EVENTS

It doesn’t get better than attending a BLACK ENTERPRISE event. Thousands of talented, ambitious African American men and women turn out for each of our four annual summits: the Black Enterprise Women of Power Summit, the Black Enterprise Entrepreneurs Summit, Black Men Xcel Summit, and the Black Enterprise Tech ConneXt Summit. These are high-energy business events that are rich in entertainment and recreation, but are also filled with serious networking opportunities where up-and-comers mix freely with industry leaders. Our suite of events extends to partnerships with the African American Film Festival and ABFF Honors. Client-customized events include The Good Life, BE Modern Man, and BE Smart activations.

A BLACK ENTERPRISE event is always a draw for a potent mix of professionals and business owners you won’t find anywhere else.

BROADCAST

Real people—a broad spectrum of African American entrepreneurs, corporate executives, innovators, investors, and entertainers—are the centerpiece of our two nationally syndicated television programs: Women of Power and Our World with Black Enterprise. Women of Power, hosted by Caroline Clarke, is a fresh new half-hour series providing success secrets, strategies, and advice to uplift, motivate, and celebrate women of color. Our World with Black Enterprise, provides a timely, in-depth, weekly examination of the issues and trends shaping the lives of African Americans.

Now reaching 90% of African American households, BLACK ENTERPRISE on TV is a direct connection to a vibrant consumer audience.

DIGITAL

Achieving “Wealth for Life” isn’t a once-a-month task; it requires day-to-day, moment-to-moment engagement. With BlackEnterprise.com, our online audience is always connected to breaking financial news as well as helpful small business and career management content. Our rich digital content is accessible online, via tablet, and mobile and is shareable across a variety of social media platforms, from Facebook to Twitter.

BlackEnterprise.com is solution-oriented interactive engagement.

PUBLISHING

The audience of BLACK ENTERPRISE magazine is not only sizable (6 million readers, 500,000 paid circulation) it’s unduplicated. With only a 10% reader overlap with other financial publications, BLACK ENTERPRISE is a direct line to an affluent, educated audience you won’t find anywhere else. Here’s why: Each month, we connect on a personal level with African Americans who are serious about success, who depend on our expertise, and who recognize that our coverage is about their lives, their challenges, their aspirations.

For our readers, BLACK ENTERPRISE is more than a magazine, it’s a tool for living.
MAXIMIZING EVERY ASPECT OF YOUR LIFE

The centerpiece of BLACK ENTERPRISE content is our Wealth For Life initiative. Wealth For Life provides relevant information for success-minded people at every stage of their financial journey—from the recent college graduate working toward financial independence to the seasoned mid-lifer looking to maximize career options to the retiree who wants to be able to enjoy the fruits of a lifetime of hard work.

THE NATION’S LARGEST BLACK BUSINESSES

The companies who make the BE 100s list are the undisputed best in their fields. Only the most productive and prestigious African American businesses are honored: led by executives with the insight and passion to advance regardless of the economic climate. The cornerstone of the publication’s June issue, this comprehensive analysis includes industrial/service companies, auto dealerships, financial services firms, and advertising agencies.

HELPING STUDENTS ACHIEVE THEIR DREAMS

We launched the BE Smart initiative to bring together educators, administrators, professionals, and business leaders to find new, inventive ways to improve educational opportunities for our children and prepare them for excellence and leadership in the 21st century. Our multiplatform approach seeks to promote engagement, collaboration, and action.

IT’S OUR NORMAL TO BE EXTRAORDINARY

BE ModernMan honors the essence, image, and works of today’s modern man. With 100 features of entrepreneurs, agents of change, executives, leaders, creatives, students, politicians, and professionals of diverse walks, ages, and life stages, these men of color share the common thread of creating a new normal while setting the bar in tech, fashion, philanthropy, art, business, and beyond.

WOMEN OF POWER

They are among the most ambitious and influential executives in corporate America. They are America’s fast-growing segment of entrepreneurs. And they are household CFOs who manage and invest billions of dollars in spending power. They are the Women of Power, the most powerful women in business, and no one captures this key group of influencers like BE across every media platform, culminating with the unduplicated Women of Power Summit, the nation’s No. 1 professional development event for corporate and professional women of color.

INCLUSION IS A CORE BUSINESS STRATEGY

The 40 Best Companies for Diversity are determined by a comprehensive outreach effort to the CEOs and diversity executives of the top publicly traded companies, and the diversity executives of the leading global companies with strong U.S. operations. The companies identified in the special report outperformed their peers in one or more of four key categories: supplier diversity, senior management, board involvement, and employee base.
## CONTENT CALENDAR

### JANUARY

#### EVENTS

- **NEW YEAR, NEW DISCOVERIES**
  - The New Leaders: 30 Under 30
  - 30-Day Money Cleanse
  - BE Podcast @ CES: Black Tech Startups
  - Mentorship Month

#### DIGITAL | SOCIAL

- ABFF HONORS: A CELEBRATION OF HOLLYWOOD
  - Feb. 25, 2018
  - Beverly Hills Hilton
  - Beverly Hills, CA

#### BE SMART HBCU SUMMIT

- BE SMART HBCU SUMMIT: TECH
  - Black Love: Power Couples
  - Love Your Heart: Health Equals Wealth
  - Black History Month: Greatest Moments in Black Business History
  - ABFF Honors Coverage

### FEBRUARY

#### EVENTS

- ABFF HONORS: A CELEBRATION OF HOLLYWOOD
  - Feb. 25, 2018
  - Beverly Hills Hilton
  - Beverly Hills, CA

#### DIGITAL | SOCIAL

- BE SMART HBCU SUMMIT: TECH
  - Black Love: Power Couples
  - Love Your Heart: Health Equals Wealth
  - Black History Month: Greatest Moments in Black Business History
  - ABFF Honors Coverage

### PUBLISHING

#### WOMEN OF POWER SPECIAL

- Top Women in Business
- Corporate Mentors & Rising Stars

#### OUR WORLD WITH BLACK ENTERPRISE

- Business of Fashion
- Top Executives and Industry Leaders
- Inspirational Small Businesses

### WOMEN OF POWER TV

- Millennial Leaders: 30 Under 30
- Personal Finance & Consumer Education
- Health & Wellness, Relationships, Work/Life Balance
- Travel, Fashion & Lifestyle Trends

### OUR WORLD WITH BLACK ENTERPRISE

- North American International Auto Show Coverage
- CES 2018: Latest Trends in Tech
- Hottest Personalities, Celebrities & Influential Newsmakers
- Inspirational Small Businesses
- Top Executives and Industry Leaders

### WOMEN OF POWER TV

- Women in Tech
- Women & Health
- Travel, Fashion & Lifestyle Trends

### OUR WORLD WITH BLACK ENTERPRISE

- Business of Fashion
- Top Executives and Industry Leaders
- Inspirational Small Businesses
## CONTENT CALENDAR

