



THE NATIONAL BLACK MBA ASSOCIATION

2013

MEDIA PLANNER

Recruit top talent, showcase your university's MBA program and proudly illustrate your company's commitment to diversity and inclusion when you advertise with NBMBA!

WWW.NBMBAA.ORG

contact:



Print, Online and Event Solutions for Associations



INFORMING AND EMPOWERING VISIONARIES

BlackMBA



Empowering Visionaries.



The official magazine of the NMBBAA®

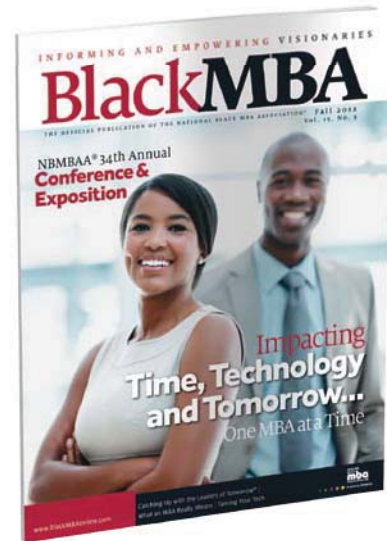
Whether you are recruiting the brightest candidates, showcasing your university's MBA or continuing education programs or proudly illustrating your company's commitment to diversity, *Black MBA Magazine* is a unique communication vehicle for reaching more than 15,000 African-American executives, students and entrepreneurs.

BLACK MBA MAGAZINE STRATEGIC DISTRIBUTION BREAKDOWN:

- Mailed directly to all NMBBAA® members
- Distributed to local NMBBAA® chapters for use in recruiting and mentoring
- Circulated to HBCUs, undergraduate business programs and MBA programs nationwide
- Handed out to every registered attendee at the NMBBAA® Conference & Exposition

Black MBA Magazine is an award-winning publication that reaches highly educated members of the African-American community. Readers represent a wide range of interests, from career-oriented students looking for MBA programs and new jobs to seasoned professionals with disposable income. The number of black individuals enrolled in MBA programs increases each year. This growing segment of the workforce represents a **powerful and dynamic** group of individuals.

Black MBA Magazine, Fall 2012 Issue



NMBBAA® members are:

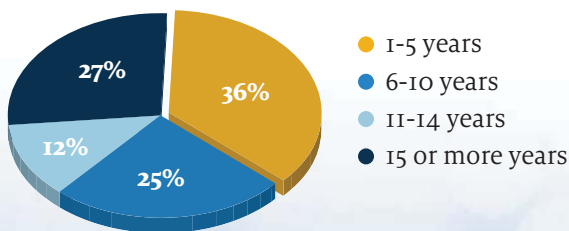
EDUCATED

- **65.5%** hold an MBA degree
- **82%** hold a master's degree or higher

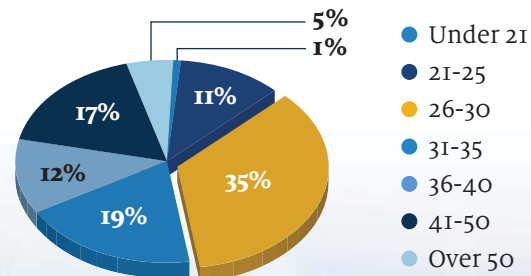
INVOLVED IN ALL SECTORS

- **33%** work in business administration and advertising/marketing positions
- **20%** work in the manufacturing and financial services industries
- **19%** are self-employed/entrepreneurs

AVERAGE EXPERIENCE LEVEL OF BLACK MBA MAGAZINE READERS:



AVERAGE AGE OF BLACK MBA MAGAZINE READERS:



Let us customize an advertising program that fits your needs and budget.

Contact your Naylor account executive today for information on the full suite of advertising opportunities with NMBBAA®.



INFORMING AND EMPOWERING VISIONARIES

BlackMBA

2013 Editorial Calendar*

	Spring/Summer 2013	Fall/Winter 2013
SHIPS:	June 2013	September 2013
MATERIALS DEADLINE:	May 8, 2013	July 1, 2013
THEME:	Get Ready for Houston <ul style="list-style-type: none"> • Conference Preview • Building Your Career Skill Set • Hybrid Entrepreneurship 	Courageous Leadership – Owning Your Own Success <ul style="list-style-type: none"> • Building Your Network
BONUS DISTRIBUTION:		35th Annual NBMBA® Conference & Exposition

* Editorial calendar is subject to change without notice.



