

BlackMBA

NATIONAL BLACK MBA ASSOCIATION®

2011 MEDIA PLANNER

The official magazine of the NMBBAA®

Whether you are recruiting the brightest minority 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 15,000 African American executives, students and entrepreneurs.

Black MBA Magazine, Fall 2010 Issue



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 selected 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, high-quality publication that reaches educated and affluent 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 Blacks enrolled in MBA programs increases each year. This growing segment of the workforce represents a powerful and dynamic group of individuals.

NMBBAA® members are:

EDUCATED

- 72% hold an MBA degree
- 14% hold a master's degree in business, education, public administration, etc.

AFFLUENT

- 26% have a household income of \$50,000-\$75,000
- 22% have a household income of \$75,000-\$100,000
- 29% have a household income of more than \$100,000

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

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:

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2011 Editorial Calendar*

	Spring/Summer 2011	Fall 2011	Winter 2011/2012
SHIPS:	June 2011	September 2011	January 2012
THEME:	The Career Issue	Power-Up Your Profit-Ability	The Education Issue
FEATURES:	<p>What Recruiters are Looking For – What employers are really looking for in the battle for “talent” – figuring out if you have it and if you don’t, how you get it.</p> <p>Making the Grade – Ways to Power up your own profit-ability</p> <p>Where to Work Now – It isn’t just the job you want, it’s where the jobs are. We take a look.</p> <p>The Part-Time Entrepreneur – So you have a great idea, but you can’t just drop anything to start a new business. Tips for turning your passion from idea to a side business that might grow, without breaking the bank.</p> <p>How Entrepreneurship Fuels Job Growth – Why entrepreneurship is the key to global job growth.</p> <p>Conference Preview: Atlanta – Preview the speakers, sessions and changes to the 2011 Conference & Exposition this October in Atlanta.</p> <p>ALSO – <i>Atlanta in Focus: Planning Your Trip</i></p>	<p>Take your career to the next level – Powering up your abilities and, ultimately, improving your personal financial picture.</p> <p>Make yourself indispensable -- career strategies to boost your accomplishments and your profile.</p> <p>Continuing education -- additions that can make a difference for you at mid career.</p> <p>How to power up your resume – Through personal achievements, including awards and volunteerism.</p> <p>33rd Annual Conference Preview – Key advice from speakers</p>	<p>Admissions officers on what MBA programs are looking for now.</p> <p>Managing an MBA and other continuing education while working full-time.</p> <p>What MBA programs must change to deal with today’s new realities of business.</p> <p>Graduate business degrees that aren’t MBAs.</p> <p>ALSO – 33rd Annual Conference recap</p>
BONUS DISTRIBUTION:		33rd Annual NMBAA® Conference & Exposition	

* Editorial calendar is subject to change without notice.

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.

Net Advertising Rates

Full-Color	IX	2X	3X	Conference Issue Only
OUTSIDE BACK COVER	\$11,500	\$10,350	\$9,285	\$15,000
INSIDE FRONT OR INSIDE BACK COVER	\$9,500	\$8,550	\$7,670	\$13,500
DOUBLE PAGE SPREAD	\$9,500	\$8,550	\$7,670	\$13,500
FULL PAGE W/ EMPLOYER PROFILE	\$9,500	\$8,550	\$7,670	\$13,500
FULL PAGE	\$6,200	\$5,580	\$5,005	\$9,600
2/3 PAGE	\$5,400	\$4,860	\$4,360	\$8,400
EMPLOYER PROFILE	\$5,100	\$4,590	\$4,115	\$7,900
1/2 PAGE	\$4,500	\$4,050	\$3,630	\$6,900
1/3 PAGE	\$4,000	\$3,600	\$3,230	\$6,300
1/4 PAGE	\$3,100	\$2,790	\$2,500	\$4,700
1/8 PAGE*	\$2,100	\$1,890	\$1,695	\$3,200

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

Bonus Visibility: All rates include a direct link from your company's ad to your website in the digital version of *Black MBA Magazine*. 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 in the clear plastic bag in which *Black MBA Magazine* is mailed. Whether you are promoting an event, a new continuing education opportunity or your MBA program, placing a direct-mail piece in our polybag 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.

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

VERTICAL BANNER

Conference Daily and *NBMBAA® 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

NBMBAA® Web site and *NBMBAA® Conference & Exposition Microsite*

- 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

NBMBAA® Web site

- 75 x 75 pixels; opens to 500 x 500 pixels
- JPG only (no animation)
- File size must be no greater than 100kb

Black MBA Magazine Digital Edition

ESPONSORSHIP

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

E TOOLBAR

- 250 x 50 pixels; 50 character limit (initial eToolbar button)
- JPG only (no animation)
- Maximum file size is 100kb

SKYSCRAPER

- 200 x 783 pixels
- JPG only (no animation)
- Maximum file size is 100kb

DIGITAL EDITION GUIDELINES

- Minimum 18pt type (depending on font style) should be used for clarity.
- Avoid any ActionScript that can affect the NXTbook engine, such as `_parent` layer of the animation, `_leveland` `_root` references, or global functions like `setTimeinterval`.
- Note: Do not add and Web links or URLs; we will create the links so they can be tracked on our system.
- Files should be compressed as much as possible.

*Flash Specifications

ANIMATION GUIDELINES:

Embed all fonts

- To avoid transparency issues with web pages, create a bottom layer and draw a solid filled box. Do not use Flash default stage color.
- Make sure there is no white space around the edge of the Flash animation.
- Please loop supplied animations 3-4 times and add a stop action (no continuous loops allowed). For Web ads, animation must not exceed 25 seconds (including multiple loops).

SETTING UP FLASH CREATIVES FOR WEB SITE ADVERTISEMENTS:

Creating a button using Actionscript 2:

1. Open your .fla file.
2. In the 'Timeline' create a new layer on top, and select the first frame.
3. Draw a large rectangle or shape that will cover the whole banner.
4. Then convert your shape to a 'Symbol' and track it as a button.
5. From properties set the 'Color Effect' as 'Alpha' and set it to 0%.
6. With the newly created button selected, go to the 'Actions' Panel and add the following code:

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

NOTE: DO NOT TYPE THE COMPANY URL but the word "URL". The purpose of setting up your Flash creative like this is so that we can control the URL. Please contact your Naylor Sales Representative to supply your intended URL.

7. Publish or export your .SWF to Flash 9 player. Your Flash file is now ready to be tracked by our system.

You can find more information on how to track Flash Banners at the Macromedia Rich Media Advertising Center at: http://www.macromedia.com/resources/richmedia/tracking/designers_guide/.