### MAY

#### EVENTS
- **FRESH START AT WORK**
  - The BE Smart “Getting Started” Guide for Graduates
  - Summer School: Build Your Professional Skills
  - Mother’s Day: Mompreneurs
  - Best Cities For Black Business

#### DIGITAL | SOCIAL

### JUNE

#### EVENTS
- **2018 BLACK ENTERPRISE ENTREPRENEURS SUMMIT**
  - June 6-9, 2018
  - Charlotte Convention Center
  - Charlotte, NC

- **2018 AMERICAN BLACK FILM FESTIVAL**
  - June 13-17, 2018
  - Miami Beach, FL

#### DIGITAL | SOCIAL
- **BUSINESS OF ENTERTAINMENT**
  - Black Music Month: Entertainment Entrepreneurs
  - Hottest Moments From ABFF
  - Entrepreneurs Summit Recap
  - Business Game Changers in the LGBT Community
  - NBA Playoffs

### PUBLISHING

#### BE 100s: AMERICA’S LARGEST BLACK-OWNED BUSINESSES
- 2018 Annual Report on Black Business
- Best Cities for Black Business

#### WOMEN OF POWER TV
- Mother-Daughter Businesses
- Work/Life Balance
- Money, Personal Finance & Consumer Education
- Health & Wellness, Relationships, Work/Life Balance
- Travel, Fashion & Lifestyle Trends

#### OUR WORLD WITH BLACK ENTERPRISE
- BE Modern Men: Men and Their Moms
- Class of 2018: Career Options for New Graduates
- Hottest Personalities, Celebrities & Influential Newsmakers

#### OUR WORLD WITH BLACK ENTERPRISE
- Top Female Entrepreneurs
- Powerful Women at ABFF
- Women of Black Music Month
- Money, Personal Finance & Consumer Education

### BROADCAST

#### WOMEN OF POWER TV
- Entrepreneurs Summit Recap
- ABFF Special
- BE 100s: Rising Stars Among Largest Black Companies
- Father’s Day: Father & Son Business Teams
# CONTENT CALENDAR

## JULY

### EVENTS

**SUMMER SELF-IMPROVEMENT**
- The Business of Black Beauty
- Black Conference Guide
- Summer Health & Fitness
- Volunteer Vacations

### DIGITAL & SOCIAL

**POWER IN THE BOARDROOM**
- 2018 Black Enterprise Registry of Corporate Directors
- Career Strategies: Climbing the Corporate Ladder

## AUGUST

### EVENTS

**2018 BLACK MEN XCEL SUMMIT**
August 29–September 2, 2018
PGA National Golf Resort & Spa
West Palm Beach, FL

### DIGITAL & SOCIAL

**POWER IN THE BOARDROOM**
- How to Get on Corporate Boards
- Black Men XCEL Summit Coverage
- STEAM: Back to School Special Programs

### PUBLISHING

**POWER IN THE BOARDROOM**
- Black Men XCEL Summit Preview
- BE Smart: Back to School Special

### WOMEN OF POWER TV

- Leaders, Celebrities, Tastemakers & Influencers
- Money, Personal Finance & Consumer Education
- Health & Wellness, Relationships, Work/Life Balance
- Travel, Fashion & Lifestyle Trends

### OUR WORLD WITH BLACK ENTERPRISE

- Hottest Personalities, Celebrities & Influential Newsmakers
- Inspirational Small Businesses
- Top Executives and Industry Leaders

### WOMEN OF POWER TV

- Leaders, Celebrities, Tastemakers & Influencers
- Money, Personal Finance & Consumer Education
- Health & Wellness, Relationships, Work/Life Balance
- Travel, Fashion & Lifestyle Trends

### OUR WORLD WITH BLACK ENTERPRISE

- Hottest Personalities, Celebrities & Influential Newsmakers
- Inspirational Small Businesses
- Top Executives and Industry Leaders
## CONTENT CALENDAR

### SEPTEMBER

**DIGITAL | SOCIAL**
- **PROFESSIONAL DEVELOPMENT**
  - Best Colleges for African Americans
  - Small Business University
  - Finding the Right Mentors in Business and Life
  - Fashion Week: Leaders of Business Style

**EVENTS**
- **2018 BLACK ENTERPRISE TECHCONNEXT SUMMIT**
  - Silicon Valley

**PUBLISHING**
- **CORPORATE SUCCESS**
  - New Corporate Leadership
  - Best Colleges for African Americans

**BROADCAST**
- **WOMEN OF POWER TV**
  - Female Directors in the Boardroom
  - Programs for Career Advancement
  - Fashion Week Coverage
  - Leaders, Celebrities, Tastemakers & Influencers
  - Health & Wellness, Relationships, Work/Life Balance

- **OUR WORLD WITH BLACK ENTERPRISE**
  - Black Corporate Directors of Largest Public Companies
  - Black Men XCEL Summit Recap
  - Hottest Personalities, Celebrities & Influential Newsmakers
  - Inspirational Small Businesses

**EVENTS**
- **MOST INFLUENTIAL LEADERS OF TECH**
  - Digital Disruptors in Corporate America
  - TechConneXt Summit 4.0
  - BE Smart Hackathon
  - Wealth for Life: Year-end Financial Planning

### OCTOBER

**DIGITAL | SOCIAL**

**EVENTS**
- **2018 BLACK ENTERPRISE TECHCONNEXT SUMMIT**
  - Silicon Valley

**PUBLISHING**
- **CORPORATE SUCCESS**
  - Achieving Financial Independence for Retirement
  - Health: Women and Men Surviving Breast Cancer

**BROADCAST**
- **WOMEN OF POWER TV**
  - Women Innovators at TechConneXt Summit
  - Money, Personal Finance & Consumer Education
  - Health & Wellness, Relationships, Work/Life Balance
  - Travel, Fashion & Lifestyle Trends

- **OUR WORLD WITH BLACK ENTERPRISE**
  - BE TechConneXt Summit
  - Executive Health
  - Hottest Personalities, Celebrities & Influential Newsmakers
  - Inspirational Small Businesses

