



SAUDADE

• S [A] W] DADE •

## The Project

“Saudade” is an online magazine for the Brazilian Community of Michigan. This project was born from our efforts to search for ways to help the Brazilian community adapt to and feel welcomed in Michigan. Our vision is for the magazine to be a means of communication for Brazilians living in the area and should feel like a reassuring shoulder to lean on during the long process of adapting to a new country. We know that this transition is not always easy, and a little help goes a long way.

The magazine’s aim is to bring together Brazilian businesses and professionals from various industries into one resource. These hard-working business owners bring so much value to our community and our goal is to bring awareness of the magic and beauty of Brazil and its people to non-Brazilians as well. By expanding the market for these businesses and bringing awareness to our community, we can all learn, grow and support each other.

## Who We Are

### **Fernanda Bottini Sinzato**

Hello! I was born and raised in Brazil, and moved to Michigan five years ago because of my dad's job. I am a Public Relations major at Wayne State University and will be graduating in May, 2020. Recently, I joined the AdLocal team to be part of the communications and graphic design department. I believe that the Brazilian Community has everything necessary to become a big deal in Michigan, and "Saudade" is the first step to make this real.

### **Rebeca da Silva**

Born in Brazil and raised in Michigan, I feel extremely privileged to have been given two rich languages and cultures at a young age. Today I hold the role of professional photographer at Ad Local as well as running my own portrait business. I find it an incredibly fulfilling job to create a captivating and professional image for individuals, brands and businesses through the art of photography. It is exciting for me to see the potential that "Saudade" has to introduce these two cultures that I love to one another. Expanding our horizons and collaborating is what will allow us to create beautiful growth and progress in our communities..

### **Victória da Silva**

My family immigrated to the US when I was one year old. Even though I was raised here, my family kept ties with the Brazilian community of Michigan and thanks to them, I grew up immersed in both cultures. After graduating film school in the fall of 2019, I began working at Adlocal as a videographer, creating content to represent businesses in the way they want to be portrayed. I am so excited to be a part of the making of "Saudade" and cannot wait to see it grow!

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## Cover Page

The Cover Page is the most important element of a magazine and what captures a reader's interest to open it. Because of this, we decided to include, with the purchase of the cover, a Feature Article about the business or professional highlighted on the cover.

Price: please email [saudademagazinemi@gmail.com](mailto:saudademagazinemi@gmail.com)

Includes: Cover Page, a Feature Article, and a Cover Shoot with our agency photographer.

