



NATIONAL
BLACK
mba[®]
ASSOCIATION, INC.



2019

MEDIA PLANNER

Empowering Visionaries.

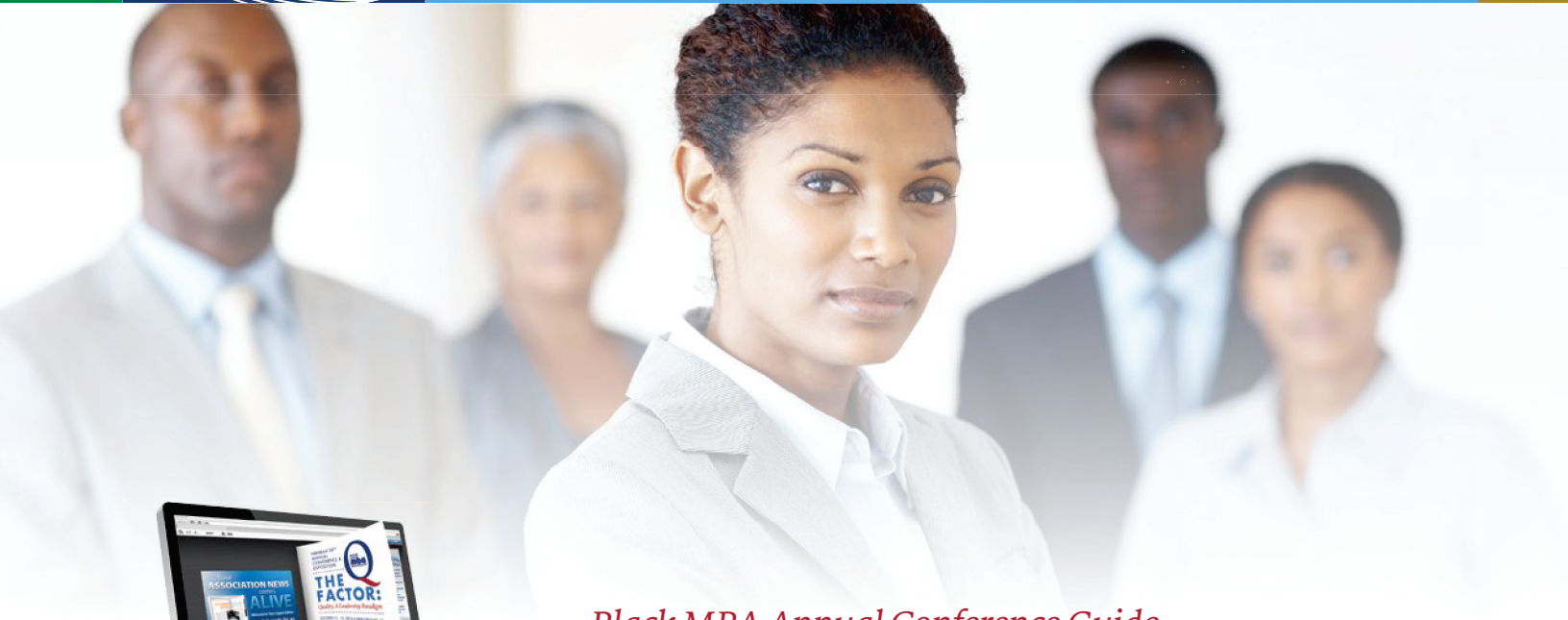
WWW.NMBAA.ORG

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

CONTACT:

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Account Manager
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tjenkins@naylor.com

NAYLOR 
ASSOCIATION SOLUTIONS



Black MBA Annual Conference Guide

Black MBA Annual Conference Guide contains conference information including session details, floor maps, an exhibitor list and additional key information about the conference.

Black MBA NetWire

Our weekly newsfeed provides general business, economic and career trend information, filtered through the lens of the NBMBAA®.

NBMBAA.org

The NBMBAA® website is the gateway for members and non-members to access information about the association online.

NBMBAA® App

Our mobile app provides companies the opportunity to connect with members in a unique and personal way. The custom-designed, comprehensive mobile app puts association information in members hands – anytime, anywhere – with updates provided in real-time.

Annual Conference Advertorial Email

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 careers and opportunities.

