



BOARD OF DIRECTORS

David T. Pang, President
Photographer, San Francisco

Ilana Gerjuoy, Secretary
*UMassAmherst Everywoman's
Center, Civilian Advocate*

Oscar Bermeo
*Lighthouse Community Charter
School, Oakland*

Esther Lee
*U.of Utah, Dept.of English,
Graduate Student (Ph.D.)*

Steven Rood
Attorney, Oakland

Sun Yom
Artist, San Francisco

March 6, 2009

Upcoming Magazine No.18

THE "FREE" ISSUE

Dear Advertiser:

Thank you for your interest in placing an advertisement in our next issue of Tea Party Magazine to be published in the summer of 2009. Our theme for Issue No.18 is FREE in all its many shades of meaning. What remains FREE in our society at this point in history? How can we live for FREE and yet be truly FREE?

California is a majority-minority state. Your business or organization will help promote progressive change by supporting the only print magazine in the United States which reflects eastern, western, LGBT, bicultural and multiethnic artists, writers, and poets in America. With your support, you can help FREE us from the monotony of a homogenous media culture.

Please contact Audrey or Mary for any questions, comments, or to receive FREE back-issues of Tea Party magazine.

Audrey Sacco 510-325-3256 docufever@sbcglobal.net
Mary Ann Buggs 415-756-1513 mary_buggs@comcast.net.

ADVISORY BOARD

Sonya Christian
Development Consultant

Lydia Nakashima Degarrod
CCA Instructor & Painter

Shirley Gee, Director
Int.Dragon Boat Assoc.

Garland Hall, Proj.Coord.
Empowerment Arts

Rhodesa Jones, Director
Cultural Odyssey

Betty Kano
Artist and Curator

Kirk Lumpkin
Berkeley Ecology Center

devorah major
S.F. Poet Laureate

Stephanie JT Russell
Non-profit Consultant

MAGAZINE STAFF

Publisher
David T. Pang

Publisher Associate
Esther Lee

Editor-in-Chief
Nágila Manfrim

Creative Director
Debbie Yoon

Features Editor
Arisa White

Fiction Editor
Courtney Arnold

Poetry Editor
Sean Labrador y Manzano

Art Editor
Nicole Lee

Distribution/Advertising
Audrey Sacco

Advertising Sales Executive
Mary Ann Buggs

Bookkeeper/Admin.
Karen Raviapaty

Tea Mistress
Ayden Bremner

Sincerely,

David T. Pang
TPM Publisher & Founder

**ALL ADVERTISING
IMAGE FILES DUE
Monday, April 6, 2009**

C:\3 Tea Party\Advertising\080518 Issue 18\1 CoverLetter.doc

501(c)3 nonprofit organization • www.TeaPartyMagazine.org • tax ID#55-0857380

Production Dept • 1925 11th Ave, Oakland CA 94606 • 510-434-word (9673)
Business Dept • 50 Shotwell St, San Francisco CA 94103 • tel: 415-863-word • fax: 415-863-9603



ADVERTISING RATES & SPECS

Tea Party Magazine No.18, 2009
"FREE" issue

all B/W (except back cover)	Display Ad Size	1X	2X
Color Full Page Back Cover	7.5" w. x 9.0" h.	\$950	\$880
Full Page Inside Front Cover	7.5" w. x 9.0" h.	\$650	\$590
Full Page Inside Back Cover	7.5" w. x 9.0" h.	\$590	\$550
Full page	7.5" w. x 9.0" h.	\$550	\$510
Half Page h	7.5" w. x 4.5" h.	\$270	\$250
Half Page v	3.75" w. x 9.0" h.	\$270	\$250
One-third Column	2.125 w. x 9.0" h.	\$165	\$155
Quarter Page	3.75" w. x 4.5" h.	\$135	\$130
1/6 of a Page / business card	3.75" w. x 3.25" h.	\$85	\$80

Non-profit organizations, students & seniors (65+) receive a 10% discount off the above rates.

IMPORTANT DUE DATES

Advertising image file submittal: Monday April 6, 2009

Final billing payment due: June 1, 2009

Print magazine release: June 2009

BILLING INFORMATION

Payment is due in full one month prior to print publication. First time advertisers must provide a 50% deposit at time of space reservation. We accept checks or money orders **payable to: "Tea Party Magazine, Inc."**

GRAPHIC DESIGN SPECS

Ads may be mailed on a CD, disc or sent by e-mail to Tea Party. We accept InDesign, Illustrator, Photoshop or Adobe PDF. Be sure to have advertiser's name and contact info on the disc.