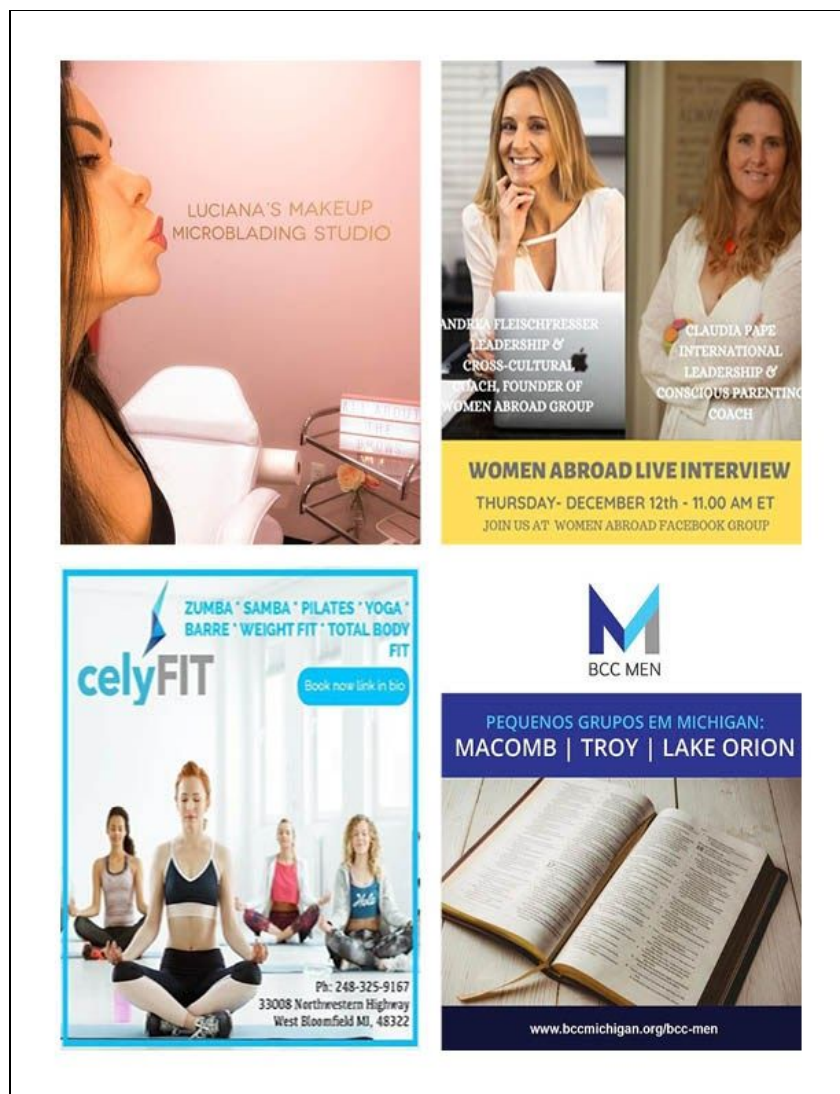


## Quarter Page Ads

Refers to ads that take up about 1/4th of the page. Four different ads can be put together for different businesses or professionals, one in each corner.

Price: please email [saudademagazinemi@gmail.com](mailto:saudademagazinemi@gmail.com)

Includes: one ad with dimensions of 3.625w x 4.55h



The image displays four quarter-page advertisements arranged in a 2x2 grid within a black border.

- Top Left:** An advertisement for **LUCIANA'S MAKEUP MICROBLADING STUDIO**. It features a profile shot of a woman with long dark hair against a pink background. The text "LUCIANA'S MAKEUP MICROBLADING STUDIO" is in gold. A small sign on a stand in the foreground says "MICROBLADING".
- Top Right:** An advertisement for a **WOMEN ABROAD LIVE INTERVIEW**. It features two women. The woman on the left is **ANDREA FLEISCHKRESSER**, identified as "LEADERSHIP & CROSS-CULTURAL COACH, FOUNDER OF WOMEN ABROAD GROUP". The woman on the right is **CLAUDIA PAPE**, identified as "INTERNATIONAL LEADERSHIP & CONSCIOUS PARENTING COACH". The event is scheduled for **THURSDAY- DECEMBER 12th - 11.00 AM ET** and invites viewers to "JOIN US AT WOMEN ABROAD FACEBOOK GROUP".
- Bottom Left:** An advertisement for **celyFIT**. It features four women in a yoga or fitness pose. The text lists activities: "ZUMBA \* SAMBA \* PILATES \* YOGA \* BARRE \* WEIGHT FIT \* TOTAL BODY FIT". It includes a "Book now link in bio" button and contact information: "Ph: 248-325-9167" and "33008 Northwestern Highway West Bloomfield MI, 48322".
- Bottom Right:** An advertisement for **BCC MEN**. It features a blue header with the text "PEQUENOS GRUPOS EM MICHIGAN: MACOMB | TROY | LAKE ORION" over an image of an open book. The BCC MEN logo is above the header. The website [www.bccmichigan.org/bcc-men](http://www.bccmichigan.org/bcc-men) is at the bottom.

## Half Page Ads

A page divided into two different ads. This can be horizontal or vertical depending on the kind of advertisement.