**EVENTS**
- **OUR WORLD WITH BLACK ENTERPRISE**
  - Black Corporate Directors of Largest Public Companies
  - Black Men XCEL Summit Recap
  - Hottest Personalities, Celebrities & Influential Newsmakers
  - Inspirational Small Businesses
<table>
<thead>
<tr>
<th>November</th>
<th>December</th>
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</table>
| **GUIDE TO GROWING YOUR SMALL BUSINESS**  
- Small Business Saturday  
- Best Business Opportunities for Holiday Season  
- Veteran Entrepreneurs and Executives | **MOST INTRIGUING BUSINESSPEOPLE OF THE YEAR**  
- Top Stories of 2018  
- New Trends for 2019  
- Black Business Gift Guide |
| **SPECIAL BUSINESS TECH ISSUE**  
- Most Influential Tech Leaders in Corporate America  
- TechConneXt Summit Recap | **PUBLISHING**  
- Leading Accelerators, Incubators & Co-Working Spaces  
- Special Report: Best Companies for Diversity |
| **WOMEN OF POWER TV**  
- Female Angel Investors  
- Money, Personal Finance & Consumer Education  
- Health & Wellness, Relationships, Work/Life Balance  
- Travel, Fashion & Lifestyle Trends | **OUR WORLD WITH BLACK ENTERPRISE**  
- Getting Financing For Your Business  
- The Best in Holiday Entertaining  
- Hottest Personalities, Celebrities & Influential Newsmakers  
- Top Executives and Industry Leaders |
| **WOMEN OF POWER TV**  
- Money, Personal Finance & Consumer Education  
- Health & Wellness, Relationships, Work/Life Balance  
- Travel, Fashion & Lifestyle Trends | **OUR WORLD WITH BLACK ENTERPRISE**  
- Most Fascinating Women in Business  
- Money, Personal Finance & Consumer Education  
- Health & Wellness, Relationships, Work/Life Balance  
- Travel, Fashion & Lifestyle Trends |
| **OUR WORLD WITH BLACK ENTERPRISE**  
- What’s Hot/What’s Not for 2019  
- Hottest Personalities, Celebrities & Influential Newsmakers  
- Inspirational Small Businesses  
- From the Corner Office: Top Executives and Industry Leaders | **BROADCAST**  
- Success Secrets from Businesspeople of the Year  
- What’s Hot/What’s Not for 2019  
- Hottest Personalities, Celebrities & Influential Newsmakers  
- Inspirational Small Businesses  
- From the Corner Office: Top Executives and Industry Leaders |
SOMETIMES THE RIGHT CONNECTION IS ALL YOU NEED

The aim of BLACK ENTERPRISE Events is to create opportunities for its clients to reach the BLACK ENTERPRISE audience. BLACK ENTERPRISE Events offer sporting activities, special business and educational programs to meet the needs of our clients and the BE audience. Our signature events offer business opportunities, unrivaled networking for decision makers, and the best in leisure activity. Nowhere else can you experience such a combination in one place and time.

Our events, our audience, and our partnerships are first class. The benefits are tremendous with BLACK ENTERPRISE Events. Partnerships offer the opportunity to be associated with the nation’s premier business and networking events. It also provides prospects for involvement, promotional placement, branding through event materials and advertisement across all of our multimedia platforms. Our partners take full advantage of the exposure and experience of interacting with our diverse audience of tastemakers and leaders. Additional benefits include full registrations, lead generation, pre-and-post marketing efforts and data, and integration within each event program element.
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<tr>
<th>JAN</th>
<th>FEB</th>
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<th>APR</th>
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<td>LIFESTYLE</td>
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<td><img src="image" alt="BE EVENTS ABFF Film Festival。】" /></td>
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</table>
## Women of Power Summit

An exclusive 3-day gathering of more than 1000 women of color executives

### Summit Attendees Are Educated And Affluent
- Graduated college: 94%
- Post-graduate degree: 50%
- HHI $100K—$250K: 61%

### Personal Profile
- Attendees between ages 35 and 54: 64%
- Average age: 43

### Executive Level
- More than 66% of the attendees are senior level managers
- President: 10.4%
- Vice President: 13.9%
- General Manager: 2.6%
- Owner/Partner: 5.7%
- Manager: 10.6%
- Executive Director: 22.9%

## Entrepreneurs Summit

The country’s premier business summit and networking event for 1,200 African American entrepreneurs and aspiring entrepreneurs

### Conference Attendees Are Educated And Affluent
- Graduated college+: 78%
- Post-graduate degree: 38%
- HHI $100+: 64%

### Personal Profile
- Male/Female: 43%/57%
- Attendees between ages 25 and 34: 25%
- Attendees between ages 35 and 54: 56%
- Average age: 42

### Entrepreneurial Level
- Own a business: 59%
- In business more than 5 years: 42.2%
- Average years in business: 5

### Businesses Represented
- Marketing/Advertising/Communications: 11.1%
- Education/Training: 3.1%
- Retail/Wholesale: 10.2%
- Computer/Technology: 9.9%
- Real Estate/Construction: 9.5%
- Professional/Personal Services: 20.5%
- Medical: 4.32%
- Finance: 5.6%
- Law: 3.6%
- Other: 20.5%
BLACK MEN XCEL SUMMIT
A multi-day celebration of enlightenment, empowerment, and excellence that honors the essence of today’s man of color

Challenge Attendees Are Educated And Affluent
Average household income  $183,000
Graduated college+  90%
Post-graduate degree  48%

Thought leaders and decision makers who represent a core segment of the 
be subscriber base
Top and middle managers  85%
Own a business  45%
Married  44%

Personal Profile
Male/Female  58%/42%
Attendees between ages 35 and 54  60%

Nationally Dispersed Attendees
Northeast  31%
Southeast  39%
Midwest  13%
Southwest  11%
Northwest  6%

TECH CONNEXT SUMMIT
A unique and unparalleled opportunity, bringing the best and brightest of the tech community from Silicon Valley and beyond. There has never been an event quite like this.

Summit Attendees Are Educated And Affluent
Average household income  $150,000
Average annual household spend  $75,000
Graduated college+  87%

Industries Represented
Advertising/Marketing/Entertainment  21%
Sales  11%
Entrepreneurs  9%
Education  8%
Mobile/Telecom  7%
Finance  5%
Technology/Robotics  4%
VC/Incubators/Accelerators  3%

Personal Profile
Male/Female  51%/49%

Nationally Dispersed Attendees
CA  60%
NY  7%
GA  3%
NJ  3%
TX  3%
NC  3%

Data Consumption
Mobile  37%
Laptop/Desktop  46%
Tablet  9%
TV  8%
## SPONSORSHIP BENEFITS

### PRESENTING SPONSORSHIP
- Opportunity to host a main stage event/program
- Opportunity for involvement in programmatic elements of the event (i.e., panel speaker, moderator, welcome remarks, etc.)
- Category exclusivity
- Advertisement in the Event App
- Reserved table(s) at main stage hospitality events
- Corporate identification in [BLACK ENTERPRISE](https://www.blackenterprise.com) network’s national promotional and PR campaigns.
- Conference Registrations
- Complete list of event attendees provided for post event direct marketing.
- Expo booth opportunities (excludes Women of Power Summit and Golf & Tennis Challenge)
- Digital branding and content integration on event dedicated landing page of [www.blackenterprise.com](http://www.blackenterprise.com)

### PLATINUM SPONSORSHIP
- Opportunity for involvement in programmatic elements of the event (i.e., panel speaker, moderator, etc.)
- Create a customized afternoon Session.
- Advertisement in the Event App
- Reserved table at main stage hospitality events
- Corporate identification in [BLACK ENTERPRISE](https://www.blackenterprise.com) network’s national promotional and PR campaigns.
- Conference Registrations
- Complete list of event attendees provided for post event direct marketing.
- Expo booth opportunities (excludes Women of Power Summit and Black Men Xcel Summit)
- Digital branding and content integration on event dedicated landing page of [www.blackenterprise.com](http://www.blackenterprise.com)

### RATES & BENEFITS

<table>
<thead>
<tr>
<th>Event</th>
<th>Presenting Rate (net)</th>
<th>Platinum Rate (net)</th>
<th>Corporate Rate (net)</th>
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<tbody>
<tr>
<td>Women of Power Summit</td>
<td>$175,000</td>
<td>$125,000</td>
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<td>$75,000</td>
</tr>
</tbody>
</table>

*RATES & BENEFITS SUBJECT TO CHANGE*
CONNECTED & ENGAGED

BE Digital. BE Next. BE Now.