Black MBA Magazine, Summer 2012 Issue



In Every Issue

EDUCATION

Acquire the tools for growth and empowerment at any career level.

CAREER

Maximize your career potential with employment search resources, stories from the front, hot jobs to pursue now and a look at who's on the move.

ENTREPRENEURSHIP

Discover the whys of expanding wealth through business development and the hows of everything from buying a franchise to building your own brand.

LEADERSHIP

Hone or develop your potential as a decision maker and learn the secrets of top-level executives.

LIFESTYLE

Life is more than work. Embrace a full, balanced life that combines work, home, culture and community to create a truly empowered life.



INFORMING AND EMPOWERING VISIONARIES

BlackMBA

Digital Edition

NATIONAL
BLACK
mba
ASSOCIATION, INC.

Empowering Visionaries.

In addition to print, *Black MBA Magazine* is also available to members and subscribers in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA:

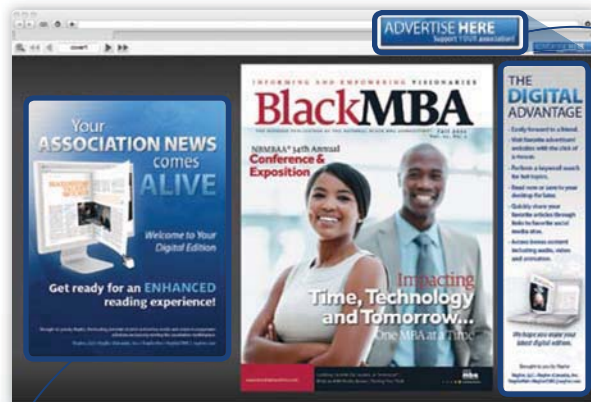
- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with readers to facilitate the hiring process
- Generate an immediate response from potential MBA candidates

Members and readers receive each issue via e-mail and each new issue is posted to blackmbaonline.com. A full archive of past issues is available, ensuring longevity for your online presence.



WITH THE DIGITAL EDITION, READERS CAN:

- View issues instantly from most smart phones
- Share articles on third-party news and social networking sites
- Use tabs to view archives, find a list of articles for one-click access and more
- Bookmark pages and insert notes
- Perform a keyword search of the entire magazine
- Navigate and magnify pages with one click
- Read the issue online or download and print for later



DIGITAL EDITION SPONSORSHIP

Your message will be prominently displayed directly across from the cover of the magazine. Animation, video and sound capabilities bring your message to life.

1 Issue* | **\$1,800**
2 Issues | **\$1,600 per issue**

DIGITAL EDITION TOOLBAR

Your company name is displayed as a button on the toolbar, found in the top-right corner of every page of the digital edition. Upon click, descriptive text about your company and a link to your website appear.

1 Issue* | **\$1,200**
2 Issues | **\$1,000 per issue**

DIGITAL EDITION SKYSCRAPER

The Digital Edition Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

1 Issue* | **\$1,500**
2 Issues | **\$1,300 per issue**

AD "JOLT" UPGRADE

Transform your static print advertisement into an attention-grabbing animated message in the digital edition.

Ad Jolt | **\$300**

*Due to increased circulation, premium pricing applies to 1-month contract for the Fall issue.



INFORMING AND EMPOWERING VISIONARIES

BlackMBA

Net Advertising Rates

Full-Color	IX	2X
OUTSIDE BACK COVER	\$8,100	\$7,200
INSIDE FRONT OR INSIDE BACK COVER	\$7,500	\$7,000
DOUBLE PAGE SPREAD	\$8,500	\$7,500
FULL PAGE W/ ADVERTORIAL PAGE	\$8,500	\$7,500
FULL PAGE	\$5,600	\$5,000
2/3 PAGE	\$4,200	\$3,300
ADVERTORIAL	\$5,600	\$5,000
1/2 PAGE	\$3,600	\$2,800
1/3 PAGE	\$2,500	\$2,100
1/4 PAGE	\$1,800	\$1,400
1/8 PAGE*	\$1,000	\$900



*Limited placement. Black-and-white rates are available upon request.