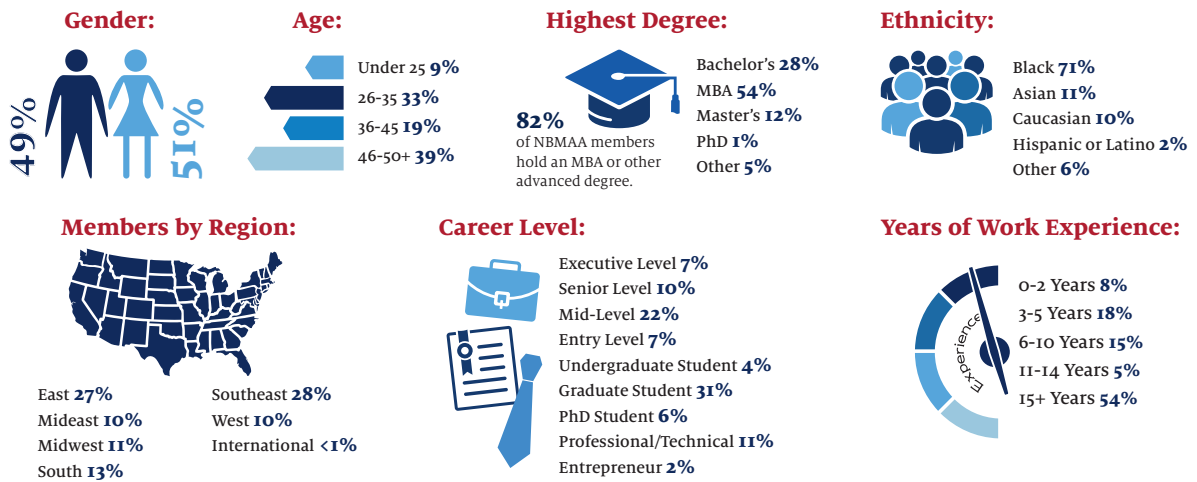


About NMBAA[®] and, Our Members, and Our Conference Attendees

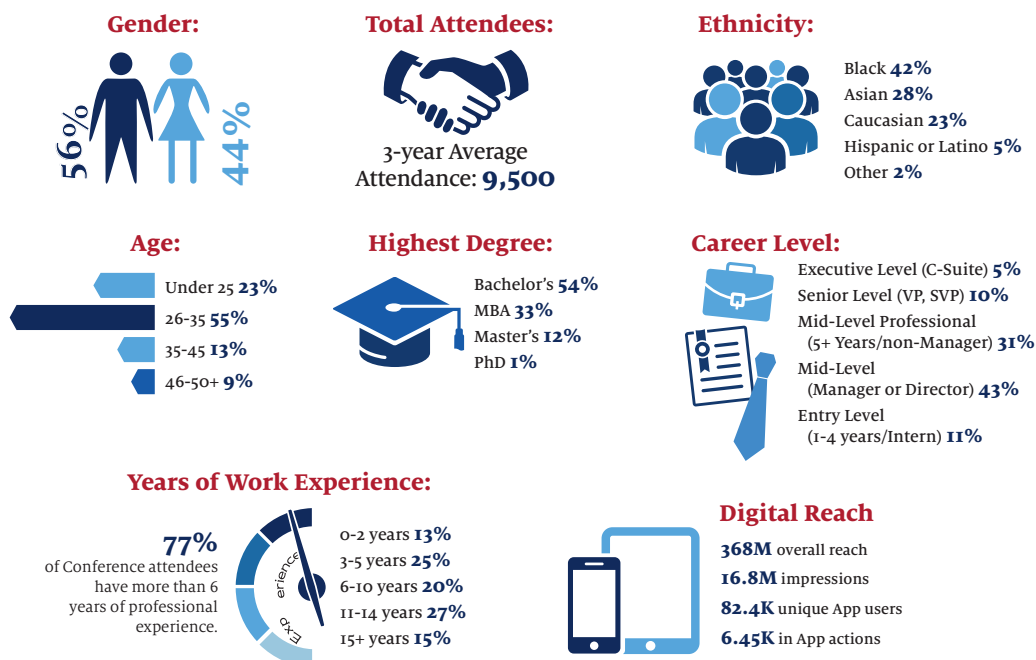
Whether you are recruiting the brightest candidates, showcasing your university's MBA program or continuing education programs or proudly illustrating your company's commitment to diversity, NMBAA[®] offers unique communication vehicles **for reaching more than 25,000+ African-American executives, students and entrepreneurs.**

NMBAA's award-winning media reaches highly educated members of the African-American community. Aligning your company's message with NMBAA allows you to connect with readers, viewers, and attendees with 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.

