

Caribbean American Passport ... Lifestyle News Magazine

WHY:

Caribbean American Passport was a concept that pulled on several different ideas:

- ◆ I was working with clients who wanted more out of the advertising options available to them in the Community.
- ◆ My newsletter was well received and people wanted me to build on the same concept, providing a portal for the community to showcase their culture.
- ◆ I have always been passionate about the people who work hard in the community to promote our culture —the associations, the radio personalities, the people who hold cultural events. I wanted to provide them with a platform that supported their efforts.
- ◆ I want to use this newsmagazine to promote Caribbean Culture and the way we adapt to life here —outside our homelands.

In coming up with a word that suited the mixture of the Caribbean Community and a word that encompassed all of the Caribbean the only one I kept going back to was Creole. The word Creole is typically used to describe language, the mixture of the mother tongue with the taught language and you can find the word Creole in English Colonies, Spanish and French all used to describe the new language that evolves. However Creole has another meaning as well —the word Creole means the people that were born in the new lands as opposed to the Generation that immigrated. Creole then was used to describe Portuguese born in the Colonies, Europeans born in the Colonies, Black Slaves born in the Colonies, Dutch and the list goes on. Creole is a language and a description of us as People and this newsmagazine aims to strengthen our Creole selves in America. We are changing and our children are hybrids of the new culture —the mix of the two lands and so we will look back at our homelands but also celebrate the unique Creoles that we are here now in America. Our Creole Lifestyle Column will address this.

HOW:

This newsmagazine will focus on:

- ◆ Family - creating healthy, productive family environments
- ◆ Health & Wellness - mixing the knowledge of the old time remedies with the modern conveniences
- ◆ Culture —what we're doing to celebrate our Arts & Culture right here
- ◆ Community, joining in building a wider community for us here, by providing news from this area.
- ◆ Food & Dining —who & where our restaurants are and what they're doing.
- ◆ Business & Finance —valuable information you-need to know to grow your business
- ◆ Travel —Caribbean Spotlight —looking at a different Caribbean Island each issue with Community Members

Creole

is the Caribbean American Individual, one who celebrates the unique vibrancy of the Caribbean Culture coupled with an American Perspective. The person who might be in a suit but will at the very least tap their foot once reggae or soca hits their ear. The Caribbean American Creole who knows that the future of our families is made better by the present we work on today.

I invite you to join as a member to support a Community Newspaper that supports the Community. Your membership will ensure that Community Organizations have a forum to share their cultural events and that we continue to keep our Culture alive as we form a vibrant community here for our families.

WHAT:

Membership in Caribbean American Passport has its benefits:

- ◆ Monthly Passport social events rotate at upscale hotels in Central Florida.
- ◆ Complimentary Newspaper
- ◆ Tickets to events are purchased online. Never sold at the door.
- ◆ 50% discount for Members.
- ◆ Member Passports are stamped at each event and at the end of the year they get a special gift for attending all the socials.
- ◆ Business Networking Events. Owners showcase businesses and network monthly.
- ◆ Evening Events feature Live performance in background/upcoming local artist or DJ to showcase talent. (Select an Island each Month to represent)
- ◆ Daytime Events —Educational topic of interest – Social Networking, Etiquette, Marketing Do's & Donts and more.

Club Passport Membership Packages

CLUB PASSPORT HOLDER

INDIVIDUAL MEMBERSHIP \$50 Annually

Free Home Delivery

50% discount on admission @Passport Events

25% discount on advertising & booth rental
at passport events

Free Event Listings on Community Page

**25% Discount on Radio, TV,
Newsletter Advertising.**

Membership Passport

CLUB PASSPORT SPONSOR

1 Year Advertising Contracts

5000 copies circulating in Central Florida

Free admission to passport events

50% Booth Rental & Accessories
@ Passport events

Free Event Listings on Community Page

25% Discount on Radio, TV, Newsletter
Advertising.

Membership Passport

CLUB COMMUNITY PASSPORT HOLDER

Free Newspapers Delivered to Community Events

Full price @passport events

50% Discount for Ads for the Community Group

Free Event Listings on Community Page

25% Discount on Radio, TV, Newsletter Advertising

No Passport

NON-MEMBERS

Free Newspaper at Events & Distribution Points

Full price @passport events

Full price @passport events

Free Event Listings on Community Page

Full Price on Advertising

No Passport

Caribbean American Passport Advertising Rate Sheet

Ad Rates are for Camera Ready Artwork

Size	1 Month US \$ Per Month	3 Month Contract US \$ Per Month	6 Month Contract US \$ Per Month	12 Month Contract US \$ Per Month
Back Page Color	1000.00	900.00	800.00	600.00
Full Pg . B/W	500.00	450.00	400.00	300.00
Full Pg. Color	650.00	600.00	550.00	500.00
Half Pg. B/W	300.00	280.00	270.00	260.00
Half Pg. Color	450.00	400.00	350.00	300.00
Quarter Pg. B/W	150.00	140.00	130.00	120.00
Quarter Pg. Color	250.00	240.00	230.00	220.00
Eighth Page B/W	100.00	90.00	80.00	70.00
Eighth Page Color	150.00	140.00	130.00	120.00
Business Card B/W	50.00	45.00	40.00	35.00

◆ Artwork can be provided if needed at additional cost. ◆

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