

Master the Possibilities



A Not-for-Profit Lifelong Learning Center

ADVERTISING POLICIES, RATES AND INFORMATION



CONTACT:

Margaret Spontak, Director of Education
Master the Possibilities, Inc.

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ABOUT MASTER THE POSSIBILITIES

Master the Possibilities, Inc. is a not-for-profit lifelong learning center designed to inspire students to explore their interests, discover their passions, and leverage their talents to make a positive change within themselves and their communities.

WHO WE SERVE

Adults in pursuit of lifelong learning from Marion County and the surrounding area comprise our student body. Last year, the program offered 1800 courses with 29,000 registrations.

COURSE TERMS

Master the Possibilities produces three course catalogs a year as follows:

Winter:	January-May
Summer:	June-August
Fall:	September-December

ORGANIZATIONAL HISTORY

On Aug. 25, 2014, the IRS approved 501(c) (3) tax exempt status of Master the Possibilities, Inc. retroactive to date of incorporation, March 18, 2013.

On Jan. 1, 2015, the Master the Possibilities, Inc. began operations as a not-for-profit educational organization-public charity. This format allows a lifelong learning center to expand and attract more visiting scholars, collaborate more easily with other non-profit organizations and apply for grants which benefit the community through enhanced educational programming. Multi-faceted instruction includes courses in art, history, technology, wellness, religion, sociology, philosophy, and more.

CURRENT FACILITIES

The Education Center utilizes three art studios, one multi-purpose studio, computer lab, four academic classrooms, and two large teaching halls. On occasion, large lectures and presentations are held at Circle Square Cultural Center.

MASTER THE POSSIBILITIES CATALOG ADVERTISING



MAKE A LASTING IMPRESSION WITH ACTIVE ADULTS

Master the Possibilities is located at Circle Square Commons in Ocala, Florida. It has become a premier center for lifelong learning in Ocala, Marion County and the surrounding area. Adult students generate more than 29,000 course registrations a year.

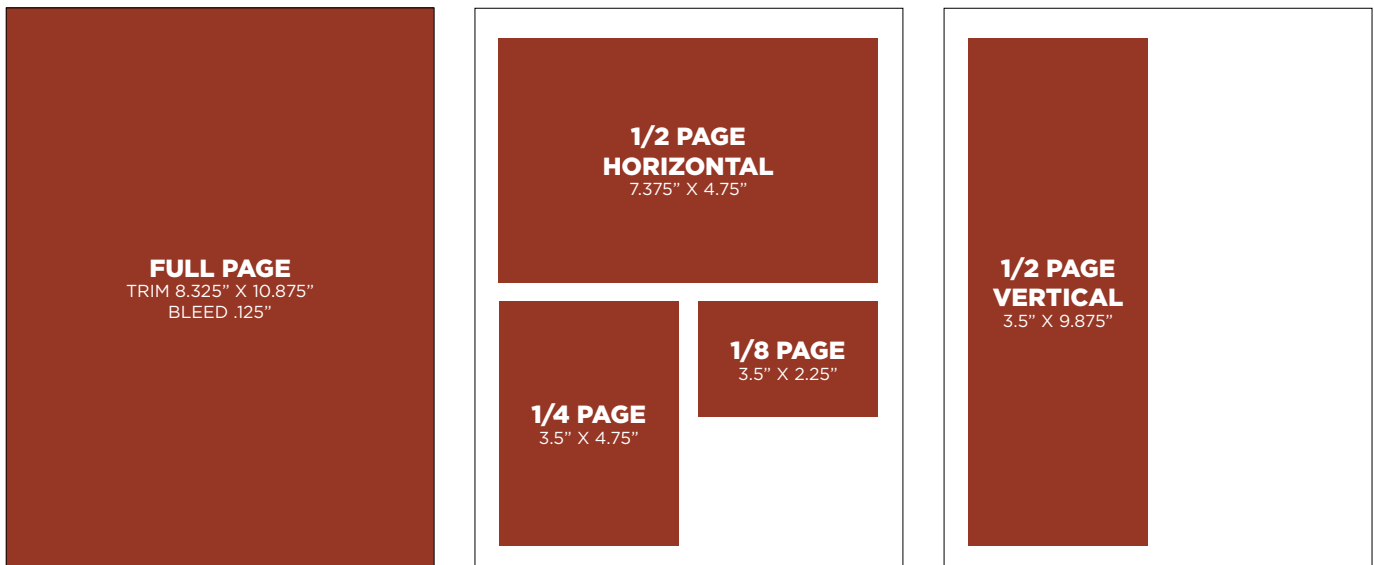
According to student surveys, the center's catalog and web site are the primary ways students find out about Master the Possibilities. The 120 page, full-color catalog is a sought after publication for those seeking to participate in quality adult education classes and lectures.

Unlike magazines, the Master the Possibilities three term catalogs have a long reader shelf life, from three to five months dependent upon the term length. Students refer to them regularly to add new classes or confirm information on existing registrations. Eight thousand catalogs are distributed during the fall and winter terms and 6,000-7,000 in the summer term. Catalogs are distributed throughout On Top of the World, Stone Creek, other retirement communities, public libraries, retail sites, medical offices and more. The catalog is on the front page of the www.MasterthePossibilities.org. During peak times, the website receives over 11,000 monthly visits.