NMBAA MEMBERS



CONFERENCE ATTENDEES



Black MBA Annual Conference Guide

D I G I T A L E D I T I O N

Black MBA Annual Conference Guide is available to members and subscribers as a fully interactive digital version. Viewers can virtually flip through the pages, forward sections of interest to colleagues, access detail on all Conference sessions, speakers and events, view all Career Expo exhibitors, including profiles and an on-site map.

EXTEND YOUR 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 nbmbaa.org. 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 sections on third-party news and social networking sites
- Use tabs to view archives, find a list of articles for one-click access and more

On average each issue of Black MBA Annual Conference Guide receives:

- ✓ Nearly 43,000 Page Views
- ✓ Over 4,052 clicks



- Bookmark pages and insert notes
- Perform a keyword search of the entire guide
- Navigate and magnify pages with one click
- Read the issue online or download and print for later



AD POSITIONS*

AD POSITION	PRICE
Digital Sponsorship	\$1,590
Digital Skyscraper	\$1,270
Digital Toolbar	\$960
Ad "Jolt" Upgrade	\$320

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

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.

For complete online specs, please visit www.naylor.com/onlinespecs

Black MBA Annual Conference Guide

NET ADVERTISING RATES

Full-Color Position	
FULL PAGE	\$4,240.00
1/2 PAGE	\$3,070.00
1/3 PAGE	\$2,520.00
1/4 PAGE	\$1,800.00

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Bonus Visibility!

- ✓ All rates include a free e-link in the digital edition of *Black MBA Annual Conference Guide*.
- ✓ 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.

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.



BlackMBA NetWire

The official weekly newsfeed of the NMBAA®

Black MBA NetWire provides general business, economic and career trend information, filtered through the lens of the NMBAA®. Free opt-in registration is open to both NMBAA® members and non-member subscribers, **circulation expanding to more than 30,000**. 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 NMBAA® online 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 | **\$7,430**

6 Months | **\$5,410**

Add 3 Month rate available upon request.

On average

Black MBA NetWire:

- ✓ Is sent to more than **25,000 inboxes** every week
- ✓ Is read by more than **3,500 individuals** each issue
- ✓ Banners receive more than **16,000 impressions** per month



*Bonus positions may be available leading up to the NMBAA Conference & Exposition.

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For complete online specs, please visit www.naylor.com/onlinespecs

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®.

NBMBAA.org

The official website of the NBMBAA[®]

The NBMBAA[®] 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 NBMBAA[®] membership, find more information on MBA programs and other education opportunities and explore networking and employment opportunities.

LEADERBOARD

- Up to five ads rotating at the top of the page
- Run-of-site exposure

12 Months | **\$7,730**

6 Months | **\$4,640**

RECTANGLE ADS

- Rectangle ads will be featured on two rows, with three rectangles per row. Each rectangle ad will have 2 advertisers rotating in position.
- Rectangle ads will appear on the home pages and some interior pages.

12 Months | **\$4,640**

6 Months | **\$3,710**

EXCLUSIVE LOWER AD

- Exclusive position, just one advertiser featured
- Home page only

12 Months | **\$5,670**

6 Months | **\$4,120**

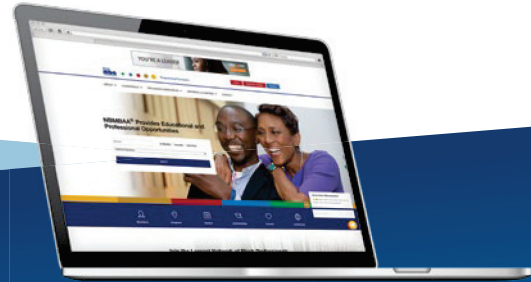
Add 3 Month rate available upon request.

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For complete online specs, please visit www.naylor.com/onlinespecs

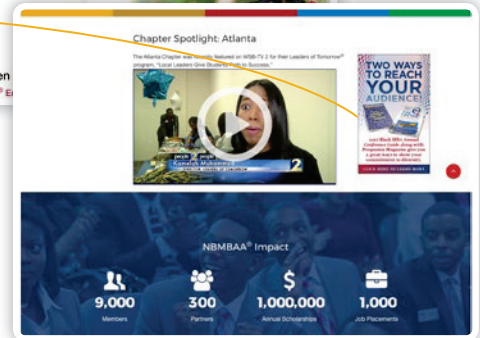
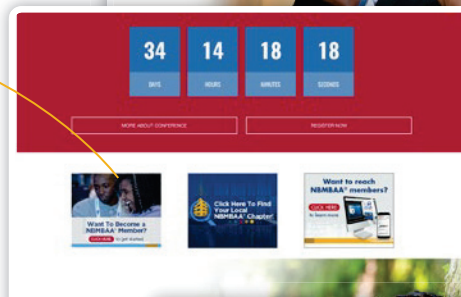
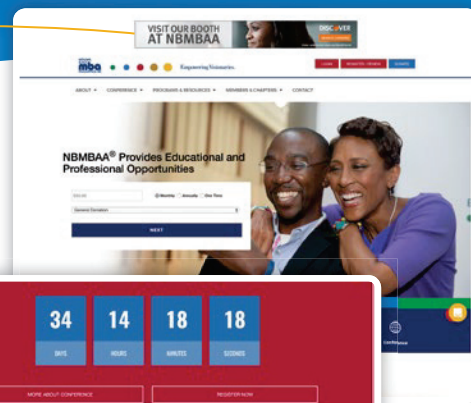
Let us customize an advertising program that fits your needs and budget.