Please include on the disc all fonts used in the file (both screen and printer fonts) as well as all linked graphics, whether they are embedded or not.

All discs should be accompanied by hard copies of the image, as well as a list of fonts, linked graphics, and the application and version that the ad and any linked graphics were created in.

Photos must be scanned at a resolution of at least 300 dpi at actual size. Files need to be TIFF or RAW graphic file formats. **We cannot use JPEGs.** Make sure they are in black and white and grayscale and not CMYK.

C:\3 Tea Party\Advertising\080518 Issue 18\2 AdRate.doc



Advertisers Reach a Progressive and Diverse Audience

SYNOPSIS

Tea Party magazine offers high quality art and writing from a strong social justice framework. Contributors give complex perspectives on culture, in a forum where diversity is assumed. As an independent magazine, *Tea Party* states progressive thinking in a way that is inviting and fresh.

TAGLINE

Progressive and multiethnic art and word

VISION STATEMENT

By expanding venues available for progressive artists and writers from diverse cultures and communities to celebrate their truths and share creative expression, progressive thought among public is supported and strengthened. This creates an expanding core group that helps to evolve mainstream society into one more centered on compassion and justice.

MISSION STATEMENT

Tea Party's mission is to support and expand progressive thinking among the arts and literary communities as well as the general public. In order to do this we seek out, encourage and promote progressive artists and writers from diverse cultures and communities by:

- Publishing their work in a high quality magazine with national distribution
- Building local Bay Area community across creative disciplines and cultures by providing collaboration opportunities, readings and cultural events

DISTRIBUTION

Tea Party magazine is disseminated by eleven distributors listed below, and is carried by 25 independent bookstores in the San Francisco Bay Area, is supported by 300 paid subscribers, and the total readership is about 5,500. With our new circulation coordinator, we are moving toward our goal of 1,000 subscribers for the next issue. The magazine is also distributed in Barnes & Noble and Hastings Books.

Tea Party remains on the shelves and is available to potential readers for a full year. Additionally, readers consider the magazine to be a collectible literary archive and often purchase back issues to complete their set. The pass along rate among students and artists is highest.

DISTRIBUTORS

Armadillo & Co, Culver City, CA
Chris Stadler, Baltimore, MD
Disticor Direct, Toronto, Canada
Don Olsen, Minneapolis, MN

Ingram Periodicals, La Vergne, TN
Kent News, Scottsbluff, NE
The News Group, Sacramento, CA
Ubiquity, Brooklyn, NY

C:\3 Tea Party\Advertising\080518 Issue 18\3 ProgressiveAudience.doc

www.TeaPartyMagazine.org • 501(c)3 nonprofit organization

Magazine Home • 1925 11th Ave, Oakland CA 94606 • 510-434-word (9673)
Business Office • 50 Shotwell St, San Francisco CA 94103 • tel: 415-863-word • fax: 415-863-9603

Age

- 25 to 34 = 20%
- 35 to 54 = 65%
- 55 to 80 = 15%

Gender

- Male = 38%
- Female = 60%
- Transgender = 2%

Marital Status

- Single = 60%
- Partnered = 40%

Geographic Location

- San Francisco Bay Area = 65%
 - Urban = 55%
 - Suburban = 10%
- Northern California other than San Francisco Bay Area = 20%
- US outside of California = 10%
- California other than SF Bay Area and Northern California = 3%
- Non-US = 2%

Family Size - Household Size

The Tea Party community defines family as people living collectively in a household

- 3-5 people = 50%
- Partnered (2 people) = 30%
- Single household = 15%
- 6+ people = 5%

Highest Level of Education

- Undergraduate degree = 30%
- Graduate degree = 30%
- high school = 20%
- Some high school = 10%
- Post graduate degree = 5%
- Doctorate degree = 3%
- Alternative/foreign education = 2%

Occupation

Our readers define themselves in multi-categories

- Nonprofit = 20%
- Writing/Literary Professional = 15%
- Artist = 15%
- Business owner = 15%
- Government employee = 10%
- Management = 10%
- Student = 10%
- Retail & Food Service = 5%

READERSHIP PSYCHOGRAPHICS

How Tea Party Readers describe themselves:

Progressive
Cultural Creatives
Alternative
Environmentalist
Lifestyle choices
Creative pursuits for complex questions
or social dilemmas
Social activists
Immigrants
Multiethnic
Transcultural
Always educating themselves
Questioning assumptions

Their leisure time is spent:

Being creative
Socializing with friends
Attending political events
Pursuing healthy living

“There is a need for publications that expose other ways for art and literature to think, and be, and build and make community.

