For more information, please contact:
WHO
WE ARE

Prospanica is the non-profit organization dedicated to empowering the Hispanic community to achieve their full educational, economic, and social potential.

Formed in 1988 as the National Society of Hispanic MBAs (NSHMBA), Prospanica advocates the pursuit of higher education and Hispanic leadership advancement. Prospanica is the Association of Hispanic Professionals with 45 Chapters nationwide and hundreds of community partners across the U.S. and Puerto Rico. For more information, visit www.prospanica.org.

Why Prospanica?

As the largest and fastest growing minority group, Hispanics are severely underrepresented in professional employment, and are expected to account for 60% of the U.S. population growth by 2050.

Prospanica is dedicated to building and advancing Hispanic leadership through education and professional development and strives as a leading catalyst for professional achievement.

Prospanica knows Hispanic success by showcasing professional talent every year at the national conference and career expo, and 2017 will be no exception.

Take part at the 2017 annual conference in Philadelphia, PA, September 26-30, and meet with the nation's best Hispanic professionals and business students.
Prospanica has broadened and deepened its reach for Hispanic professionals in what is now 45 Professional and University Chapters that span the U.S. and Puerto Rico. In a single year, Prospanica Professional Chapters execute more than 250 events to provide members with localized and market-specific opportunities to network, gain professional development, and better know university, organizational and corporate partners. Each chapter is established strategically in cities large and small to strengthen the leadership pool and provide corporate and university partners to the nation's top Hispanic talent.

**PROFESSIONAL CHAPTERS**

Atlanta  
Austin  
Bakersfield  
Boston  
Chicago  
Cincinnati  
Cleveland  
Columbia  
Columbus  
Connecticut  
Dallas Ft. Worth  
Denver  
Detroit  
El Paso  
Houston  
Indianapolis  
Kansas City  
Los Angeles  
Louisville  
Milwaukee  
Minneapolis St. Paul  
New Jersey  
New Mexico  
New York  
Orange County  
Oregon  
Orlando  
Philadelphia  
Phoenix  
Puerto Rico  

**UNIVERSITY CHAPTERS**

Northeastern Illinois University  
California State University  
Dominguez Hills University of Puerto Rico  
University of Central Florida  
Rio Grande  
Rochester  
San Antonio  
San Diego  
San Francisco  
San Jose  
Seattle  
South Florida  
Tampa Bay  
Washington D.C.
Our print, online and event opportunities reach an audience of more than 30,000 professionals across 45 chapters in the U.S. and Puerto Rico. Prospanica includes professional members, entrepreneurs, Hispanic graduates and undergraduates across the country. You have the opportunity to target the fastest growing demographic in the U.S.

Prospanica communications give you the ability to increase brand awareness, recruit talented professionals, promote your MBA program or display your company as a pillar of diversity and inclusion to the growing Hispanic population.

Contact Naylor today for custom marketing packages to fit your company's budget and needs.

Source: 2016 Prospanica Conference & Career Expo Demographics
HISPANICS: THE FASTEST GROWING DEMOGRAPHIC IN THE U.S.

- **30.5 million** Projected Hispanic labor force by 2020
- **30%** Expected increase of Hispanic's overall share of the U.S. workforce.
- **119 million** Projected Hispanic population by 2060, which will constitute 28.6% of the nation's population.
- **$1.7 trillion** Projected Hispanic consumer power by 2019.

Sources: U.S. Census Bureau, Bureau of Labor Statistics
Win the Talent War with the Prospanica Job Board

The Prospanica Job Board is the strategic bridge to the talented candidates your company needs to win in a competitive market. The Prospanica Job Board is more than just a collection of searchable resumes and uses the latest advances in social media and search technology to generate the matches that lead to hiring success.

Check out these valuable services certain to connect you to highly qualified and diverse talent!

**Recruiting Services**

- **Featured Employer:** Highlights your company’s logo with a hyperlink back to your website.
- **Featured Job:** Spotlights your featured job on the Prospanica Job Board home page.
- **Job Wrapper:** Pulls job postings directly from your company’s website.
- **Spotlight:** Highlights your job posting.
- **Search Feature:** Searchable resume database.