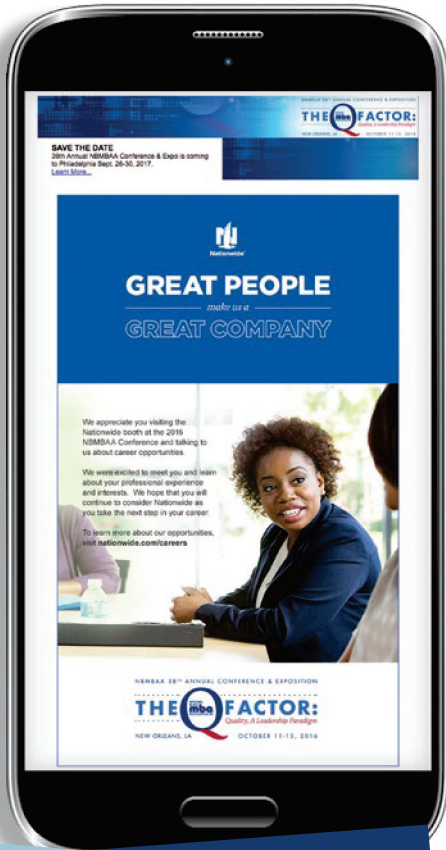
Contact your Naylor account executive today for information on the full suite of advertising opportunities with NBMBAA[®].



The NBMBAA[®] Website receives:

- 336,000+ sessions each year
- 28,000+ sessions each month
- More than 174,000 unique visitors each year
- 60 percent of site visitors reach NBMBAA.org via Web referral, bookmark, or email campaign - these are members who are actively invested in NBMBAA.





The Conference Advertorial Email Receives:

- More than **5,000 Impressions** Per Email
- Nearly **300 Clicks** Per Email
- Sent to our mailing list of more than **25,000 individuals** in addition to conference attendees

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.

HTML service or HTML ad creation service not available for this project.

Conference Advertorial Email

The official resource of the NMBBAA[®] Annual Conference & Exposition

EXCLUSIVE OPPORTUNITY

An exciting 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 careers and opportunities. Get enhanced visibility and drive traffic to your website when you sign up to sponsor our exclusive Conference email blast to subscribers.

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 learn more about your company.
- You design your ad and choose your content*

**Pending approval from NMBBAA.*

eBlast Advertorial \$4,000

- **Conference Days \$5,000**

Limited to 1 per day during the conference.

- **December - May \$3,000**

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.

For complete online specs, please visit www.naylor.com/onlinespecs

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[®].

Print Specifications

<i>Black MBA Annual Conference Guide</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"

Online Specifications

For a complete online guidelines, visit: www.naylor.com/onlinespecs

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

RECTANGLE ADS

NMBBAA® website

- 300 x 250 pixels
- JPG, Animated GIF and Flash/SWF* accepted
- Animation must be less than 25 seconds in duration (including multiple loops)

LEADERBOARD

NMBBAA® website

- 728 x 90 pixels
- JPG, animated GIF and Flash/SWF* accepted
- Animation must be less than 25 seconds in duration (including multiple loops)

EXCLUSIVE LOWER AD

NMBBAA® website

- 240 x 400 pixels
- JPG, animated GIF and Flash/SWF* accepted
- Animation must be less than 25 seconds in duration (including multiple loops)

EMAIL ADVERTORIAL

Conference Advertorial eMail

- 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.

Black MBA Annual Conference Guide Digital Edition

For the latest digital edition specifications, please visit www.naylor.com/onlinespecs

NBMBAA

Career Success Network[®]

Post Jobs and Search Resumes to Find Top Talent Fast!

