

NEW YORK

# GLOBAL biz

The New, Free Lifestyle-Business Publication

## What's in it for you?

### New York's Global Link Connecting

Corporations, Retailers, Non-Profits and Network Marketing Firms

in:

- Arts & Culture
- Careers
- Dining
- Education
- Entertainment
- Fashions
- Health Care
- Investments
- Real Estate
- Religion
- Shopping
- Sports
- Technology
- Utilities
- Vehicles
- Travel

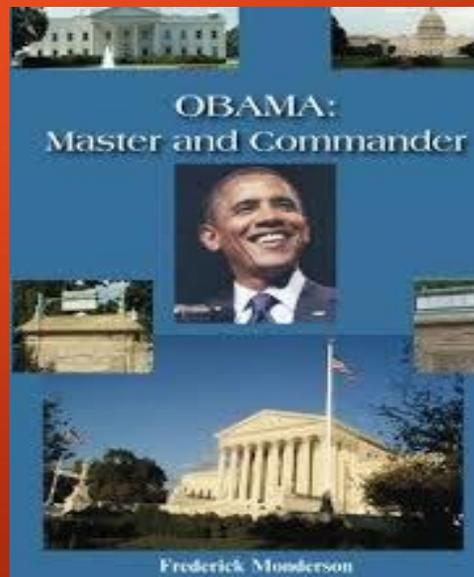


Shaquoya Jackson-Ishman's ShaLaJa's Website and Showroom's ShaLaJa Swimwear experienced it's third successful year, as shown on our online and print "Claim to Fame" issue

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April 2017 NYS Governor Cuomo Signs NYS Senator Velmanette Montgomery first introduced her *RAISE THE AGE* Bill from 16 to 18 for juvenile offenders, with several state legislators, including Justice Akeem Browden, Senator Hamilton, Rev. Sharpton, Congressman Rangel



FREE LIFESTYLE - BUSINESS TRENDS MAGAZINE FOR TRAILBLAZING PEOPLE AND OTHERS' IMPACT IN AND BEYOND NEW YORK, THE WORLD'S GLOBAL CITY.  
**WWW.NEWYORKGLOBAL.BIZ**



*Among Who's Who in our RECORD BREAKERS next issue*

His NY Stock Exchange Lodging Trust merger with another leading Lodging Trust exceeds his previous \$4 billion in assets, comprising 122 Hilton, Marriott and other major hotel properties in 21 states since establishing his vast Real Estate Trust in the 1990's



Former NFL player turned NASA astronaut and author



Celebrity hair stylist Les Luv posing with Tumbao's 9th Ave. Manhattan's Cuban art mural



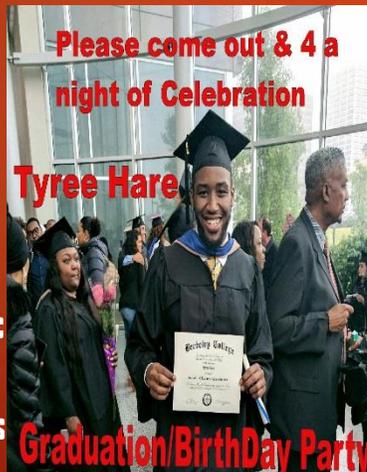
July 2017 Heroic Republican Senators Murkowski, McCain and Collins said "No" (not yet) to replace Affordable Health Care (AHC)



Atty. Patricia Gatling, 2017 Brooklyn DA candidate is a former Brooklyn DA prosecutor, longest serving NYC'S Public Adv. and NYS' Civil Rights' Deputy Secretary



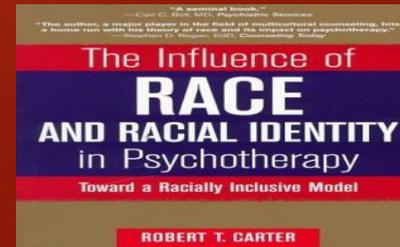
Among talent at Brooklyn BP'S Eric Adams' 2017 Caribbean Festival, reflecting his plans for Brooklyn's first Caribbean Heritage Museum