**Prospanica Professional Job Board Pricing**

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Year Unlimited Job postings and Resume views</td>
<td>$10,000</td>
</tr>
<tr>
<td>6 Months Unlimited Job postings and Resume views</td>
<td>$6,500</td>
</tr>
<tr>
<td>Conference Job Board July - Sept Unlimited postings and Resume views</td>
<td>$6,000</td>
</tr>
<tr>
<td>3 Months Unlimited Job postings and Resume views</td>
<td>$3,500</td>
</tr>
<tr>
<td>20/20 Pack - 20 Job postings with 20 Resumes views</td>
<td>$2,000</td>
</tr>
<tr>
<td>10/10 Pack - 10 Job postings with 10 Resumes views</td>
<td>$1,000</td>
</tr>
<tr>
<td>5/5 Pack - 5 Job postings with 5 Resumes views</td>
<td>$500</td>
</tr>
</tbody>
</table>

Visit jobs.prospanica.org to purchase the Prospanica Job Board directly.
**Prospanica Magazine** is the premier magazine for Hispanic Professionals designed to assist the recruitment, career development and promotion of Hispanics in public, private, academic, and business.

**Prospanica Magazine** is distributed to 30,000+ in print and online, as well as to hundreds of Fortune 500 partners, Universities and more. Circulation includes professional members, entrepreneurs, Hispanic graduates and undergraduate business students across the country.

*Visit the publications section on www.Prospanica.org to read the most current issue.*

### 2017 Content Plan*

<table>
<thead>
<tr>
<th>Publications</th>
<th>Themes and Bonus Distribution</th>
<th>Important Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring/Summer 2017 issue</td>
<td>Forging New Cycles</td>
<td>Spring 2017</td>
</tr>
</tbody>
</table>

*Content plan and dates subject to change without notice.*

### Full-Color Rates

<table>
<thead>
<tr>
<th></th>
<th>Summer Only</th>
<th>Show issue - Fall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Back Cover</td>
<td>$4,000</td>
<td>$8,500</td>
</tr>
<tr>
<td>Inside Front or Inside Back Cover</td>
<td>$3,500</td>
<td>$8,000</td>
</tr>
<tr>
<td>Full Page</td>
<td>$3,000</td>
<td>$7,000</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,700</td>
<td>$4,500</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$750</td>
<td>$2,900</td>
</tr>
<tr>
<td>Belly Band</td>
<td>N/A</td>
<td>$7,000</td>
</tr>
</tbody>
</table>

*Content plan and dates subject to change without notice.*
Gain brand visibility year-long by sponsoring or advertising in Prospanica News. This monthly communication is emailed to more than 24,000 and hosted on www.prospanica.org to be viewed by Prospanica website visitors. It contains articles of interest to Hispanic professionals, students and entrepreneurs, news from Prospanica Chapters, and important information about the organization and its national events. The high readership rate makes it an excellent advertising vehicle for any product or service directed to this highly sought audience.

**Box Ads**

Located between popular sections of the eNewsletter

- **12 issues** | $5,500
- **6 issues** | $3,500

- 6 total positions available with no rotation
- 300 x 250 pixels
- JPG, PSD or GIF at 72 DPI
- Provide link URL

**Distribution Schedule**

- January 12, 2017
- February 9, 2017
- March 8, 2017
- April 12, 2017
- May 10, 2017
- June 14, 2017
- July 12, 2017
- August 9, 2017
- September 13, 2017
- October 11, 2017
- November 8, 2017
- December 13, 2017

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing-ready.
Specifications

Print Advertising Specifications

Magazine Trim Size: 8.375” x 10.875”

[Diagram showing full-page, 1/2-page, and 1/4-page bleed dimensions]

Artwork Requirements

- Ads must be full color and hi-resolution Adobe Acrobat PDF format
- PDF format must include live and bleed crop marks:
  - Full-page: 8.375 x 10.875 and should include a .125 bleed on all sides that bleed
  - 1/2 page: 8.375 x 5.4375 and should include a .125 bleed on all sides that bleed
  - 1/4 page: 4.1875 x 5.4375 and should include a .125 bleed on all sides that bleed
- All screened graphics must be converted to CMYK format at hi-resolution 300dpi
- All RGB, LAB, and index colors must be converted to CMYK, gray scale or spot color