CATALOG ADVERTISING RATES AND SPECIFICATIONS

CIRCULATION

8,000 winter and fall circulation plus website posting
 6,000-7,000 summer circulation plus website posting
 Distributed throughout Marion County and parts of
 Citrus County with a focus on southwest Marion County



CATALOG ADVERTISING RATES AND SPECIFICATIONS

1/8 Page 1x - \$300 3x - \$200 ea. **1/4 Page**..... 1x - \$600..... 3x - \$500 ea.
1/2 Page 1x - \$900 3x - \$800 ea. **Full Page** 1x - \$1,200 3x - \$1,000 ea.

Bonus: Advertisers who commit and pay for three terms of advertising for a full page ad receive exclusivity from other directly competing companies.

PREMIUM SPACES

Inside Front/Back Cover \$1,500

CAMERA-READY AD AND PAYMENT DEADLINES

Summer Term (June - August) May 3rd
Fall Term (September - December) July 15th
Winter Term (January - May) November 15th

Note: Only six pages available during winter 2017 - so reserve early!

APPROVAL

Placement cannot be confirmed until full payment is received. All advertising is subject to approval by the Master the Possibilities Board of Directors' Executive Committee. See the following policies related to payments and content.

ADVERTISING POLICY GUIDELINES AND ACKNOWLEDGEMENT

GENERAL POLICIES

1. To reserve space in the Master the Possibilities catalog, payment should be received at time of order. No ads will be sold after space sells out. Master the Possibilities will limit advertising to the equivalent of six full pages per catalog. Space is sold on a first come first served basis.
2. Advertiser will receive an electronic copy of the paid invoice and their ad after the catalog is published.
3. A list of types of companies which are not allowed to advertise is included but not limited to those listed in the content policies below. Advertisers must also meet all the content requirements.
4. Payments may be made by check, money order or cashier's check. Issue payment to Master the Possibilities, Inc.
5. In order to receive the exclusivity bonus for purchase of a full page ad for three terms, payment must be received in full.
6. Frequency discounts are based on consecutive ads placed within a publication year.

ADVERTISING CONTENT AND PLACEMENT POLICIES

1. All ads must be camera-ready according to the specifications provided. Ads must contain a border, and a local phone number or address. Businesses requiring licenses must include license numbers on their ads.
2. Master the Possibilities, Inc. accepts no responsibility for any errors prepared and approved by the advertiser.
3. Advertiser's materials are accepted and published upon the representation that the advertiser has the right to authorize publication of all contents of the advertisement and the representations do not infringe or damage a third party. This includes but is not limited to use of copyrighted material or unauthorized graphics or photo images, violation of privacy, libel, and plagiarism. Advertiser agrees to indemnify and hold harmless the publisher from any and all claims and resulting damages, loss and expense (including attorney's fees) arising from the publication of the advertisement.
4. Advertising in catalogs should be easily distinguished from editorial content and course listings. Therefore, ads will not be put directly beside any related courses or instructors. They may be put in the same subject section, but should not look like editorial. Master the Possibilities, Inc. reserves the right to place the words "advertisement" on material that appears to resemble editorial.

ADVERTISING CONTENT AND PLACEMENT POLICIES (CONT.)

5. Advertising is subject to review and acceptance by the Master the Possibilities, Inc. Board of Directors' Executive Committee.
6. Ads which are incompatible with the organization's mission, goals and values will not be accepted.
7. Types of advertising that are NOT accepted include, but are not limited to, the following:
 - a. Political and religious advertisements
 - b. Pornography or related themes
 - c. Advertisements that claim to have a "miracle cure" or unproven claim.
 - d. Advertisements that make unsubstantiated health or financial claims
 - e. Pyramid marketing organizations
 - f. Funeral or cremation services
 - g. Real estate, timeshare or rentals
 - h. Gambling, lottery, weapons, and fireworks
 - i. Ads that are not professionally designed

FOR MORE INFORMATION OR TO PLACE AN AD:

Margaret Spontak, *Director of Education*
Master the Possibilities, Inc.

8415 SW 80th Street, Suite 2, Ocala, FL 34481
Margaret_Spontak@MasterthePossibilities.org
Phone: (352) 387-7571 • Fax: (352) 867-9752

ADVERTISING AGREEMENT

Company Name: _____

Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

We agree to advertise in the Master the Possibilities' print catalog as follows (check all that apply):

_____ Winter Term: Jan-May 2017 Size Ad: Full 1/2 1/4 1/8

_____ Summer Term: June-Aug 2017 Inside Front/Back Cover: _____

_____ Fall Term: Sept-Dec 2017 Full-page, 3-term exclusive agreement: _____

We agree to advertise in the Master the Possibilities Catalog for \$_____ for the advertising indicated above.

I understand that by signing this statement, I acknowledge my acceptance and adherence to Master the Possibilities, Inc. advertising pricing and policies outlined. I further agree to be bound by all the terms and conditions listed for a period of twelve (12) months from the date this acknowledgement.

Mail, fax or scan and email signed agreement to Margaret Spontak. See details on page 6.

Payment must accompany order. Returned checks will incur a \$35 bank fee.

(signature)

Acknowledgement, agreed, and signed this _____ day of _____, 2016 by

_____ of _____

(your name)

(name of business)

Address _____

Phone Number _____

Email _____