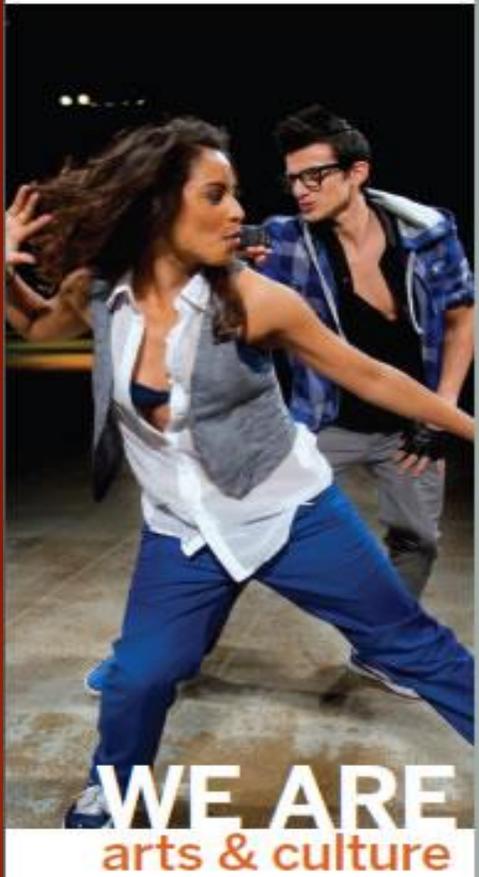


Eight Ivy League Colleges seeks this 2017 Black female scholar



Bakari Pace's business inside Jay z's 40/40





# DEMOGRAPHICS

## GLOBAL-biz

**New York Global.biz Connects Corporate, Cottage and Charitable Businesses Persons Representing**

- Arts & Culture
- Career Industries
- Dining Delights
- Education
- Events and Entertainment
- Fashion Trends
- Free Products and Services
- Health & Fitness Awareness
- Investment Scenarios
- Political Themes
- Religious Matters
- Real Estate
- Shopping At Best
- Sports At The Top
- Technology Now and Forever
- Vacation and Travel

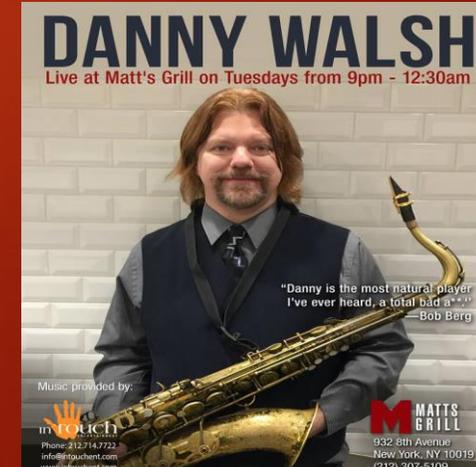
### Targeting

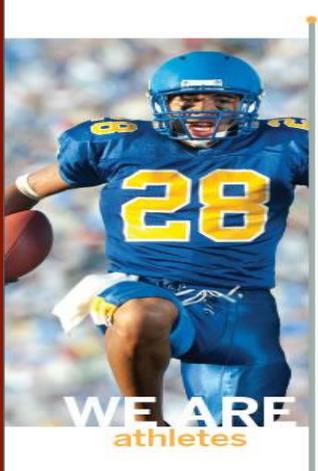
- Ages 18 to 55
- entrepreneurial, corporate, cottage & charitable business professionals
- students
- career hunters,
- investment seekers
- artists and performing artists
- socialites
- athletes
- civic leaders
- elected officials

**NOTE:** Given the population of the nation's humongous New York City population, the demand for New York Global.biz, as New York Global Is, far outweighs our initial circulation, which has increased to 25,000 free print copies, and projected unlimited online traffic.



1. Lower left corner , Vanilla-Carter, acclaimed dancer; 2 .April 2017 NAN Conference at NYC's Seventh Ave. Sheraton: CNN News' Van Dam and Movie Tycoon Spike Lee 3. Christine Santelli, award-winning singer-song writer whose song was recorded only Grammy Award Nominee's Betty Vette's *Worthy* Album4) Danny Walsh. Saxophonist band leader with wife Japanese keyboardist, etc., **Matt's Grill** Eight Ave/55<sup>th</sup> Tuesday nights





**WE ARE athletes**

**EDITORIAL CALENDAR**



SPECIAL EDITION OF GIVERS AND WINNERS' CELEBRATIONS PLUS FIRST SIX MONTHS 2014

**NEW YORK GLOBAL biz**  
Free Lifestyle Business Magazine

1964 Rev. Dr. MLK Jr. and Nelson Farmer

Understanding President Obama's Affordable Health Care Legacy

Medgar Evers' College's 3rd Annual Shirley Chisholm's Women's Empowerment Conference