Tea Party makes no compromises in the quality of its art, while pursuing this important arts and community dialogue in a unique and vital way.”

— San Francisco Poet Laureate,
devorah major



Tea Party Magazine • 50 Shotwell St • San Francisco CA 94103 • tel: (510)434-word (9673) • fax: 415-863-9603

www.TParty.org • www.TeaPartyMagazine.org

ADVERTISING CONTRACT

ADVERTISER	SS # / TAX ID #					
ADDRESS	<input type="checkbox"/> NEW <input type="checkbox"/> RENEW					
CITY	STATE	ZIP				
CONTACT NAME	TITLE					
TELEPHONE	FAX	EMAIL	WEBSITE			

AD SIZE	DESCRIPTION	PUBLISHING DATE	ISSUE NO.	PLACEMENT	DESIGN NOTES	RATE
		June 2009	18			

TOTAL CHARGES

PLEASE READ CAREFULLY

The signing party represents that he or she is the Advertiser / or is authorized by the Advertiser to contract for advertising and agrees to the payments stated herein. The undersigned has read this contract, including the terms and conditions on the reverse side and acknowledges having received a copy of this contract and agrees to the terms and conditions as stated. This contract cannot be cancelled except as stated on the reverse side. Paragraph 14 on the reverse side specifically waives advertiser's right to damages for errors in, or omissions of, advertiser's advertising unless additional charges determined by mutual consent are paid.

CO-OP Advertising: Any CO-OP advertising arrangement is between the advertiser and the manufacturer, distributor, etc. Failure to receive any CO-OP reimbursement does not relieve Advertiser of any financial obligation to Tea Party Magazine.

PAYMENT OR DEPOSIT

TEA PARTY MAGAZINE RECEIVED \$ _____ ON ____/____/____ CHECK No. _____

Advertiser's
Initials _____

PAYMENT SCHEDULE

PAYMENT REMAINDER OF \$ _____ IS DUE ON JUNE 1st, 2009
(30 DAYS BEFORE PUBLISHING DATE).

**ALL ADVERTISING
IMAGE FILES
DUE 4-6-09**

_____ AUTHORIZED SIGNATURE	_____ DATE	_____ PUBLISHER'S REPRESENTATIVE SIGNATURE	_____ DATE
_____ AUTHORIZER'S PRINTED NAME	_____ TITLE	_____ PUBLISHER'S REPRESENTATIVE PRINTED NAME	_____ Ad Sales Exec. TITLE

PUBLISHER

ADMINISTERING

TERMS AND CONDITIONS OF CONTRACT

1. "We," "our," or "us" means Tea Party Magazine, Inc., a California nonprofit corporation. "You" or "your" means the person, business or other legal entity shown after "Firm Name," its owners, successors, and assigns. "Advertisement" means all items included in this contract to appear in our publications. The person signing this contract agrees that by his or her signature, he or she personally assumes the full performance of the contract, including payment of amounts due under it. Such person also authorizes us to order a credit report on you. Acceptance of this contract by us is subject to credit approval. This contract is not binding upon us until accepted by our management. Such acceptance may be evidenced by the appearance of the advertising covered by this contract in the magazine or by such written or printed documentation as we may require from time to time.
2. We may change or revise the name of our publications and may change distribution areas of our magazine. You agree that such changes or revisions will not be in breach of this contract.
3. We may at any time disapprove, reject or alter any advertisement which we, in our sole discretion, determine is not in accordance with our then existing rules concerning the acceptance of advertising matter.
4. You agree to pay us or our agent all amounts due shown on the reverse side of this page. Payment is normally due at signing of this contract. Except as otherwise provided in this agreement, your liability to us arises only as time goes by and payments become due. You acknowledge that we incur substantial costs and expenses prior to both the printing and distribution of our publications, and that your failure to make timely payments may subject us to substantial losses. You agree that time is of the essence in your payment and that you will pay strictly in accordance with the payment schedule. It is also agreed if you are late with a payment, it would be extremely difficult or impractical to fix actual damages resulting from the late payment; therefore, you agree to pay us a late charge of \$20.00 for the cost of administering the late payment for each month you are late. We may change this late charge by notifying you in writing before the change is made. In addition, interest of 1.65 % per month (19.8% Annual Percentage Rate) or the highest rate allowed by law will be charged on all past due principal amounts. The sale of your business, however, will not relieve you from your obligations to payment as they become due for the life of the magazine.
5. If you breach this contract, we may declare all amounts due (or that may become due) under this contract immediately due and payable without notice to you. We will have all of the remedies available at law or in equity. You also agree that we may refer you to collection and credit reporting agencies and that we may employ an attorney to protect our rights hereunder. In any event we will be entitled to reasonable attorneys' fees, court costs and costs of collections, including collection agency fees, in addition to any other relief to which we may be entitled. For purposes of this Paragraph 6 unless otherwise specified, the magazine issue life and contract term shall be deemed to be 6 months.
6. California law governs this contract. Venue will lie only in San Francisco County, CA.
7. Any payment of the billing, late charge(s) or interest will not relieve you of your obligation to pay any charges prior to the due date on the bill. Our acceptance at partial or delinquent payments or our failure to exercise any right to late charges neither waive our rights concerning any of your obligations, nor constitute modification of this agreement or waiver of any similar default subsequently occurring. We may terminate this contract at any time insofar as it pertains to any forthcoming publication if there are any delinquent bills outstanding for any advertisement in any of our publications which advertisement was ordered by you, acting in any capacity, or which advertisement promoted you or any person included in the advertisement which is the subject of this contract. Additionally, we may apply any payment made by you to any past due debt then owed by you to us whether under this contract or otherwise.
8. You agree to indemnify, defend, and hold us, and any of our stockholders, directors, officers, employees, agents, representatives, and assigns harmless from and against all claims, demands, damages, expenses, and liabilities. This includes accounting and attorneys' fees and court costs end expenses arising out of or in any way connected with the printing or publication of your advertisement. You also represent and warrant that your advertising does not violate any existing copyright, trademark, service mark or trade name, either in whole or in part and contains matters which are truthful, lawful and authorized for use, and contains no matter which is misleading or which will be libelous or injurious if published. Any legal defense provided by you to us under this paragraph shall be with counsel satisfactory to us.
9. You understand that distribution is not instantaneous and agree that we may distribute magazines beyond the initial distribution month.
10. We may sell, assign, or transfer this agreement (or any portion thereof) with all its rights, title and interest therein to any person, firm or corporation at any time during the term of this agreement. Any such assignee shall acquire all of our rights and assume all of our obligations.
11. This contract constitutes the entire agreement between you and us. The terms and conditions of this contract may not be modified, except in writing and signed by both an officer of ours and by either you or an Authorized Representative of yours.

LIMITATION OF LIABILITY FOR ERRORS AND OMISSIONS

We will not be responsible or liable for claims of any kind whatsoever for any losses or damages to you or your business by reason of any error or omission to all or any part of your advertising. If an error or omission occurs, the parties agree that our liability will be limited to a pro rata adjustment of advertising charges payable for the advertisement affected in the same proportion that such error or omission reduces the effectiveness of such advertisement. In no event will we be liable for any loss of your business, revenues or profits, your cost of other forms of advertising, or special, consequential, indirect or punitive damages of any nature. No refund by us to you will exceed the original cost of the advertisement. The foregoing provisions apply to the full extent permitted by law, regardless of whether your claim is based on contract, tort (including negligence of whatever degree), strict liability or otherwise. It constitutes our sole liability to you and your exclusive remedy against us in the event of such error or omission. It is the intent of the parties that the recovery allowed herein shall be the sole and exclusive remedy available to you. However, if you do not desire to waive such claim for loss or damage, you may agree to negotiate, with our officer's approval, and pay additional charges upon contract signing. In such case, in the event of errors or omissions in the magazine, you do not waive your right to pursue all your legal remedies for such errors and omissions. These additional charges will be based on the type of business, and other factors of risk. Whether, or not additional charges are paid, all claims based on any errors or omissions to advertising must be made during the service life for the magazine in which the advertisement appears or was to have appeared. No lawsuit may be brought for any relief based on any error or omission to advertising unless a claim is first made within the time period for making claims and in no event more than six months after the expiration of the time period for making claims.