Accessed from via the Web, smartphones, and tablets, BlackEnterprise.com is the first-stop online destination for African American professionals and entrepreneurs. And with good reason: This interactive and user-friendly website offers expert advice, analysis, resources, and insight from BLACK ENTERPRISE’s esteemed editors and the nation’s top thought leaders in small business, money management, careers, and lifestyle. BlackEnterprise.com features photos and exclusive video series that keep you entertained and informed, and social media tools, including Facebook and Twitter, that help you connect and engage with your peers. Visitors can even view the latest editions of our TV shows, Women of Power and Our World with Black Enterprise, and connect live to our conferences and events via live streaming video. Innovative... authoritative... accessible... BlackEnterprise.com is the online nexus for people looking to stay informed and competitive.
<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Page</td>
<td>Money, Career, Small Business, Technology, Lifestyle, News, Events, Women of Power, and Education</td>
</tr>
<tr>
<td>Money</td>
<td>Investing, Planning &amp; Budgeting, Homeownership, Love &amp; Money, and more</td>
</tr>
<tr>
<td>Career</td>
<td>Career Advice, Top Careers, Changing Lanes, and Find Jobs</td>
</tr>
<tr>
<td>Small Business</td>
<td>Getting Started, Home Based, Franchises, and Financing</td>
</tr>
<tr>
<td>Lifestyle</td>
<td>Arts &amp; Culture, Travel &amp; Leisure, SportsBiz, and Health &amp; Wellness</td>
</tr>
<tr>
<td>Technology</td>
<td>Tools, Products, and People</td>
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<tr>
<td>News</td>
<td>Hot Topics and Washington Report</td>
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<tr>
<td>Photos</td>
<td>Photo galleries featuring exclusive images and photo essays</td>
</tr>
<tr>
<td>Videos</td>
<td>&quot;The High Life,&quot; &quot;Ask the Experts,&quot; &quot;Small Business Advantage,&quot; &quot;One on One&quot; as well as exclusive video from our events.</td>
</tr>
<tr>
<td>TV Shows</td>
<td>Clips and full episodes from Our World with Black Enterprise and Women of Power.</td>
</tr>
<tr>
<td>Magazine</td>
<td>A look inside the issues of black enterprise magazine as well as exclusive Web extras from each issue.</td>
</tr>
<tr>
<td>Events</td>
<td>Go behind-the-scenes and hear from experts at our annual events including the Black Enterprise Entrepreneurs Summit, the Black Enterprise Women of Power Summit, the Black Enterprise Golf &amp; Tennis Challenge, Black Enterprise Tech ConneXt Summit, The American Black Film Festival, and the ABFF Honors Awards Show</td>
</tr>
<tr>
<td>BE Lists</td>
<td>Use this directory of the top black businesses, executives, colleges and more...</td>
</tr>
<tr>
<td>Women of Power</td>
<td>Movers, shakers and dealmakers who are proud women of power—executives and business leaders who are breaking barriers and challenging the status quo. Get advice, insight and inspiration...</td>
</tr>
</tbody>
</table>
**USER PROFILE**

- Users: +68%
- Pageviews: +70%

**User Profile**
- Average Age: 36
- Women: 53%
- Men: 47%

**Education**
- Holds Undergraduate Degree: 44%
- Holds Post-Graduate Degree: 36%

**Average Household Income**
- $50k — $100k: 38%
- $100k+: 39%

**Employment**
- Professional/Managerial: 68%
- Owner/Part Owner of Business: 31%
- Company Size:
  - 2,000+: 23%
  - 600 - 1,999: 7%
  - 100 - 599: 15%
  - Less than 100: 55%
- Student: 13%

**Statistical, Behavioral, & Composition Data**
- Average Monthly Users: 468,991
- Page Views: 0.852 Million
- Visits: 0.550 Million
- Average Time Spent: 1:06 Minutes

**Magazine**
- Digital Subscribers: 11%
- Print Subscribers: 89%

**SOCIAL MEDIA**

The BlackEnterprise.com social media audience is highly interactive with the core content and are stimulated more by resources, primarily information tailored with the African American perspective.

In addition to support of daily content, we also support our social efforts by hosting a variety of social events. Some of our most engaging events include our Twitter and Facebook chats, live Periscope, and Blab.im sessions with business experts and entertainment personalities. We also host events in support of internal programs such as our BESmart and BEModern Man initiatives.

**Importance of Content for Our Readers**
- Business & News
- Career
- Lifestyle
- Education
- Money
- Music & Entertainment

**Statistical, Behavioral, & Composition Data**
- Facebook Fans: 585,793
- Twitter Followers: 248,474
- Instagram: 211,119
- Periscope: 35,449
- LinkedIn Connections: 20,784
- Pinterest: 4,802
- YouTube: 5,597

**MOBILE**


**Site Features**
- **Articles**
  - Get all the info you need to know and weigh in on news, politics, and issues affecting our community.
- **Photos**
  - Browse through hundreds of photos of our celebrities, tastemakers, and events.
- **Video**
  - Gain access to our experts, editors, events, and TV shows (Women of Power and Our World with Black Enterprise).