Brooklyn's BP Adams Host Financial Literacy Month and Police Commissioner's Bratton's Greetings

Actor Danny Glover's Dreams Awards for Ms. Riddick and Ms. Davis

Exclusiv's Marketing Impact

Jerome & Debera Scott are Living the American Dream

Congratulating NYC Politicians' New Positions

Cuba Gooding's Sardi's Wall of Fame Award

WARRANTY Rewards

www.newyorkglobal.biz

DEC - JAN 2017 Bi-Monthly **THEIR CLAIM TO FAME IN 2016**

**NEW YORK GLOBAL biz**  
www.NewYorkGlobal.biz Free Lifestyle Business Trends Magazine

THANKING CONGRESSMAN JOHN LEWIS DAYS BEFORE DR. KING'S BIRTHDAY FOR CHALLENGING PRESIDENT TRUMP

She should have been 2017's Madam President U.S. Campaign as shown with mega stars Mr. & Ms. Jay Z and Beyoncé Carter's Ohio concert, 2016 Democratic Convention, Phila. and NY Campaign

New York's Politically Astutes You should know. Including Sen. Espallat, Sen. Perkins, NYC Combo, Bronx BP, Diaz, Congressman Rangel, Sen. Montgomery, former Assemblyman Wright, Comptroller Stringer, Mayor De Blasio, Governor Cuomo--Attend: Free Business Seminar and Support Ads.

Jackie Love Men of Excellence Awards

West 44 St. Manhattan has the World's Only Muhammad Ali's Dining & Sports Museum Dive Bar Owned by Jimmy Glenn (former Boxing Trainer)

Fashion's Shalaja Swimwear 2017 New York Expo @ Javits Center WealthMatters.co My New Year's Eve Celebration at Manhattan Edison Ballroom

Remembering Jerome Scott, Gwen Ifill, Prince, Muhammad Ali etc.

www.NewYorkGlobal.biz Rickey Smiley Hosts Super Comedy Bowl

REINVENTION 2012 ISSUE FEB / MAR 2012

**GLOBAL biz**

Multi Cultural Manhattan Dining Guide

Simulate-Celebrate Inevitable Floor Arts

West 44 St. New Jersey

NY Senator Perkins and Barbara Roberts' Weekly Newspaper

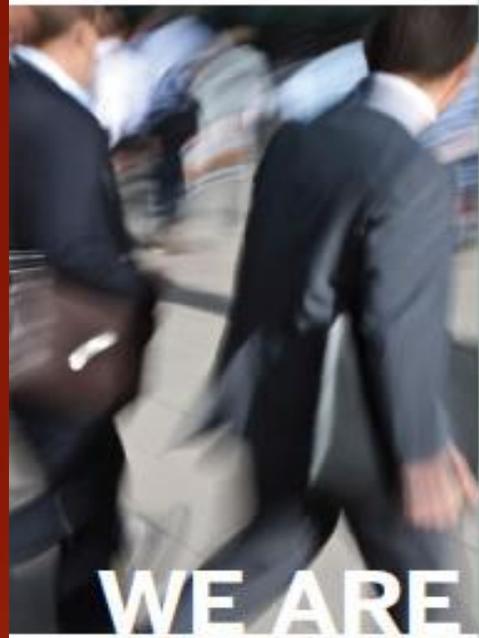
**TAKING ACTION IS THE OTHER HALF**

**PRESIDENT OBAMA 2012?**

History's African-American Billionaire Inventors

Chances are you or someone you know may be a **RECORD BREAKER** to no longer be overlooked. If so, include your business, non-profit, or project in New York Global Biz's legendary inventors, arts, culture, beauty, business, fashions, finance, labor, literature, music, politics, real estate, science, sports and travel **RECORD BREAKERS** forthcoming Sep./Oct. 2017 issue

# WELCOME ABOARD



WE ARE  
entrepreneurs

ABUNDANT INCLUSION BEST DESCRIBES THE DELIGHTFULLY INFORMATIVE, contents and scope of *New York Global.biz*, as New York Global Is, highlights the pulse of New York's local impact, nationally and abroad. *New York Global.biz*, as New York Global Is, indelibly features "tip of the iceberg," among timely developments and options which might favorably influence reader's livelihoods. *New York Global.biz*, as New York Global Is, fills a void for readers, as an accessible gateway linking ambitious, successful, visionaries, among humble, greater New Yorkers, conducting their craft, enterprise, or related endeavors regionally, nationally or abroad. As an alternate, fascinating, lifestyle instrument, *New York Global.biz*, as New York Global Is, a print and on-line "free," bi-monthly with its plethora of incisive news and features, largely predicated on interviews, research, vital statistics and more.

