the culture is more than what we do. It's Something You Live!

Founders,

Evie Blanco & Michele A. Cameron





ONLINE ADVERTISING

We offer advertising placement on our web site to help extend the reach of our clients' online marketing efforts. Leveraging our media outlet's content with features from a wide range of entertainment and cultural brands, we can introduce your products and services in a way that will give them the effective visibility you desire.

PROJECTED DEMOGRAPHICS

Income: \$24 - 50,000
Age Group: 18 - 34
Children: None

SEX:

Male: 52%.
Female: 48%

ETHNICITY

African-American: 40.2%.
Latino: 34.0%.
White: 23.9%.
Other: 20.3%

***numbers are based on media outlets offering similar content.

BANNERS SIZES INCLUDE

Leaderboard 728 x 90 px
Standard 468 x 60 px
Rectangle 300 x 250 px
Square 300 x 300 px
Inline ad 600 x 300 px

The logo for S.Y.L. Media features the letters 'S', 'Y', and 'L' in a bold, black, sans-serif font. The 'Y' is stylized with an orange triangle pointing downwards from its top bar. The 'L' has a small purple circle at the end of its horizontal base. The letters are separated by dots.

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ADVERTISING POLICY

S.Y.L. MEDIA is not responsible for improperly sized ads. If the advertiser does not provide acceptable proofs, S.Y.L. MEDIA does not assume any liability for color and total shifts during printing. Artwork prepared or altered by S.Y.L. MEDIA in any way is under the complete ownership of the magazine and cannot be reproduced in total or in part without the written consent of the publisher. S.Y.L. MEDIA reserves the right to refuse any advertisement for any reason.

Placing an advertising order is considered acceptance of the publisher's advertising policies herein. Advertisers will be presumed to have read this information and there will be no further notice. The publisher assumes no liability if for any reason it becomes necessary to omit any ad. No cancellations or changes made by the advertiser or its agency will be accepted after closing date. Cancellations or changes after this time will be due and billable.

No conditions, printed or otherwise, appearing on an order, billing or copy instructions that conflict with the publisher's stated policies will be binding on the publisher.

Frequency contract clients are required to notify us of any ad changes by the closing date or your last ad will be repeated or the space forfeited. Deadlines may change with notice. Guarantee of specific positioning is not made unless specified in the advertising agreement. No ad will run without a signed insertion order.