**Branding**
- 320x50 or 300x50 banners contextually positioned to target audiences on the go.

**Mobile Impressions**
- Average Monthly Page Views: 181,226
- Average Monthly Impressions: 382,453

Source: Comscore, Quantcast, Google Analytics
### AD SPECIFICATIONS

#### Standard/High Impact

<table>
<thead>
<tr>
<th>Standard Media</th>
<th>Formats</th>
<th>Max Flash</th>
<th>Max JPG/GIF</th>
<th>Loop Limit</th>
<th>Max Expansion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard: 728x90</td>
<td>HTML5 (3rd Party Preferred), Flash, JPG, GIF, SWF, Static-JPG</td>
<td>40k</td>
<td>40k</td>
<td>3 Loops max</td>
<td>728x270</td>
</tr>
<tr>
<td>Medium Rectangle: 300x250</td>
<td>HTML5 (3rd Party Preferred), Flash, JPG, GIF, SWF, Static-JPG</td>
<td>40k</td>
<td>40k</td>
<td>3 Loops max</td>
<td>600x250</td>
</tr>
<tr>
<td>Half Page: 300x600</td>
<td>HTML5 (3rd Party Preferred), Flash, JPG, GIF, SWF, Static-JPG</td>
<td>40k</td>
<td>40k</td>
<td>3 Loops max</td>
<td>600x600</td>
</tr>
<tr>
<td>Wallpaper: 1600x1024</td>
<td>Custom 1x1</td>
<td>—</td>
<td>40k</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Pushdown: 970x90</td>
<td>1x1 Impression &amp; click tracking, HTML5 (Preferred, 3rd party hosted only)</td>
<td>60k (SWF)</td>
<td>40k</td>
<td>3 Loops max</td>
<td>970x415r</td>
</tr>
</tbody>
</table>

#### Rich Media

<table>
<thead>
<tr>
<th>Standard Media</th>
<th>File Type</th>
<th>Initial Load</th>
<th>Max File</th>
<th>3rd Party Tags</th>
<th>Specs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard: 728x90</td>
<td>JPG, GIF, SWF</td>
<td>&lt;15K</td>
<td>100K</td>
<td>Yes</td>
<td>Expands down; Max expanded size: 728x315</td>
</tr>
<tr>
<td>Medium Rectangle: 300x250</td>
<td>JPG, GIF, SWF</td>
<td>&lt;15K</td>
<td>100K</td>
<td>Yes</td>
<td>Expands left; Max expanded size: 600x250</td>
</tr>
<tr>
<td>Half Page: 300x600</td>
<td>JPG, GIF, SWF</td>
<td>&lt;15K</td>
<td>100K</td>
<td>Yes</td>
<td>Expands left; Max expanded size: 600x600</td>
</tr>
<tr>
<td>Interstitial: 640x480</td>
<td>JPG, GIF, SWF</td>
<td>60K</td>
<td>100K</td>
<td>Yes</td>
<td>&quot;X-Close&quot; button in upper right corner. 15 seconds, then auto-close. Please provide 3rd party ad tag, or if siteserved, SWF &amp; FLA, and all corresponding fonts and build in a clickTag.</td>
</tr>
</tbody>
</table>

---

For complete specifications, visit [http://www.blackenterprise.com/mediakit/ad-specs/](http://www.blackenterprise.com/mediakit/ad-specs/)

**FTP Site**

ftp.blackenterprise.com

Login: artftp  ■  Password: artftp

**Corporate Headquarters NewYork Office**

260 Madison Avenue, 11th Floor ■ New York, New York 10016

212-886-9555 Fax: 212-886-9618  ■  E-mail: beads@blackenterprise.com
<table>
<thead>
<tr>
<th>Start</th>
<th>End</th>
<th>Placement</th>
<th>Ad Unity Size &amp; Description</th>
<th>CPM*</th>
<th>Cost (net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>n/a</td>
<td>n/a</td>
<td>ROS_300x250, 300x600, 728x90</td>
<td>300x250, 300x600, 728x90</td>
<td>$14.00</td>
<td>n/a</td>
</tr>
<tr>
<td>n/a</td>
<td>n/a</td>
<td>ROS_300x400 Video Pre Roll</td>
<td>Pre Roll</td>
<td>$20.00</td>
<td>n/a</td>
</tr>
<tr>
<td>n/a</td>
<td>n/a</td>
<td>Run of Channel_300x250, 300x600, 728x90</td>
<td>300x250, 300x600, 728x90</td>
<td>$16.67</td>
<td>n/a</td>
</tr>
<tr>
<td>n/a</td>
<td>n/a</td>
<td>Run of Channel_300x400 Video Pre Roll</td>
<td>Pre Roll</td>
<td>$25.00</td>
<td>n/a</td>
</tr>
<tr>
<td>n/a</td>
<td>n/a</td>
<td>ROS WAP_320x50_300x50_320x250</td>
<td>Various Mobile Sizes 320x50_300x50_168x28_216x36_320x250</td>
<td>$10.00</td>
<td>n/a</td>
</tr>
<tr>
<td>One Day</td>
<td>One Day</td>
<td>BE.Com Main Page Takeover</td>
<td>300x250 (2), 728x90 (2), Wallpaper</td>
<td>Flat</td>
<td>$3,360</td>
</tr>
<tr>
<td>One Day</td>
<td>One Day</td>
<td>Email Blast_728x350</td>
<td>728x350</td>
<td>Flat</td>
<td>$3,500</td>
</tr>
<tr>
<td>One Day</td>
<td>One Day</td>
<td>Newsletter_300x250</td>
<td>300x250</td>
<td>Flat</td>
<td>$2,500</td>
</tr>
<tr>
<td>One Day</td>
<td>One Day</td>
<td>Twitter/ Facebook Posts</td>
<td>n/a</td>
<td>Flat</td>
<td>$2,750</td>
</tr>
<tr>
<td>One Day</td>
<td>One Day</td>
<td>Twitter Chat</td>
<td>n/a</td>
<td>Flat</td>
<td>$5,000</td>
</tr>
</tbody>
</table>
Women of Power hosted by Caroline Clarke brings you the biggest names in business with our Power Suite interviews, essential Power of the Purse discussions on personal finance, Power Forward topics including work-life balance, and Luxe Life featuring the hottest lifestyle trends and luxury living.

REACHING 55% OF AFRICAN AMERICAN HOUSEHOLDS & GROWING!

Our World with Black Enterprise hosted by Paul Brunson highlights the contemporary African American experience with All Access interviews of today’s top newsmakers and celebrities, From the Corner Office features on success secrets of movers and shakers, and Slice of Life profiles of ordinary people “paying it forward” in their communities.
FROM THE EXECUTIVE SUITE ... TO THE RED CARPET!

From the executive suite... to the red carpet! Join us weekly for the who’s who in Entertainment, Politics, and Corporate America. Our World with Black Enterprise features exclusive interviews with today’s top newsmakers and celebrities, while spotlighting corporate executives, small business leaders, and community champions.

Segments

All Access — Our celebrity headliners give our viewers an exclusive look inside their latest projects and high-profile lives.

Entrepreneur of the Week — Features successful small business owners who provide our viewers with tips on growing their business ventures.

From the Corner Office — We highlight success secrets of movers and shakers, from the most powerful people in business, entertainment, sports, and philanthropy.

Slice of Life — We introduce you to everyday heroes making a difference by doing extraordinary things in their community.