Prospective advertisers are reassured that *New York Global.biz*, as New York Global Is, is committed to helping them maximize their cash-generation ad placements. Based on our industry experience, we will fully assess your advertising concepts, for affordability as well. We will further monitor the dynamics of your ad's successful appeal. Essentially this service does help maintain our solid, client-friendly relationship, because *New York Global.biz*, as New York Global Is, a media whose success also stems from providing excellent customer care, also noted with our editor, writers, art director, photographer and administrative staff.



Irma Tyus-Mitchell  
Publisher

FINALLY, INVENTOR SHONTAY LUNDY'S INTRODUCES THE ONLY ABSORBABLE" BLACK GIRL SUNSCREEN SKIN PROTECTION FOR DARK SKIN  
[www.blackgirlsunscreens.com](http://www.blackgirlsunscreens.com)

rain

WORLD LEADER IN  
SEED NUTRITION



## THE HEALTH & WEALTH CLINIC!



### Learn About: Seed Based Nutrition! & Residual Income Formulas!

With SPECIAL GUEST:  
**RUSS COWLEY**  
GLOBAL SALES DIRECTOR  
RAIN INTERNATIONAL



#### COMING TO A LOCATION NEAR YOU!

Veterans United Service Center  
320 East Friendly Ave.  
Greensboro, North Carolina!  
Wednesday, Sept. 6th  
6:30 Meet & Greet  
7:00pm Presentation

Abundant Life Ministries  
1517 Ralph David Abernathy  
Atlanta, Georgia  
Thursday, Sept. 7th  
6:30 Meet & Greet  
7:00pm Presentation

Prayer Tower Cathedral  
1075 Kensington Ave.  
Buffalo, New York 14215  
Friday, Sept. 8th  
6:30 Meet & Greet  
7:00pm Presentation

358 15th Avenue  
Newark, New Jersey 07103  
Saturday, Sept. 9th  
4pm-6pm - Training  
7:00pm Presentation

JFK Hilton Hotel  
144-02 135th Avenue  
Jamaica, New York 11436  
Sunday, Sept. 10th  
1pm-3pm Leadership Mtg.  
3pm-5pm Leadership Dinner  
5pm-8pm General Session

The Loft at Victoria Station Cafe  
91 Main Street  
Putnam, CT. 06260  
Sunday, Sept. 10th  
6pm Presentation  
Dr. Susan Bostian Speaker

Bridgeport Innovation Center  
955 Connecticut Avenue  
Bldg. 1, Suite #1113  
Bridgeport, CT 06607  
Monday, Sept. 11th  
6:00pm Presentation



For More Information Call:

Contact: [www.getpaidtodrinkcoffee.now](http://www.getpaidtodrinkcoffee.now) \*\*\*\*\*  
or Call 212.727.2937 or 917.721.7832 to attend

GUESTS MEET  
WEEKLY AT  
PRODUCER/HOST  
BAKARI PACE'S  
ALTERNATIVE  
INVESTORS MEETS  
ENTREPRENEURS AT  
MUSIC TYCOON  
JAY Z'S 40/40



*New York Global.biz's free, lifestyle business magazine features arts, career, education, entertainment, dining, health, financial, literary, political, real estate, sports, technology and political themes.*



New York Global.biz extensively targets 25-55 year-old via featuring businesses, non-profits and others sources conducting and/or expanding their business or entity in and beyond New York.  
 E: [itmpressnews@newyorkglobal.biz](mailto:itmpressnews@newyorkglobal.biz) or [itmediatnetwork@gmail.com](mailto:itmediatnetwork@gmail.com); website: [www.newyorkglobal.biz](http://www.newyorkglobal.biz)