Price: \$60/mo

Includes: one ad with dimensions of 7.45w x 4.55h



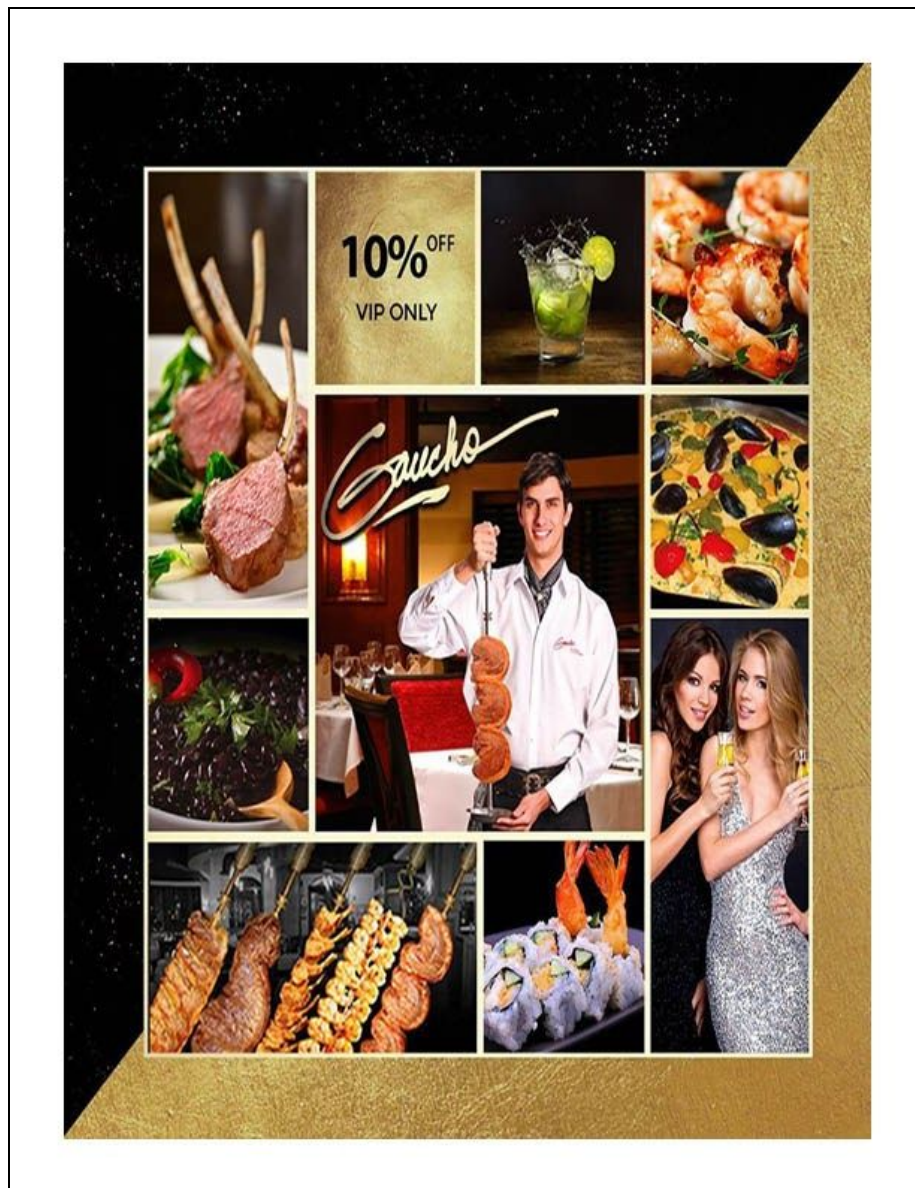


## Full Page Ad

An entire page dedicated to one business.

Price: please email [saudademagazinemi@gmail.com](mailto:saudademagazinemi@gmail.com)

Includes: One Full Page Ad with dimensions of 8x11





## Article

A Full Page Article, containing approximately 800 words, dedicated specifically to one business and written by the communications department of AdLocal.

Price: please email [saudademagazinemi@gmail.com](mailto:saudademagazinemi@gmail.com)

Includes: Full Page Article | 800 Words

FESTAS

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## Feature Article

A Feature Article is a full spread in the magazine containing approximately 1,200-2,000 words and dedicated to one business. The feature article is the most important element inside a magazine. It is written by Ad Local's communications department and includes a professional photoshoot to really show the best of what you have to offer.



## Como Voce Sonha em Ser Fotografado?

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xoxo

*Rebecca J. Miller*

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Price: please email [saudademagazinemi@gmail.com](mailto:saudademagazinemi@gmail.com)

Includes: A Two Page Article consisting of approximately 1,200-2,000 words and a professional photoshoot of your business.

## Back Cover

Just as important as the Cover Page, the Back Cover will include not only the full back page but also come with a Quarter Page Ad inside the magazine.

Price: please email [saudademagazinemi@gmail.com](mailto:saudademagazinemi@gmail.com)

Includes: Back Cover and a Quarter Page Ad inside the magazine.



The advertisement features a portrait of a man with a beard and long hair tied back, wearing a blue shirt. In the top left corner is the 'ad LOCAL' logo, with 'ad' in a stylized blue and black font and 'LOCAL' in blue capital letters below it. Overlaid on the bottom left of the portrait is the text '\$100 PROFESSIONAL HEADSHOT' in large, bold, white capital letters, followed by '2 Days Only' in a smaller, italicized white font. At the bottom of the advertisement, centered, is the text 'www.adlocal.com • Contact [rebeca@adlocal.com](mailto:rebeca@adlocal.com) to reserve your spot - availability is limited.'



## Video Ads

As the newest form of advertising for the online version of the magazine, a short video (40 seconds maximum) will be produced by our AdLocal videographer, highlighting the best features of your business. The video ad will be also available in the printed version as a full page ad, that will have a QR code so people can easily access the video on smartphones.

Price: please email [saudademagazinemi@gmail.com](mailto:saudademagazinemi@gmail.com)

Includes: Video creation and full page video ad, and full page ad (printed version)



## Directory

The “yellow pages” section of the magazine. Businesses will be categorized and organized together at the end of the magazine. Basic information about the business will be provided, such as the name, location, and contact information.

Price: please email [saudademagazinemi@gmail.com](mailto:saudademagazinemi@gmail.com)



### SCHOOL DIRECTORY

**YAVAPAI COUNTY SCHOOL DISTRICTS**

**ASH FORK JOINT UNIFIED SCHOOL DISTRICT**  
46999 N. 5th Street, Ash Fork  
928-637-2561, [www.afjds.org](http://www.afjds.org)

**BAGDAD UNIFIED SCHOOL DISTRICT**  
500 Sultan Way, Bagdad  
928-633-4101, [bagdadschools.org](http://bagdadschools.org)

**BEAVER CREEK ELEMENTARY SCHOOL DISTRICT**  
4810 E Beaver Creek Rd, Rimrock  
928-567-4631, [www.bcs.k12.az.us](http://www.bcs.k12.az.us)

**CAMP VERDE UNIFIED SCHOOL DISTRICT**  
410 Camp Lincoln Rd, Camp Verde  
928-567-8008, [campverdeschools.org](http://campverdeschools.org)

**CANON ELEMENTARY SCHOOL DISTRICT**  
34630 S. School Loop Rd  
Black Canyon City  
923-374-5588, [canon50.org](http://canon50.org)

**CHINO VALLEY UNIFIED SCHOOL DISTRICT**  
650 E. Center, Chino Valley  
928-636-2458, [chinovalleyschools.com](http://chinovalleyschools.com)

**CLARKDALE-JEROME ELEMENTARY SCHOOL DISTRICT**  
1615 Main St., Clarkdale  
928-634-5035, [www.cjds.k12.az.us](http://www.cjds.k12.az.us)

**CONGRESS ELEMENTARY SCHOOL DISTRICT**  
28400 S. Tenderfoot Hill, Congress  
928-427-9650, [congressdistrict.org](http://congressdistrict.org)

**COTTONWOOD-OAK CREEK ELEMENTARY DISTRICT**  
1 N. Willard St., Cottonwood  
928-634-2298, <http://www.cocsd.us/>

**CROWN KING ELEMENTARY SCHOOL DISTRICT**  
188 Tower Mountain Rd, Crown King  
928-632-5207, [crownkingesd.com](http://crownkingesd.com)

**HILLSIDE ELEMENTARY SCHOOL DISTRICT**  
HC 01 Box 3056, Bagdad  
928-442-3416, [hillsidesd.com](http://hillsidesd.com)

**HUMBOLDT UNIFIED SCHOOL DISTRICT**  
6411 N. Robert Road, Prescott Valley  
928-759-4000, [humboldtunified.com](http://humboldtunified.com)

**KIRKLAND ELEMENTARY SCHOOL DISTRICT**  
14200 W. Kirkland-Hillside Rd., Kirkland  
928-442-3258, [www.kirklandaz.org](http://www.kirklandaz.org)

**MAYER UNIFIED SCHOOL DISTRICT**  
12806 E. Main St., Mayer  
928-642-1000, [mayerschools.org](http://mayerschools.org)

**MINGUS UNION HIGH SCHOOL DISTRICT**  
1801 E. Fir St., Cottonwood  
928-634-6501, [mingusunion.com](http://mingusunion.com)

**MOUNTAIN INSTITUTE JTED**  
220 Ruger Road, Prescott  
928-771-0791, [www.micted.net](http://www.micted.net)

**PRESCOTT UNIFIED SCHOOL DISTRICT**  
300 E. Gurley St., Prescott  
928-445-5400, [prescottschools.com](http://prescottschools.com)

**SEDONA-OAK CREEK JOINT UNIFIED SCHOOL DISTRICT**  
221 Brewer Rd., Sedona  
928-204-6800, [www.sedona.k12.az.us/](http://www.sedona.k12.az.us/)

**SELIGMAN UNIFIED SCHOOL DISTRICT**  
500 N. Main, Seligman  
928-216-4123, [seligmanschools.org](http://seligmanschools.org)

**SKULL VALLEY ELEMENTARY SCHOOL DISTRICT**  
3150 Old Skull Valley Rd., South Skull Valley  
928-442-3322, [skullvalleyschool.org/](http://skullvalleyschool.org/)

**VALLEY ACADEMY FOR CAREER AND TECHNOLOGY EDUCATION DISTRICT (VACTE)**  
3405 E. State Rte. 89A, Bldg. B, Cottonwood  
928-634-7131, [vacte.com](http://vacte.com)

**WALNUT GROVE ELEMENTARY SCHOOL DISTRICT**  
18500 S. Walnut Grove Rd., Kirkland  
928-427-6378, [walnutgrovesd.com](http://walnutgrovesd.com)

**WILLIAMSON VALLEY ELEMENTARY SCHOOL DISTRICT**  
Transporting District Grade Range K-12  
928-771-3326, [williamsonvalleyesd.com](http://williamsonvalleyesd.com)

**YARNELL ELEMENTARY SCHOOL DISTRICT**  
Model Creek Elementary School  
18912 Hays Ranch Rd, Peoples Valley  
928-427-3347, [modelcreekschool.org](http://modelcreekschool.org)

**YAVAPAI ACCOMMODATION SCHOOL DISTRICT**  
Aspire Jr./Sr. High School  
2972 Centerpointe E Dr., Prescott  
928-759-8126, [yavapaischoolhighschool.com](http://yavapaischoolhighschool.com)

**YAVAPAI COUNTY SUPPORT SERVICES**  
2970 Centerpointe E Dr., Prescott  
928-771-3544, [yoesa.com/support-services](http://yoesa.com/support-services)

**YAVAPAI COUNTY CHARTER SCHOOLS**

**Acom Montessori Charter School**  
8556 E. Loos Rd., Prescott Valley  
928-772-5778, [acommontessori.com](http://acommontessori.com)

**Acom Montessori Charter School-West**  
7555 Long Look Dr., Prescott Valley  
928-772-5778, [acommontessori.com](http://acommontessori.com)

**American Heritage Academy, Inc.**  
132 General Crook Trail  
Camp Verde, 928-567-0482  
[americanheritageacademy.org](http://americanheritageacademy.org)

**American Heritage Academy, Inc.**  
2030 E. Cherry St., Cottonwood  
928-634-2144  
[americanheritageacademy.org](http://americanheritageacademy.org)

**Arizona Agribusiness & Equine Center**  
7500 Civic Circle, Prescott Valley  
928-775-3200  
[www.aazchgschools.com/prescott-valley.html](http://www.aazchgschools.com/prescott-valley.html)

**BASIS Prescott**  
1901 Prescott Lakes Pkwy., Prescott  
928-277-0334, [www.basised.com/prescott](http://www.basised.com/prescott)

**Canyon View Preparatory / Parkview Middle School**  
9030 East Florentine Rd., Prescott Valley  
928-775-5115  
[canyonviewprep.org/parkviewmiddle](http://canyonviewprep.org/parkviewmiddle)

**Desert Star Community School**  
1240 S. Recycler Road, Cornville  
928-282-0171, [www.desertstarschool.org](http://www.desertstarschool.org)

**Ed Options Online**  
705 E. Sheldon, Ste. A, Prescott  
928-541-1090  
[eohighschool.com/location/prescott](http://eohighschool.com/location/prescott)