Viewers Demographics

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Age—Women</td>
<td>34</td>
</tr>
<tr>
<td>Median Age—Men</td>
<td>30</td>
</tr>
<tr>
<td>Average Household Income</td>
<td>$136,000</td>
</tr>
</tbody>
</table>

Household Coverage & Reach

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Ratings</td>
<td>2.1</td>
</tr>
<tr>
<td>Total U.S. Households</td>
<td>112.1M</td>
</tr>
<tr>
<td>Syndication</td>
<td>54%</td>
</tr>
<tr>
<td>Total African American Households</td>
<td>15.0M</td>
</tr>
<tr>
<td>Syndication</td>
<td>70%</td>
</tr>
</tbody>
</table>

Airs in These Top African American Markets

- New York
- Atlanta
- Chicago
- Los Angeles
- Baltimore
- Detroit
- Houston
- New Orleans
- Miami
- Dallas

Additional Sponsorship Opportunities

- Tie-ins with other Black Enterprise media platforms and other customized opportunities.

SOURCE: NIELSEN MEDIA RESEARCH. MARKETS SUBJECT TO CHANGE
A fresh new half-hour series providing an in-depth, and intimate look, into the lives of some of the world’s most fascinating women. **Women of Power** features success secrets, strategies, and advice from the corporate boardroom to the hills of Hollywood. This television series will uplift, motivate and celebrate women of color.

### Segments

- **Power Suite**
  - We highlight success secrets of movers and shakers, from the most powerful women in business, entertainment, sports, and philanthropy.

- **Power of the Purse**
  - A step-by-step financial empowerment guide providing our viewers with vital information to build and grow their personal wealth.

- **Power Forward**
  - Rotating topics including work-life balance, health & wellness, and relationships.

- **Luxe Life**
  - Features the hottest trends in lifestyle, entertainment, and technology.

- **Woman to Woman**
  - This :60 second motivational segment inspires today’s Women of Power.

### Viewer Demographics

- Median Age—Women: 40
- Average Household Income: $158,000

### Household Coverage & Reach

- Average Ratings: 0.9
- Total U.S. Households: 113.8M
- Syndication: 39%
- Total African American Households: 14.8M
- Syndication: 50%

### Airs in These Top African American Markets

- Atlanta
- Chicago
- Dallas
- Detroit
- Houston
- Los Angeles
- New Orleans
- Orlando
- Philadelphia

### Additional Sponsorship Opportunities

- Tie-ins with other black enterprise media platforms and other customized opportunities.

* Top 10 cable markets  ** Airing in 7 of the top 10 AA broadcast markets

---

SOURCE: NIELSEN MEDIA RESEARCH. MARKETS SUBJECT TO CHANGE
THE GOLD STANDARD

BLACK ENTERPRISE is a magazine but it is also a gold-standard brand powered by four decades of targeted, aggressive audience building. A strong circulation (4 million readers every month; a paid circulation of more than 500,000) is only half the story. Behind the numbers is an audience of affluent men and women that no other financial publication is reaching. BE’s audience overlap with our competitors is a mere 10%.

WHY THE EXCLUSIVE BRAND LOYALTY?

Because we deliver information that makes a difference in the lives of our readers. Because for four decades we’ve shown them how to best earn and manage their money. No other name in the industry speaks to affluent African Americans with the authority we’ve earned. It’s a level of trust that extends to our advertising and marketing partners who have direct access to an elite, engaged, and influential audience of African American consumers.
## Subscriber Profile

### Age
- **25 to 54**: 73%
- **Under 65**: 92%
- **Median Age**: 40

### Occupation
- **Executive/Manager**: 67%
- **Upper Management**: 39%
- **Business Owner/Partner**: 30%

### Education
- **Graduated College+**: 62%
- **Post-Graduate Degree**: 23%

### Gender
- **Men**: 51%
- **Women**: 49%

### Marital Status
- **Married**: 48%
- **Children in the Household**: Any Children 49%

### Entrepreneurial Interest
- **Plans to Start Own Business in Next 24 Months**: 36%
- **Interested in Owning a Franchise**: 37%

### Income and Net Worth
- **Average HHI**: $102,000
- **Median HHI**: $79,000
- **Average Net Worth**: $358,000
- **Median Net Worth**: $178,000
- **Net Worth $100,000+**: 64%

### Real Estate
- **Primary Residence**: 77%
- **Own Other Real Estate**: 33%

### Financial/Insurance
- **Average Value of Securities Owned**: $133,700
- **Has One or More Retirement Savings Plans (e.g., IRA, 401k)**: 79%
- **Household Uses One or More Financial Services (e.g., Financial Planner, Accountant, Broker)**: 59%
- **Has Life Insurance**: 91%
- **Has Property and Casualty Insurance**: 83%

### Automotive
- **Owns or Leases Two or More Vehicles**: 63%
- **Owns or Leases Three or More Vehicles**: 28%
- **Plans to Buy or Lease a Vehicle in Next 12 Months**: 32%

### Travel
- **Average Domestic Round-Trips Via Commercial Airline in Past Year**: 7
- **Average Foreign Round-Trips Via Commercial Airline in Past Year**: 5
- **One or More Business Round-Trips Via Commercial Airline in Past Year**: 46%
- **Five or More Business Round-Trips Via Commercial Airline in Past Year**: 16%
- **One or More Vacation Round-Trips Via Commercial Airline in Past Year**: 75%
- **Average Nights Stayed at Hotel or Motel in Past Year**: 11
- **Rented a Car at Least Once Last Year**: 54%
- **Average Car Rentals in Past Year**: 6
- **Made Travel Arrangements Online**: 69%
### Technology

<table>
<thead>
<tr>
<th>Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uses Computer for Business or Personal Reasons</td>
<td>95%</td>
</tr>
<tr>
<td>Purchased/Leased Computer in Past 12 Months</td>
<td>40%</td>
</tr>
<tr>
<td>Purchased/Leased Laptop in Past 12 Months</td>
<td>22%</td>
</tr>
<tr>
<td>Purchased/Leased Printer in Past 12 Months</td>
<td>27%</td>
</tr>
<tr>
<td>Uses the Internet</td>
<td>95%</td>
</tr>
<tr>
<td>Uses the Internet Five or More Hours Per Week</td>
<td>75%</td>
</tr>
<tr>
<td>Average Hours Spent Online Per Week</td>
<td>19</td>
</tr>
<tr>
<td>Made Online Purchase in Past 12 Months</td>
<td>89%</td>
</tr>
<tr>
<td>Spent More Than $500 Online in Past 12 Months</td>
<td>56%</td>
</tr>
<tr>
<td>Average Spent Online in Past 12 Months</td>
<td>$1,760</td>
</tr>
<tr>
<td>Has Purchase Authority for Computer/IT/ Wireless Products/Services at Work</td>
<td>43%</td>
</tr>
</tbody>
</table>