Bonus Visibility: All rates include a free e-link in the digital edition of *Black MBA Magazine*. Advertise with a 1/2 page or larger and receive a FREE Ad Jolt Upgrade in the digital edition. Ask your account executive about additional EXCLUSIVE branding solutions available with the digital edition.

Direct Mail Opportunity[†]

Advertise your products and services by including your flier, brochure or postcard along with the issue of *Black MBA Magazine*. Whether you are promoting an event, a new continuing education opportunity or your MBA program, placing a direct-mail piece along with the publication will ensure tremendous exposure for your organization.

DIGITIZE YOUR DIRECT MAIL PIECE! You also have the option to include your direct-mail piece as an attachment to the digital version for a nominal fee. To be included, advertisers must supply the digital file of the direct-mail piece to Naylor—high-resolution PDF file is preferred. If you would like to recreate your direct mail piece as an animated Flash file, additional charges apply.

Specifications and rates are furnished upon request. Ask your Naylor account executive about our direct mail opportunities.

[†]Advertisers placing a display ad and direct mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value.



Net Advertising Rates – Universities and MBA Programs

Universities and MBA programs are eligible for special advertising rates. For a full list of advertising and branding opportunities within *Black MBA Magazine*, contact your Naylor account executive.

Full-Color	IX	2X
FULL PAGE	\$3,000	\$2,600
2/3 PAGE	\$2,500	\$2,100
1/2 PAGE	\$2,000	\$1,800
1/3 PAGE	\$1,600	\$1,400
1/4 PAGE	\$1,300	\$1,100
1/8 PAGE*	\$800	\$650

*Limited placement. Black-and-white rates are available upon request.



Bonus Visibility: All rates include a free e-link in the digital edition of *Black MBA Magazine*. Advertise with a 1/2 page or larger and receive a FREE Ad Jolt Upgrade in the digital edition. Ask your account executive about additional EXCLUSIVE branding solutions available with the digital edition.

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BlackMBA NetWire

The official weekly newsfeed of the NMBBAA®

Black MBA NetWire provides general business, economic and career trend information, filtered through the lens of the NMBBAA®. Free opt-in registration is open to both NMBBAA® members and non-member subscribers, with circulation expanding to more than 25,000. Recipients include the most influential and active executives, business professionals, students, entrepreneurs and university professors.

THE BENEFITS OF BLACK MBA NETWORK:

- Cross-promoted in other NMBBAA® publications and communications pieces
- Directs visitors to the landing page of your choice
 - Link your message to your company's Career Listings page
 - Steer viewers to your university's MBA program page
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events



HORIZONTAL BANNERS

- Maximum six advertisers per issue (no rotation of ads)
- Located between popular sections of content

12 Months	\$9,000
6 Months	\$5,100
3 Months*	\$2,850

*Bonus positions may be available leading up to the NMBBAA Conference & Exposition. Due to increased traffic, premium pricing applies to any 3-month contract starting in July, August or September.



Let us customize an advertising program that fits your needs and budget.

Contact your Naylor account executive today for information on the full suite of advertising opportunities with NMBBAA®.

contact:



NMBBAA.org

The official website of the NMBBAA[®]

The NMBBAA[®] website is the gateway for members and non-members to access information about the association online. **Located at nbmbaa.org** (the top Google search result for “black MBA”), this highly targeted website positions your company as a leader in front of a dynamic group of educated, accomplished professionals of color. Visitors log on to nbmbaa.org to learn about upcoming association events, discover ways to maximize their NMBBAA[®] membership and explore networking opportunities.



THE NMBBAA[®] WEBSITE RECEIVES:

- 176,600+ visits each year
- 14,718+ visits each month
- More than 121,800 unique visitors each year
- 49 percent of site visitors reach NMBBAA.org via Web referral, bookmark, or email campaign - these are members who are actively invested in NMBBAA.