**Color Rates:**

Back Cover	\$10,000
Inside Front Cover:	5,000
Inside Back Cover	4,500
Full Page	3,500
Half Page	2,000
Quarter Page	1,400
Sixth Page	800
Eighth Page	600

**Black/White Rates:**

Back Cover	\$ 7,500
Inside Front Cover	3,500
Inside Back Cover	4,000
Full Page	2,500
Half Page	1,750
Quarter Page	1,000
Sixth Page	650
Eighth Page	450

**DISCOUNTS AVAILABLE FOR:** For Color or Black/White ads  
 2 issues = 10% discount; 3 issues = 20% discount; 4 issues – 25% discount;  
 5 issues = 35% discount; 6 issues = 45% discount; 40 Words Classified: \$200

*New York Global.biz has resumed bi-monthly, global online and print distribution publishing.*  
**For inquiries: Tel: 212.498.9164 or 917.683.7683 for specials**

**NEW!** Take free online classes anywhere with your library card!

Learn new skills and make yourself more marketable with lynda.com—now available for free anytime, anywhere to all NYPL library cardholders.

**LEARN** Programming Design Techniques Business Skills Classroom Technologies

**If your cash budget is low...but you need ads. and other items to grow... now matter how much you're successful business flows... seek ITEX'S digital cash payments and other items needed to keep your business stable. Call 212.498.9164 or 732-495-7839,**

**Pathways to Growth**  
 An Initiative by the Harlem Entrepreneurial Fund

**GROW YOUR BUSINESS, MAKE MORE MONEY, AND GAIN NEW CUSTOMERS**

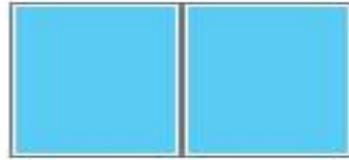
PATHWAYS TO GROWTH IS A BUSINESS EDUCATION PROGRAM DESIGNED FOR WOMEN AND ENTREPRENEURS OF COLOR.

**Sign Up Today.**  
 Program Starts March 1, 2017

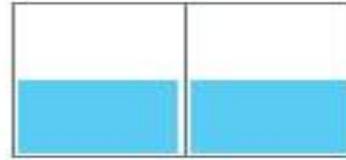
# AD SPECIFICATIONS

## Ad Sizes

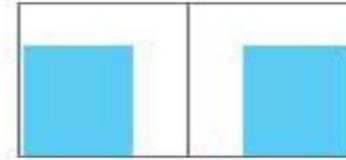
**Note:** Diagrams are not to scale. Please refer to the specifications below to see which are available.



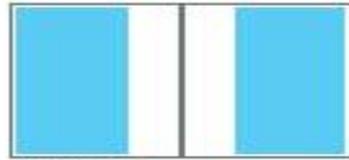
Full Page/Full Page Spread



1/2 page horizontal/ 1/2 page spread



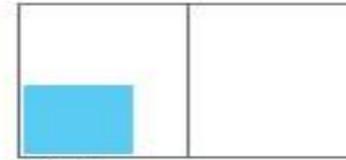
1/2 page vertical



2/3 page vertical



1/3 Vertical



1/4 square



1/6 page vertical

ADVERTISING SPECIFICATIONS FOR THE BLACK LEADERSHIP ACTION COALITION

**TRIM SIZE:** 8" x 10.5" (All ad specifications are in inches)

**FILE FORMAT:** PDF, EPS

**RESOLUTION:** Minimum 300 dpi, CMYK; EPS must be hi-res.

- Submission **5 DAYS** in advance of forthcoming calendar date issue

AD SIZE	BLEED	LIVE/SAFETY	NON-BLEED	TRIM
FULL PAGE	8 1/4" x 10 1/2"	7 1/4" x 9 1/2"	7" x 9.5"	8" x 10 1/2"
FULL PAGE SPREAD	16 1/2" x 10 1/2"	15 1/2" x 9 1/2"	15" x 9.5"	16 1/2" x 10 1/2"
1/2 SPREAD HORIZONTAL	16 1/2" x 4 1/2"	15 1/2" x 4 1/2"	15" x 4 1/2"	16 1/2" x 5 1/2"
1/2 PAGE HORIZONTAL	—	4 1/2" x 7 1/2"	7" x 4 1/2"	—
1/2 PAGE VERTICAL	—	—	4 1/2" x 7"	—
2/3 PAGE VERTICAL (Two Columns)	—	—	4 1/2" x 9.5"	—
1/3 PG VERTICAL (One Column)	—	—	2 1/2" x 9 1/2"	—
1/4 SQUARE	—	—	4 1/2" x 4 1/2"	—
1/6 PG VERTICAL	—	—	2 1/2" x 4 1/2"	—

Please submit your ads for *New York Global.biz* to [itmedianetwork@gmail.com](mailto:itmedianetwork@gmail.com).