### Home Electronics

<table>
<thead>
<tr>
<th>Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchased Flat-screen Television in Past Year</td>
<td>25%</td>
</tr>
<tr>
<td>Average Spent on Flat-screen Television</td>
<td>$1,681</td>
</tr>
<tr>
<td>Average Spent on Home Theater System</td>
<td>$905</td>
</tr>
<tr>
<td>Purchased Digital Music Player in Past Year</td>
<td>37%</td>
</tr>
<tr>
<td>Average Spent on Digital Music Player</td>
<td>$362</td>
</tr>
<tr>
<td>Purchased DVD Player in Past Year</td>
<td>50%</td>
</tr>
<tr>
<td>Average Spent on DVR (TiVo, Replay TV) in Past Year</td>
<td>19%</td>
</tr>
<tr>
<td>Average Spent on DVR</td>
<td>$393</td>
</tr>
</tbody>
</table>

### Fashion and Jewelry

<table>
<thead>
<tr>
<th>Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchased Women’s Apparel in Past Year</td>
<td>88%</td>
</tr>
<tr>
<td>Average Spent on Women’s Apparel</td>
<td>$1,498</td>
</tr>
<tr>
<td>Purchased Men’s Apparel in Past Year</td>
<td>74%</td>
</tr>
<tr>
<td>Average Spent on Men’s Apparel</td>
<td>$1,395</td>
</tr>
<tr>
<td>Purchased Jewelry or Watches in Past Year</td>
<td>68%</td>
</tr>
<tr>
<td>Average Spent on Jewelry/Watches</td>
<td>$1,295</td>
</tr>
</tbody>
</table>

### Entertaining

<table>
<thead>
<tr>
<th>Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertains One or More Times per Month at Home</td>
<td>39%</td>
</tr>
<tr>
<td>Entertains One or More Times per Month Outside the Home</td>
<td>43%</td>
</tr>
</tbody>
</table>

### Consumes or Serves Alcohol Occasionally/in Past 7 Days

<table>
<thead>
<tr>
<th>Type of Alcohol</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blended or Rye Whiskey</td>
<td>6%</td>
</tr>
<tr>
<td>Canadian Whiskey</td>
<td>7%</td>
</tr>
<tr>
<td>Irish Whiskey</td>
<td>5%</td>
</tr>
<tr>
<td>Scotch Whiskey</td>
<td>10%</td>
</tr>
<tr>
<td>Whiskey (any)</td>
<td>17%</td>
</tr>
<tr>
<td>Bourbon</td>
<td>10%</td>
</tr>
<tr>
<td>Gin</td>
<td>16%</td>
</tr>
<tr>
<td>Rum</td>
<td>28%</td>
</tr>
<tr>
<td>Tequila</td>
<td>23%</td>
</tr>
<tr>
<td>Vodka</td>
<td>32%</td>
</tr>
<tr>
<td>Table Wine</td>
<td>50%</td>
</tr>
<tr>
<td>Champagne/Sparkling Wine</td>
<td>36%</td>
</tr>
<tr>
<td>Wine Coolers</td>
<td>26%</td>
</tr>
<tr>
<td>Brandy or Cognac</td>
<td>26%</td>
</tr>
<tr>
<td>Cordials or Liqueurs</td>
<td>15%</td>
</tr>
<tr>
<td>Beer</td>
<td>42%</td>
</tr>
</tbody>
</table>
### 2018 Advertising Rates

**Color Rates**

<table>
<thead>
<tr>
<th>Size</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
<th>18X</th>
<th>24X</th>
<th>36X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$42,000</td>
<td>$39,480</td>
<td>$38,225</td>
<td>$36,960</td>
<td>$35,280</td>
<td>$33,600</td>
<td>$31,500</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$33,600</td>
<td>$31,585</td>
<td>$30,680</td>
<td>$29,570</td>
<td>$28,230</td>
<td>$27,275</td>
<td>$25,200</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$27,300</td>
<td>$25,560</td>
<td>$24,850</td>
<td>$24,040</td>
<td>$22,935</td>
<td>$21,845</td>
<td>$20,480</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$21,000</td>
<td>$19,745</td>
<td>$19,120</td>
<td>$18,480</td>
<td>$17,645</td>
<td>$16,800</td>
<td>$15,755</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$16,800</td>
<td>$15,800</td>
<td>$15,295</td>
<td>$14,785</td>
<td>$14,115</td>
<td>$13,445</td>
<td>$12,600</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$12,600</td>
<td>$11,850</td>
<td>$11,470</td>
<td>$11,095</td>
<td>$10,585</td>
<td>$10,080</td>
<td>$9,455</td>
</tr>
</tbody>
</table>

**Bleed Rates**

- 10% on earned rate

**Regionals**

- BLACK ENTERPRISE can accommodate all types of regional ads. Contact your representative for details and rates.

**Preferred and Special Positions**

- Space plus 10%
- Island position 20%

**Commissions and Discounts**

Commission applies to space, color, bleed, and special position charges: 15% to recognized agencies if paid within 30 days of invoice date, 2% cash discount within 10 days of invoice date. Other charges are not commissionable. Terms net 30 days. Interest on any past-due balance is charged at the rate of 1.5% per month.

**Inserts**

- Supplied or in-house inserts are accepted. Contact your representative for rates.

**Multiple Page Discounts**

<table>
<thead>
<tr>
<th>Size</th>
<th>6-11</th>
<th>12+</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd/3rd</td>
<td>10%</td>
<td>20%</td>
</tr>
<tr>
<td>4th</td>
<td>10%</td>
<td>20%</td>
</tr>
</tbody>
</table>

**Four Color Cover Rates (including bleed charge)**

<table>
<thead>
<tr>
<th>Size</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
<th>18X</th>
<th>24X</th>
<th>36X</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd/3rd</td>
<td>$50,400</td>
<td>$47,380</td>
<td>$45,865</td>
<td>$44,360</td>
<td>$42,345</td>
<td>$40,325</td>
<td>$37,800</td>
</tr>
<tr>
<td>4th</td>
<td>$54,600</td>
<td>$51,330</td>
<td>$49,695</td>
<td>$48,050</td>
<td>$45,865</td>
<td>$43,680</td>
<td>$40,955</td>
</tr>
</tbody>
</table>

**Color Rates**

- Standard AAAA
  - Per page extra: $1,825

- Matched color
  - Per page extra: $2,655

**Bleed Rates**

- 10% on earned rate

**Rate Card No. 49 • Effective January 2018 • 500,000 ABC Average Paid Circulation**
## Four Color

<table>
<thead>
<tr>
<th>Size</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$31,500</td>
<td>$29,615</td>
<td>$28,670</td>
<td>$27,725</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>25,200</td>
<td>23,710</td>
<td>22,940</td>
<td>22,185</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>20,480</td>
<td>19,260</td>
<td>18,640</td>
<td>18,030</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>14,185</td>
<td>13,330</td>
<td>12,905</td>
<td>12,710</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>11,035</td>
<td>10,370</td>
<td>10,040</td>
<td>9,705</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>7,880</td>
<td>7,410</td>
<td>7,170</td>
<td>6,935</td>
</tr>
</tbody>
</table>