PAGE PEEL

- EXCLUSIVE position
- Home page only

12 Months | **\$9,000**

6 Months | **\$5,500**

3 Months* | **\$3,000**

3:1 RECTANGLE

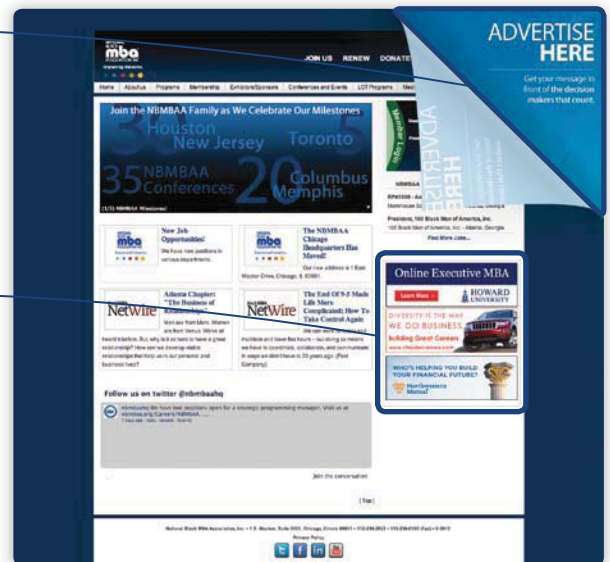
- Up to three ads rotating in each position
- Run-of-site exposure

12 Months | **\$6,200**

6 Months | **\$3,600**

3 Months* | **\$2,100**

**Due to increased traffic, premium pricing applies to any 3-month contract starting in July, August or September.*



Let us customize an advertising program that fits your needs and budget.

Contact your Naylor account executive today for information on the full suite of advertising opportunities with NMBBAA[®].

contact:



Conference Guide

The official resource of the NMBBAA® 35th Annual Conference & Exposition

An estimated 12,000 attendees will convene in Houston for the NMBBAA® 35th Annual Conference & Exposition. Ensure the best and brightest do not miss your booth by placing your ad in the official Conference Guide, a 6" x 9" publication distributed to all attendees.

Because the guide contains session details, floor maps, an exhibitor list and additional key information, it will be in the hands of attendees for the duration of the conference. Reach attendees as they build their list of "must see" booths.



COURAGEOUS LEADERSHIP:
OWNING YOUR OWN SUCCESS
SEPTEMBER 10-14, 2013



Net Full-Color Rates	IX
OUTSIDE BACK COVER	\$6,300
DOUBLE PAGE SPREAD	\$6,100
INSIDE FRONT OR INSIDE BACK COVER	\$5,200
FULL PAGE	\$4,000
1/2 PAGE	\$2,600
1/4 PAGE	\$1,500
1/8 PAGE	\$800

Let us customize an advertising program that fits your needs and budget.

Contact your Naylor account executive today for information on the full suite of advertising opportunities with NMBBAA®.

contact:



Conference Daily eNewsletters

The official resource of the NMBAA[®] 35th Annual Conference & Exposition

The daily eNewsletter will be e-mailed out each morning of the conference with highlights, scheduling changes and a preview of the day's activities. Reach on-site attendees, including Career Fair only, as well as NMBAA[®] members who couldn't make it to the event. Distribution is expected to top 21,000 each day of the conference!



COURAGEOUS LEADERSHIP: OWNING YOUR OWN SUCCESS SEPTEMBER 10-14, 2013

VERTICAL BANNERS

- Maximum four advertisers each day (no rotation of ads)
- Located alongside popular sections of content
- Includes distribution all five days of the conference

\$3,200



Let us customize an advertising program that fits your needs and budget.

Contact your Naylor account executive today for information on the full suite of advertising opportunities with NMBAA[®].

contact:



Advertorial Conference Email

The official resource of the NMBBAA® 35th Annual Conference & Exposition

EXCLUSIVE OPPORTUNITY

An exciting new advertising opportunity with NMBBAA, our sponsored email blast allows you to discuss important industry-related topics with members, as well as give them an opportunity to learn about your company's product and service offerings. Get enhanced visibility and drive traffic to your website when you sign up to sponsor our exclusive Conference email blast to subscribers.