The NBMBAA[®] Career Success Network has recently been improved to connect your company with over 25,000 highly educated candidates. Finding top talent just got easier. With the NBMBAA[®] Career Success Network, employers can expect:

- Nationwide Resume Access
- Advertising Enhancements
- Unmatched Exposure
- Branding Opportunities
- Access to Highly Qualified Candidates
- Easy Online Management
- Job Activity Tracking
- Competitive Pricing

Product and Rates

JOB POSTINGS (ALL PACKAGES INCLUDE RESUME ACCESS)

Single 60-Day Job Posting: **\$295**

Two 60-Day Job Posting: **\$550 (save 7%)**

Five 60-Day Job Posting: **\$1,000 (save 32%)**

Ten 60-Day Job Posting: **\$1,500 (save 49%)**

FEATURED JOB UPGRADE

For \$100 more per job, get prime exposure with the industry's most sought-after talent. Featured Jobs appear on Job Seeker landing page and are highlighted in job search results to boost job views and applications.

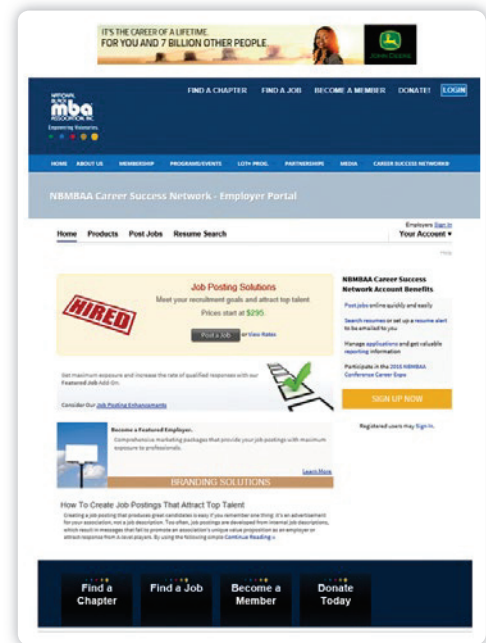
FEATURED EMPLOYER BRANDING

Increase awareness for your company, target your message to the NBMBAA[®] audience, and increase your results with our new Featured Employer Profiles and branding ads. Contact us for details and rates.

Let us customize an advertising program that fits your needs and budget. Contact your Naylor Talent Acquisition Adviser at 866.964.2765 today for information on the full suite of advertising opportunities with NBMBAA[®] Career Success Network.

NBMBAA[®] Career Success Network has recently been improved to connect your company with over

25,000 highly educated candidates



FIND THE QUALIFIED, DIVERSE CANDIDATES YOU NEED AT THE 2019 NMBBAA® 41TH ANNUAL CONFERENCE & EXPOSITION!

Start making plans now to join nearly 10,000 attendees and find out why the NMBBAA® Annual Conference & Exposition is your one-stop shop for top level diverse talent.

The NMBBAA® Annual Conference & Exposition is the nation's premier diversity Career Expo with tools your company needs to find the right candidates. With your booth and employer activation package at the NMBBAA® Career Expo you can:

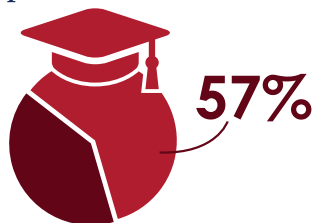
- Pre-post jobs to the NMBBAA® Conference Job Match database and pre-screen résumés from a pool of diverse candidates
- Evaluate motivated graduates in advance or on the spot at your booth
- Pre-schedule on-site interviews or select new candidates for one-on-one meetings in our dedicated NMBBAA Employment Network® interview space
- Meet new candidates at your booth, while showcasing your company's image, products and services
- Interact with prospects in business-related social settings through our evening events and hospitality receptions
- Depart with a roster of vetted candidates ready to hire



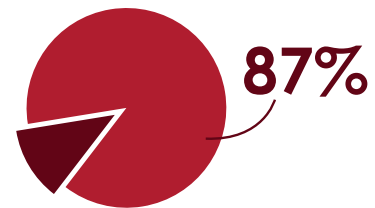
NMBBAA Annual Conference & Exposition has the talent pool you want to access*:



3-year Average Attendance: **9,500**



Nearly **57%** of Conference attendees held a MBA or other advanced degree



87% of Conference attendees have more than 6 years of professional experience

Highest Degree



Work Experience



*Statistics from the NMBBAA 37th Annual Conference & Exposition



CONTACT:

BOTTOM LINE:

MORE DIVERSE APPLICANTS +
MORE VETTED CANDIDATES =
REALIZED HIRING GOALS