Please put *Re: NYGlobal.biz* in subject line to ensure your materials are received.

- Please include instructions as to which issue the materials are to run in
- Please call *New York Global.biz* for material extensions
- Keep live matter 1/4" from trim on each side

Site Coordinator "Mr. Malcolm" has been one of Brooklyn NY's Borough Hall's most trusted sources for accommodating all sources and events held there since Eric Adams was elected as 2014's Brooklyn's BH President



**WE ARE**  
career hunters



April 2017 Guests attend FIT Prof. Alan Rogers, STEM Blogging Seminar, sponsored by Community Works and Harlem Arts Alliance at MIST Theatre and Restaurant in Harlem



Save the Date



THE BLACK INSTITUTE AND BLACK LEADERSHIP ACTION COALITION PROUDLY PRESENTS

2017  
*Justice*  
for  
*All Ball*

7th Anniversary

Save the Date

**MAY 25, 2017**

6:00 PM - 9:00 PM

1199 PENTHOUSE | 330 WEST 42ND STREET, NYC

SPACE IS LIMITED SO PLEASE RESERVE YOUR TICKETS NOW

RSVP (212) 871-6899 EMAIL [EVENTS@THEBLACKINSTITUTE.ORG](mailto:EVENTS@THEBLACKINSTITUTE.ORG)

# PRODUCTION SPECS

## FILE FORMATS:

- Preferred format: PDF/X1A
- Acceptable format: PDF, EPS

## FILE RESOLUTION REQUIREMENTS:

- Vector (PDF/X-1A, PDF)
- 300 dpi/2400 dpi for Line Work

## ACCEPTED MEDIA: ONLY IF REQUESTED

- CD-Rom (created using ISO -9660)
- DVD (created using ISO -9660)
- Digital FTP (Contact for FTP instructions)

## PROOF REQUIREMENTS:

I understand that if I do not supply a SWOP certified color proof with color bars or if I supply a color laser proof that New York Global.biz cannot guarantee a color match to the supplied proof and will print to my supplied file.

- Supply a minimum of TWO composite SWOP certified proofs for color
- Proofs must be made from supplied file
- Proofs must be 100% of size
- Proofs must be SWOP certified.
- For an up-to-date list of SWOP approved color proofs, please visit: [www.swop.org/certification.html](http://www.swop.org/certification.html)
- Color bars are required on all analog or digital halftone proofs.
- Color bars should include:
  - SWOP color bars at 100% size as found on SWOP website (above)
  - A solid and 25%, 50% and 75% tints of each process color
  - Solid overprints
  - At least one gray balance patch (cyan-50%, magenta and yellow 39%)
  - Two-color overprints at 25%, 50% and 75% are also recommended.
  - The color bar can be a GCA/GATF Proof Comparator, or a GATF/SWOP Proofing Bar or digital equivalent.
- Proofs must indicate the proofing product or system used, prepress supplier contacts and information showing conformance to the manufacturer's Application Data.

- Ad should be proofed on Publication grade stock.
- Proofing systems requiring line screen - Publication Grade Stock use 133 line - Commercial Grade Stock use 150 line.

## FILE SPECIFICATIONS/GENERAL GUIDELINES:

- Single page ads should be built to 100% trim size. If ad bleeds, extend bleed a minimum of 1/8" beyond trim.
- Partial page ads should be built to 100% of their actual trim size. If ad bleeds, extend bleed a minimum of 1/8" beyond trim.
- All non-bleed ads should be built to 100% of the non-bleed specs
- Standard trim, bleed and center marks should be included but not in "live" image area or "bleed" area.
- Spread ads: keep live matter 1/4" away from each side of center or 1/2" total across the gutter. For spread ads with a headline crossing over the gutter, contact New York Global.biz if the visual spacing between words or letter is critical.
- All elements must be placed at 100% of size.
- Do not apply style attributes to basic fonts.
- Include and/or embed all fonts, images/scans, logos and artwork.
- Font information should include manufacturer, font name and version. Multiple Master fonts will not be accepted. True Type fonts are not recommended and may cause unexpected reproduction problems on press.