35th
ANNUAL
CONFERENCE
& EXPOSITION

COURAGEOUS LEADERSHIP:
OWNING YOUR OWN SUCCESS
SEPTEMBER 10-14, 2013



THE UNIQUE BENEFITS OF THE ADVERTORIAL EMAIL BLAST:

- Exclusive ad space means you enjoy maximum visibility.
- Frequently forwarded to others for additional exposure.
- Directs visitors to the landing page of your choice to facilitate the purchasing process.
- You design your ad and choose your content*

*Pending approval from NMBBAA.

eBlast Advertorial \$3,500

NOTE ON MESSAGING:

Content should include information that NMBBAA would find of value and not be overtly promotional in nature.

DESIGN SPECIFICATIONS:

- The graphic should be 610 x 1024 pixels.
- JPG and GIF formats will be accepted but the entire message should not be graphic-based.
- Color Format RGB (CMYK may cause errors when viewing the eblast.)
- Content area is approximately 600px wide and will be surrounded by an NMBBAA-branded header/footer.

Let us customize an advertising program that fits your needs and budget.

Contact your Naylor account executive today for information on the full suite of advertising opportunities with NMBBAA®.

contact:



Conference Microsite

The official resource of the NMBBAA® 34th Annual Conference & Exposition

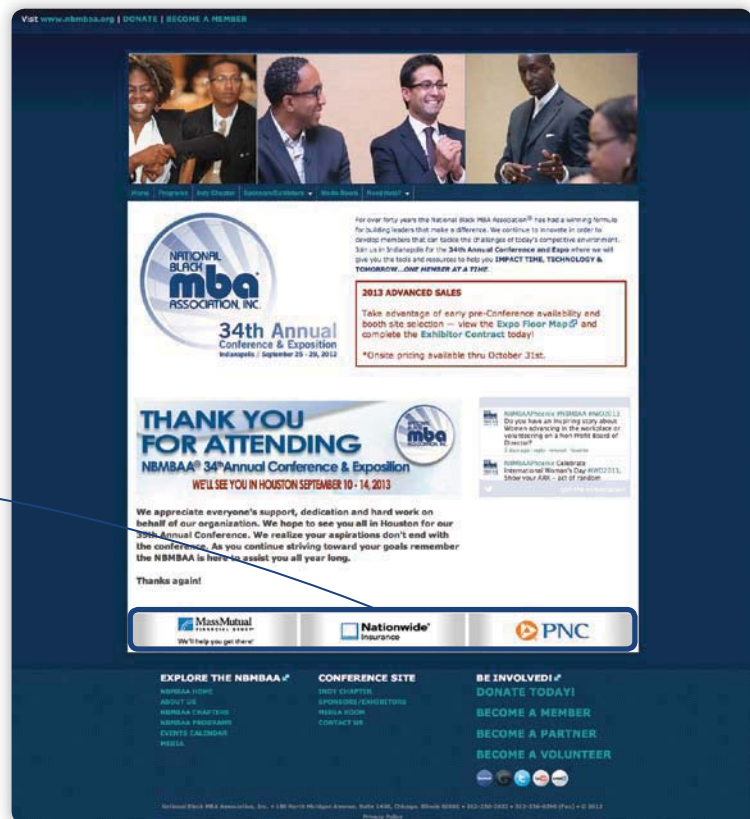
An estimated 12,000 attendees will convene in Indianapolis for the NMBBAA® 34th Annual Conference & Exposition. Your presence on the official conference website, linked from the NMBBAA home page, positions you in front of potential new hires and Indianapolis visitors in the months leading up to the show.

Target NMBBAA® members, attendees and exhibiting companies as they are registering for the show, planning their trip, making reservations and finalizing conference travel details. Upon click, you are able to direct visitors to the landing page of your choice.

COURAGEOUS LEADERSHIP:
OWNING YOUR OWN SUCCESS
SEPTEMBER 10-14, 2013

- 3:1 RECTANGLE BANNER**
- Up to three ads rotating in each position
 - Home page exposure

3 Months* | **\$1,225**



Let us customize an advertising program that fits your needs and budget.