## Black/White

<table>
<thead>
<tr>
<th>Size</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$23,635</td>
<td>$22,220</td>
<td>$21,515</td>
<td>$20,805</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>18,910</td>
<td>17,765</td>
<td>17,210</td>
<td>16,645</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>15,365</td>
<td>14,445</td>
<td>13,985</td>
<td>13,720</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>10,635</td>
<td>10,000</td>
<td>9,685</td>
<td>9,365</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>8,035</td>
<td>7,555</td>
<td>7,315</td>
<td>7,070</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>5,910</td>
<td>5,560</td>
<td>5,385</td>
<td>5,210</td>
</tr>
</tbody>
</table>

## Display Classified

<table>
<thead>
<tr>
<th>Size</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Column X 1</td>
<td>$1,080</td>
<td>$1,010</td>
<td>$980</td>
<td>$965</td>
</tr>
<tr>
<td>1 Column X 2</td>
<td>1,875</td>
<td>1,755</td>
<td>1,700</td>
<td>1,655</td>
</tr>
<tr>
<td>1 Column X 3</td>
<td>2,800</td>
<td>2,620</td>
<td>2,550</td>
<td>2,485</td>
</tr>
<tr>
<td>1 Column X 4</td>
<td>3,700</td>
<td>3,485</td>
<td>3,375</td>
<td>3,290</td>
</tr>
<tr>
<td>1 Column X 5</td>
<td>4,620</td>
<td>4,350</td>
<td>4,225</td>
<td>4,125</td>
</tr>
</tbody>
</table>

## Business Card Directory

<table>
<thead>
<tr>
<th>Size</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Business</td>
<td>$2,730</td>
<td>$2,575</td>
<td>$2,485</td>
<td>$2,405</td>
</tr>
</tbody>
</table>

## Non-display Classified

<table>
<thead>
<tr>
<th>Size</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Word</td>
<td>$11.50</td>
<td>$10.80</td>
<td>$10.40</td>
<td>$10.00</td>
</tr>
</tbody>
</table>

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**Rate Card No. 35 • Effective January 2018 • 500,000 ABC Average Paid Circulation**

**Classified Mechanical Specifications**

All advertisements will consist of text material only. We will set all display ads. Camera-ready copy accepted. (Column width: 1 5⁄8 inches.)

**Word Count**

P.O.B. numbers, telephone numbers, and hyphenated words count as two words. Cities (Atlantic City) and states (New Jersey) count as one word. All abbreviations, zip codes, initials, single and group figures, or letters count as one word. E-mail and URL addresses count as three words.

**Charge Orders**

Telephone orders accepted with Visa, MasterCard, or American Express only.

**Cash Orders**

A check or money order must accompany copy.

**Commission**

15% of gross to recognized advertising agencies; no cash discount.

**Bleed Rates**

10% on earned rate

**Commission and Discount**

Commission applies to space, color, bleed, and special position charges. Other charges: 15% to recognized agencies if paid within 30 days of invoice date, 2% cash discount within 10 days of invoice date. Other charges are not commissionable. Terms net 30 days. Interest on any past-due balance is charged at the rate of 1.5% per month.

**Color Rates**

- **Standard AAAA**
  - per page extra: $1,825
- **Matched color**
  - per page extra: $2,655
General
Advertisers and advertising agencies are jointly and severally liable for payment. Advertisers and advertising agencies also assume liability for content, including text, representations and illustrations of advertisements printed, and any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertisement that he feels is not in keeping with the publication’s standards. All copy is subject to publisher’s approval.

Direct Response
15% off one-time display rate; direct response rates are available to advertisers who offer merchandise and services solely by mail or mail-order catalogs, or establishments that make a direct offer solely by mail.

Production Inquiries
Please call Juan Diaz, production/advertising manager, at 212-886-9554 with any questions.

Advertising Material Specifications
Trim size 8 x 10.5

Non-bleed Sizes:
Page 7 x 9.625
2/3 page facing 14 x 9.625
2/3 page vertical 4.625 x 9.625
1/2 page horizontal 7 x 4.6875
1/2 page horizontal (spread) 14 x 4.6875
1/2 page vertical 3.5 x 9.625
1/3 page vertical 2.25 x 9.625
1/3 page horizontal 4.625 x 4.6875
1/3 page vertical 3.5 x 4.4375
1/3 page horizontal 4.375 x 2.3125
1/6 page vertical 2.25 x 4.4375
1/6 page horizontal 4.375 x 2.3125
Digest size 4.625 x 6.75

Bleed Sizes:
Page 8.25 x 10.75
Spread 16.5 x 10.75
2/3 page vertical 2.25 x 10.75
1/2 page spread (bleed) 16.5 x 5.4375
1/2 page horizontal 8.25 x 5.4375
1/2 page vertical 4.125 x 10.75
1/3 page vertical 3 x 10.75
1/3 page horizontal 5.25 x 5.4375
Digest size 5.25 x 7.3125

Safety - 3/8 from trim
Gutter Bleed Safety - 1/4 each side
Gatefold Availability - Sizes and rates upon request

Screen and Density
For run of magazine and covers:
- Black and white, two color: #133 line screen
- Four color
- Four color density not to exceed 280%

Four Color Copy for Offset Reproduction
All four color material must be accompanied by matchprints or high-quality proofs.

Digital files on CDs or DVDs accepted in the following forms:
- PDF/XIA (all imbedded images must be hi-res).
- InDesign, or Quark document with hi-res images and fonts.

Binding
Perfect bound: All issues

Printing
Cover: Web offset
Text: Web offset
Four color rotation: Black, blue, red, yellow
Four color ink: AAAA offset standard

Issuance and Closing Dates:
Published monthly; issued 15th of month preceding publication date. Complete, camera-ready art or reproduction proofs can be accepted 8 weeks prior to publication date.

No cancellations accepted after closing date for space reservation.

FTP Site
ftp.blackenterprise.com
Login: artftp Password: artftp

Corporate Headquarters NewYork Office
260 Madison Avenue, 11th Floor ■ New York, New York 10016
212-886-9555 Fax: 212-886-9618 ■ E-mail: beads@blackenterprise.com

EVENTS ▶ DIGITAL ▶ PUBLISHING ▶ BROADCAST
DIRK J. CALDWELL
SVP/NATIONAL DIRECTOR OF MULTIMEDIA SALES
347-865-5892
CALDWELLD@BLACKENTERPRISE.COM
KYLE ALLMAN
SVP/NATIONAL DIRECTOR, MULTIMEDIA SALES
212-886-9507
ALLMANK@BLACKENTERPRISE.COM
JACK CLARK
MULTIMEDIA SALES MANAGER
212-886-9762
CLARKJ@BLACKENTERPRISE.COM
FABIOLE D. ROMAN
MULTIMEDIA SALES MANAGER
212-886-9592
ROMANF@BLACKENTERPRISE.COM
ROBERT SPENCE
MULTIMEDIA SALES MANAGER
480-216-8620
SPENCER@BLACKENTERPRISE.COM

BE SALES CONTACT