Online Advertising Specifications

Prospanica Website

Lower Leaderboard
- 728 x 90 pixels
- JPG, PSD or GIF at 72 DPI
- Provide link URL

Square Banner Ad
- 300 x 250 pixels
- JPG, PSD or GIF at 72 DPI
- Provide link URL

Prospanica News

Box Ads
- 300 x 250 pixels
- JPG, PSD or GIF at 72 DPI
- Provide link URL
Advertising on the Prospanica website allows you to position your company with Hispanic business professionals across the country. Visitors log on to prospanica.org to learn about upcoming association events, view the latest issue of Prospanica Magazine, read the Prospanica News and find information on education and career advancement. Advertising on prospanica.org offers several cost-effective opportunities to connect with Hispanic MBA professionals and students.

Features of website advertising:
• Year-round visibility reinforces brand recognition
• Directs visitors to the landing page of your choice
• Allows dynamic, time-sensitive promotion

On average, www.prospanica.org receives:
• More than 14,700 visits per month
• 9,600 unique visits per month
• More than 48,000 pageviews per month
• More than 3 minutes spent per visit
• 3 1/2 pages per visit
*Traffic numbers from April 30, 2016 - Oct. 31, 2016

Square Banner Ad (300 x 250 pixels)
12 Months | $3,600
• Rotates throughout most interior pages
• Four ads rotating in position

Lower Leaderboard (728 x 90 pixels)
12 Months | $5,000 ONLY 3 SPOTS LEFT!
• Rotates on home page and most interior pages
• Six ads rotating in position

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing-ready.
ANNUAL MEMBERSHIP MEETING

Price: $35,000

Take advantage of this exclusive sponsorship special, and be seen as a major supporter of Prospanica. Give members and leaders within our organization the opportunity to connect with your company's commitment to Prospanica, and with your dedication to the advancement of the Hispanic community.

Participate and Receive:

- Up to a 3 minute speaking opportunity to an audience of 500
- Exclusive product placement opportunity
- Logo assignment on meeting agenda
- Link on conference webpage
- Full page, full color ad in the Summer issue of Prospanica Magazine (time sensitive, printing Summer 2017)
- 1 Complimentary conference cadge
- Sponsorship acknowledgement in the Conference Guide (time sensitive, printing Summer 2017)
- 60 Day job posting on the Prospanica Job Board
- Company logo promotion at meeting
- Multi-media recognition
- First right of refusal for 2018 event
The Brillante Gala is an evening of celebration as we honor our founders, showcase milestones from our history, highlight the year’s achievements and recognize leaders who have contributed to our community. The Brillante Gala will undoubtedly be the largest affair for the Prospanica audience during the conference. The evening is broken down into three separate events. Sponsor one event, or multiple and solidify your company's support of Prospanica.

**BRILLANTE RECEPTION - audience of 600 to 800**
**Price: $40,000**

*Includes:*
- (5) Brillante invitations for reception and dinner
- Up to a 5 minute speaking opportunity
- Special acknowledgement from Prospanica
- Product placement opportunity
- Sponsorship acknowledgement in the conference guide*
- Link on the conference webpage

*Includes:*
- Multi-media recognition
- 2 complimentary conference badges
- Full page, full color ad in the Summer issue of Prospanica Magazine*
- First right of refusal for the 2018 event
- Prominent display of company logo

**BRILLANTE DINNERN- audience of 900 to 1,000**
**Price: $100,000**

*Includes:*
- (8) Exhibitor registrations (no access to meals)
- Up to a 15 minute speaking opportunity
- (1) reserved table for 10 at dinner
- 10 reception tickets
- 2 complimentary conference badges
- Full page, full color ad in the Summer issue of Prospanica Magazine*

*Includes:*
- Full page, full color ad in the Summer issue of Propanica Magazine*
- Sponsorship acknowledgement in the conference guide*
- Link on Conference website
- Special acknowledgement from Prospanica
- Advanced opportunity for selection of exhibit space in 2018
- Media recognition

Price may vary per booked entertainment. Contact corporaterelations@Prospanica.org for details.
*Time Sensitive - Printing in Summer 2017*
BRILLANTE GALA - continued
The Brillante Gala is an evening of celebration as we honor our founders, showcase milestones from our history, highlight the year’s achievements and recognize leaders who have contributed to our community. The Brillante Gala will undoubtedly be the largest affair for the Prospanica audience during the conference. The evening is broken down into three separate events. Sponsor one event, or multiple and solidify your company’s support of Prospanica.