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contact:

Print Specifications

<i>Black MBA Magazine</i>	Width	Height
DPS BLEED	17"	11.125"
DPS TRIM	16.75"	10.875"
DPS LIVE AREA	15.417"	9.5"
FULL-PAGE BLEED	8.625"	11.125"
FULL-PAGE TRIM	8.375"	10.875"
FULL-PAGE LIVE AREA	7"	9.5"
2/3-PAGE HZ	7"	6.333"
1/2-PAGE HZ	7"	4.583"
1/2-PAGE LONG VT	3.333"	9.5"
1/3-PAGE HZ	7"	3"
1/4-PAGE VT	3.333"	4.583"
1/8-PAGE HZ	3.333"	2.166"

<i>Conference Guide</i>	Width	Height
DPS BLEED	11.75"	8.75"
DPS TRIM	11.5"	8.5"
DPS LIVE AREA	10.75"	7.5"
FULL-PAGE BLEED	6"	8.75"
FULL-PAGE TRIM	5.75"	8.5"
FULL-PAGE LIVE AREA	5"	7.5"
1/2-PAGE HZ	5"	3.666"
1/2-PAGE VT	2.333"	7.5"
1/4-PAGE HZ	5"	1.666"
1/4-PAGE VT	2.333"	3.666"
1/8-PAGE HZ	2.333"	1.666"

Online Specifications

For a complete online guidelines, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

VERTICAL BANNER

Conference Daily and NMBAA® Access e-Newsletters

- 120 x 240 pixels
- JPG only (animation or Flash/SWF files not accepted)
- File size must be no greater than 100kb

HORIZONTAL BANNER

Black MBA Netwire

- 468 x 60 pixels
- JPG only (animation or Flash/SWF files not accepted)
- File size must be no greater than 100kb

3:1 RECTANGLE AD

NMBAA® website

- 300 x 100 pixels
- JPG, Animated GIF and Flash/SWF* accepted
- Animation must be less than 25 seconds in duration (including multiple loops)

PAGE PEEL

NMBAA® website

- 75 x 75 pixels; opens to 500 x 500 pixels
- JPG only (animation or Flash/SWF files not accepted)
- File size must be no greater than 100kb



SMALL BANNER

NMBAA® Conference & Exposition Microsite

- 270 x 100 pixels
- JPG only (animation or Flash/SWF files not accepted)
- File size must be no greater than 100kb

Black MBA Magazine Digital Edition

DIGITAL EDITION SPONSORSHIP

- 603 x 783 pixels
- JPG, Flash/SWF*, AVI, MPG, MOV, FLV or Real Player accepted
- Animation and video must be less than one minute in duration

DIGITAL EDITION TOOLBAR

- 250 x 50 pixels; 50 character limit (initial Toolbar button)
- JPG only (animation or Flash/SWF files not accepted)
- Maximum file size is 100kb

DIGITAL EDITION SKYSCRAPER

- 200 x 783 pixels
- JPG only (animation or Flash/SWF files not accepted)
- Maximum file size is 100kb

DIGITAL EDITION GUIDELINES

- Minimum 18pt type (depending on font style) should be used for clarity.



INFORMING AND EMPOWERING VISIONARIES

BlackMBA

*Digital Edition Flash Specifications

- Publish or export .SWF file for Flash Player 9 and ActionScript 3.0
- Set the frames per second (FPS) to 24
- Do not add buttons or any clickable actions; Please supply the intended URL to your Naylor account executive
- Avoid any ActionScript that can affect the Nxtbook engine, such as the `_parent` layer of the animation, `_level0` and `_root` references, or global functions like `setTimeinterval`
- Bitmaps should have “smoothing enabled” for best presentation
- All fonts, images, and support animations files should be embedded within the file
- Do not use flash stage color as background; Create a bottom layer and draw a solid filled box
- Animation time limit is approximately 25 seconds (including multiple loops); A stop action is needed at the end of the animation

*NMBAA.org Flash Specifications

- Publish or export .SWF file for Flash Player 9 and ActionScript 2.0
- Bitmaps should have “smoothing enabled” for best presentation
- All fonts, images, and support animations files should be embedded within the file
- Do not use flash stage color as background; Create a bottom layer and draw a solid filled box
- Animation time limit is approximately 25 seconds (including multiple loops); A stop action is needed at the end of the animation
- Create a proper ActionScript 2.0 button as follows:
 1. Symbol type needs to be “button”
 2. Set action script code exactly as below:

```
on (press) {  
    gotoURL(url, "_blank");  
}
```

NOTE: Do not type your intended URL in the code.

The purpose of setting up your Flash creative like this is so that we can control the landing page. Please supply the URL to your Naylor account executive.