**Franklin Phonetic Primary School**  
6116 E. Hwy 69, Prescott Valley  
928-775-6747, [franklinphoneticschool.com](http://franklinphoneticschool.com)

**La Tierra Community School**  
124 N. Virginia St., Prescott  
928-445-5100, [latierracomunityschool.org](http://latierracomunityschool.org)

**Mingus Springs Charter School**  
3600 N. Sunset Dr., Chino Valley  
928-638-4766, [mingusspringschool.org](http://mingusspringschool.org)

**Mountain Oak Charter School**  
1455 Willow Creek Road, Prescott  
928-541-7700, [mountainoakschool.org](http://mountainoakschool.org)

**Northpoint Expeditionary Learning Academy**  
551 First Street, Prescott  
928-717-3272, [northpointacademy.org](http://northpointacademy.org)

**PACE Academy**  
District Office  
1865 West SR 89A, Ste. C, Sedona  
928-775-0719, [paceacademy.com](http://paceacademy.com)

**Paiden Community School**  
24850 N. Naples Street, Paiden  
928-636-1430, [paidenschool.com](http://paidenschool.com)

**Prescott Valley Charter School**  
6500 Lorne Lane, Prescott Valley  
928-772-8744, [pvschool.com](http://pvschool.com)

**Sedona Charter School**  
165 Kachina Drive, Sedona  
928-204-6464, [sedonacharterschool.com](http://sedonacharterschool.com)

**Skyview School**  
128 S. Rush St., Prescott  
928-776-1730, [skyviewschool.org](http://skyviewschool.org)

**Tri-City College Prep High School**  
5532 Side Road, Prescott  
928-777-0403, [tricityprep.org](http://tricityprep.org)

**Verde Valley Montessori**  
215 S. Main St., Cottonwood  
928-634-3288, [verdevalleymontessori.org](http://verdevalleymontessori.org)

**Willow Creek Charter School**  
2100 Willow Creek Rd., Prescott  
928-776-1212, [willowcreekcharter.com](http://willowcreekcharter.com)

**EARLY CHILDHOOD EDUCATION**

**AMERICAN LUTHERAN PRESCHOOL**  
1085 Scott Drive, Prescott  
(928) 776-7049  
[americanlutheran.net/preschool](http://americanlutheran.net/preschool)

**CEDAR TREE MONTESSORI PRESCHOOL**  
129 N. Pleasant St., Prescott  
(928) 771-8786, [cedar-tree.org](http://cedar-tree.org)

**CHRISTIAN ACADEMY OF PRESCOTT PRESCHOOL**  
148 S. Marina Street, Prescott  
(928) 445-2565, [capprescott.com](http://capprescott.com)

**CORNERSTONE CHRISTIAN PRESCHOOL**  
700 Rosser Street, Prescott  
(928) 771-2754  
[www.prescottcornerstone.com/preschool](http://www.prescottcornerstone.com/preschool)

**DELE WEBB FAMILY ENRICHMENT CENTER - Yavapai County Community College District**  
1100 E. Sheldon Street, Prescott  
(928) 776-2111

**GROWING KIDS PRESCHOOL @ LIFEPOINTE CHURCH**  
10100 East Highway 69, Prescott Valley  
(928) 710-2539

**HEAD START Prescott**  
828 Rodes Drive, Prescott  
(928) 445-6534  
<https://nacog.org/departments/Head-Start/page/head-start-home.html>

**Prescott Valley**  
6955 Panther Paw Drive, Prescott Valley  
(928) 772-7726

**Chino Valley**  
(928) 636-1076  
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## Sponsor a Word

As a way to make the magazine even more interactive, we thought about having sections that will provide the reader with an interactive experience as they learn English and build vocabulary. The first section will be a “Word of the Month” and will feature a word in English, its Portuguese translation and an explanation on how to use the word in a sentence. The second section will be called “How do I say...?” and will have translations for important words in English that are used on a daily basis but not everybody knows. For example it might explain how to ask for a specific cut of meat, or what a seasonal Michigan vegetable is called.

Businesses can sponsor the word featured in one of those sections and make it relate to what they do.

Price: please email [saudademagazinemi@gmail.com](mailto:saudademagazinemi@gmail.com)