BRILLANTE AWARDS PARTY - audience 600 to 800
Price: $75,000*
The Awards Party will be an exciting end to an evening of celebration. Be prepared to dance the night away with music from a live band, drinks specials, and tiempos realmente divertidos. This party will be a memorable highlight for our very energetic Prospanica crowd.

- Promoted as the Sponsor for the Brillante Entertainment
- (1) table for 10 at the Brillante reception and dinner
- 10 reception tickets
- 2 complimentary conference badges
- 5 complimentary exhibitor badges (no access to meals)
- First right of refusal for 2018 event
- Prominent display of company logo

- Full page, full color ad in the Summer issue of Prospanica Magazine*
- Sponsorship acknowledgement in the conference guide*
- Link on Conference website
- Special acknowledgement from Prospanica
- Advanced opportunity for selection of exhibit space in 2018
- Media recognition

*Time Sensitive - Printing in Summer 2017
PROSPANICA WEBSITE

To reserve your space on the Prospanica website, please select from the options below, then return this completed form to your Naylor account executive.

**Medium Rectangle**
- 12 Months | $3,600

**Lower Leaderboard**
- 12 Months | $5,000

All advertisers will receive an invoice for the total amount, due upon activation. When renewing online ads, priority and first right-of-refusal will be given to advertisers who commit to 12 months. All other companies will be renewed on a first-come, first-served basis.

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

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**Advertiser Information**

Company Name: ____________________________________________________________

Primary Contact: __________________________________ Position: _______________________

Address: _____________________________________________________________________

City: __________________________ State/Province: __________ Zip/Postal Code: __________

Phone: __________________________ Fax: __________________________

Email: __________________________ Website: __________________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X __________________________ Date: __________________

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rated to the next 30 days exposure with a $50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the contract. (HMB-W0017)
PROSPANICA Packages

Want to reach our members in print, online, and on the go? These targeted Prospanica packages give you access to our members via our Prospanica job board, magazine, eNewsletter, and website! Take advantage today and get huge exposure with one ad buy!

**Package A**
- Prospanica job board - 12 month subscription
- Full page ad in Summer issue of Prospanica Magazine/Full page ad in the conference issue of Prospanica Magazine
- Prospanica website* www.prospanica.org, rectangle ad - 6 Months
- Prospanica eNewsletter* banner - 6 Months
- Prospanica job board site banner or job wrapper

$27,000

**Package B**
- Prospanica job board - 6 month subscription
- Half page ad in Summer issue of Prospanica Magazine/Half page ad in the conference issue of Prospanica Magazine
- Prospanica website* www.prospanica.org, rectangle ad - 6 Months
- Prospanica eNewsletter* banner - 6 Months

$17,500

**Package C**
- Prospanica job board - 3 month subscription (5 listings)
- Quarter page ad in the conference issue of Prospanica Magazine
- Prospanica job board site banner
- Choice of show daily eNewsletter ad or Conference app menu sponsor

$9,000

All advertisers will receive an invoice for the total amount, due upon activation. When renewing online ads, priority and first right-of-refusal will be given to advertisers who commit to 12 months. All other companies will be renewed on a first-come, first-served basis.

* Based on limited availability. Summer issue of the magazine is digital distribution only.

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

**Advertiser Information**

Company Name: ____________________________________________________________

Primary Contact: __________________________________________ Position: ________________________________

Address: ________________________________________________________________________________________________

City: __________________________ State/Province: __________ Zip/Postal Code: __________

Phone: __________________________ Fax: __________________________

Email: __________________________ Website: __________________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X __________________________ Date: __________________________

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rated to the next 30 days exposure with a $50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the contract.

Please sign, scan and email/fax to: