

THE YELLOW

THE

COVER MAGAZINE



BUSINESS CONDUCT

JANUARY 2022



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ETHICS AND VALUES

The Yellow Cover Magazine Inc conducts business ethically, honestly, and fully respects and obeys laws and regulations. Ethics applies to every business deal decision, no matter the size of the project.

Yellow Cover expects its strategic partnerships and other business associates to follow these principles. The Ethics and Values Policy applies to all team members that work under our umbrella and its subsidiaries. The Business Ethics Policy also provides additional information at the request of attorneys and client owners and partners.

All team members must complete a drug test and certify that they fully understand the responsibilities of their role and must adhere to mandatory design and quality check meetings.

Your rights as a client are of the utmost importance. While we expect team members to follow the Business Ethics Policy, nothing in this Policy should be interpreted as restrictive of your right to speak freely about your wants and needs from any of our team members, including the Yellow Cover Magazine Inc owners.

We are skilled in providing a creative, focused, clear, and supportive work synopsis and do not tolerate discrimination or harassment of our clients or non-clients with whom we have a business, service, or professional relationship. This applies to all interactions where we represent brands in all aspects of service offerings, including interactions with social media and feet on the street sales and promotions.

CLIENTS PROPRIETARY INFORMATION

All rights and reservations of our client's design and submission of proprietary material are solely owned by them and their group and are never disclosed without written or verbal verification. Clients who use a PR firm may have an email copied as a further follow-up measure.

The Yellow Cover Magazine Inc is very selective when disclosing clients' information and will never release an idea to any other party other than the owner before consent. Confidential trade secrets and tagline creation will never be shared without sending permission to share notice.

You are responsible for ensuring that the information you shared for your project is in good faith and will not have the reference tool to check and go by your word that you are submitting accurate data, materials and reports.

The Yellow Cover Magazine respects third-party intellectual property. Never use the intellectual property of any third party without the permission of the owners and managers submitting the information. Suppose you want to contribute an article or other type of submission to The Yellow Cover Magazine Inc that relates to another listing name. The person submitting may cause a reason for concern or conflict and can be rejected. If your contribution is determined to be a conflict of interest, you will need written approval.

For additional information, contact the editor and senior designer atsmith@theyellowcover.com.



AVOIDING CONFLICTS OF INTEREST

A conflict of interest is any activity that may damage The Yellow Cover Magazine's reputation or financial interests or gives the appearance of impropriety or conflicted loyalty. Our team avoids any situation that creates an actual or perceived conflict of interest. If you are unsure about a potential match with our firm, talk to your point of contact or write a concern letter to contact@theyellowcover.com.

You are free to personally write comments on behalf of the work that is provided, and we will also include your work announcements on our platforms.

PUBLISHING ARTICLES

These guidelines apply to all team members of The Yellow Cover Magazine Inc



PERSONAL ARTICLES/DESIGN

Before we submit a personal story article, we will completely understand the party being written. We will arrange a phone or personal interview to go over highlights and questions to ensure accuracy.

For more information about restrictions on stories and design, contact us via email at designteamtheyellowcover.com.

PERMISSIONS

Before participating in an article or story in one of our highlighted topics, please inform us of any ask or highlights that are important to help gain the best level or company exposure possible.

It would help if you never used The Yellow Cover Magazine to make unauthorized claims of a product or service, and we will be careful to vet all our articles and, without the owner's consent, will not be used. For more information, please get in touch with a team member at 770-217-0999

ABOUT US

WHO WE ARE

The Yellow Cover Magazine is an American quarterly magazine representing markets ranging from food, design, spirits, beauty, fashion, hospitality, technology, entertainment, and now quality, unique, children and young adult brand solutions.

The Yellow Cover Magazine Inc is renowned for delivering highly effective editorial and branding of local businesses in many different cities where our clients and our readers live. Our design advice empowers brands to express themselves confidently with marketing additives that compel attention and live in the moment. We speak of the excitement of a brand announcement with visually stimulating and entertaining results.

EXPERTISE

The Yellow Cover Magazine Inc. expert team comprises managing partners, mid-market sales experts, interior/creative web design architects, and creative writers.

Do you have a project or story to discuss?
Contact Our Senior Designer &
Editor In Chief Today [@tsmith@theyellowcover.com](mailto:atsmith@theyellowcover.com).

FORWARD MISSION & SPONSORSHIP INFORMATION

Our forward mission is to become the go-to medium for readers globally looking for a phenomenal local business experience or knowledge of what's new.

Issue sponsorship is a separate cost and ranges between \$1000.00 to \$2,500.00. We are supported by investor relations and provide our sponsors with a complete marketing package that includes unlimited coverage throughout our issues, both digital & print.

The Yellow Cover Magazine Inc has served as a platform for small business innovation. And a launchpad for new product announcements. The Yellow Cover Design team offers ideas and introductions that shape the print and digital advertisement environment today and into the future.



THOUGHT LEADERSHIP BRAND SPONSORS & PARTNERSHIPS

Designer/Editor in Chief

Managing Editor

Creative

Senior Counsel

Senior Style Editors

House Photographer

Sales & Marketing

Brand Sponsor Direct

Brand Partnerships

Trebresa Smith

Darren Jay

Jimmy Colette

Nathasa Rae

Traron White

Joy Jones

Jalynn Jones

Joshua Smith

Christine Deruji

Sam's (LB) Johns Creek Ga

Keyatta Johnson (It's Key Time)

Nichole Ross (Blaque Hair Co.)

Cassmo Inc

Williams Sonoma

West Elm (Avalon)

Chocolate Sauce & Mint, Inc

Momma Cuisine

Retail Membership Consultants

Verifone

Nathasa Rae Illustrates

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