## DO NOT NEST EPS FILES IN OTHER EPS FILES

- Use of illegal characters in file names will not be accepted (example: &, /, \, ~, %, (, ), #, \*, \$, etc or anything after the extension). Limit File Name to 24 characters INCLUDING the extension.
- On 4/C ads, Pantone colors, other spot colors, and non-CMYK elements must be converted to CMYK.
- Four color solids should not exceed SWOP density of 300%.
- 100% black or solid color elements should either be knocked out & trapped or overprint using 100% K and 60% C to create a rich black.
- Color type, reverse type and/or line art should not be less than .007 at the thinnest part of the character. Single color type should be no less than .004 at the thinnest part of the character.
- To avoid low-res (soft type) or 4/C black type, type

- should **ONLY** be built in Indesign, Quark or Illustrator and not within Photoshop or Microsoft Word.
- Reverse type should use a dominant color (usually 70% or more) for the shape of the letters. Where practical and detrimental to the appearance of the job, make the type in the subordinate colors slightly larger to minimize register problems on the production press.
- All supplied materials intended for use in New York Global.biz must be properly trapped and, when possible, image trapping should be represented in the accompanying SWOP proofs. If the above guidelines are not met, the color and quality of print reproduction may vary. Proofs that are not SWOP compliant will be referenced for content only. New York Global.biz will try to achieve a reasonable match to the supplied proof.

## RETENTION OF MATERIALS:

Materials for all processes will be held for one year then destroyed, unless otherwise notified.

OPEN APPLICATION FILES or file formats not listed under "file formats" will not be accepted. Instructions and tools required to create a PDF are available at [Adobe.com](http://Adobe.com).

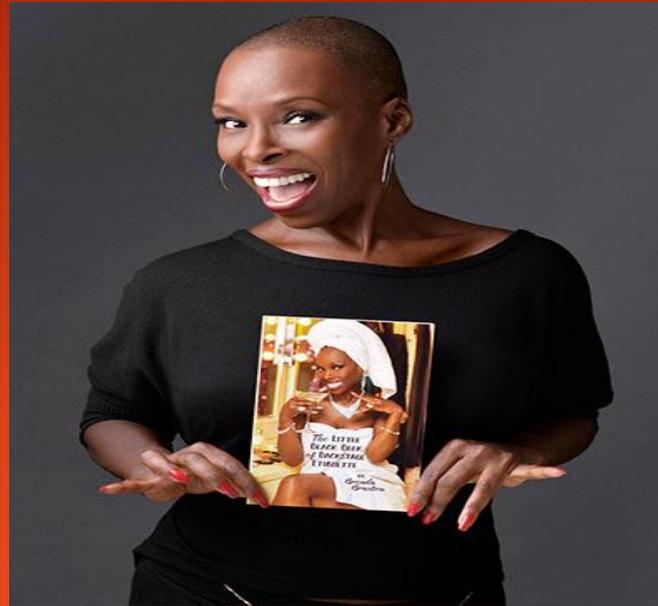
**Note:** New files are required for ads that need type changes such as key-codes, addresses, phone numbers, etc. A corresponding color contract proof is required to show these changes.

## LIVE MATTER REQUIREMENTS:

All Bleed Ads: Keep live matter a minimum of 3/8" inside the bleed edges at top, bottom, and both sides.

Proof Requirements: SWOP Certified w/color bars (see next page for proof specs)

**\* PLEASE NOTE: If I do not supply a SWOP certified proof w/color bars or a color laser proofs supplied, New York Global.biz cannot guarantee a color match to the supplied proof and will print to your supplied file.**



Brenda Braxton, Acclaimed Broadway Actress and dancer is author of the "Little Black Book About Backstage Etiquette"



Dyke Robinson M.Ed., creator of Digibots Classroom Adventures Series says, "It is time for the Digibots Classroom Adventures Program to be implemented in every (K-3rd) grade classroom in America." --



Tracey Watts' Customers search for cars 24/7 by going to [carmarshal.com](http://carmarshal.com), now selling over 125,000 cars online, competing against three top online car dealers selling new and used sedans, limos, SUV'S at lower prices than typical.