

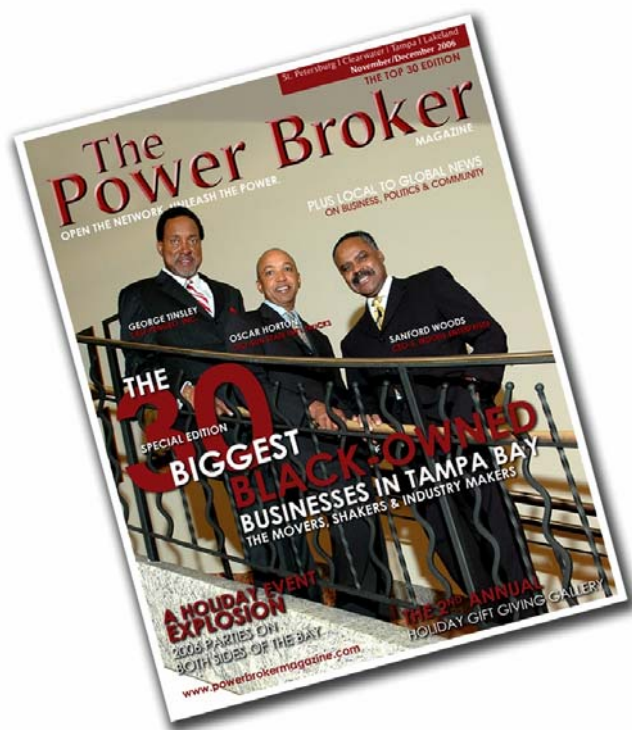
2009 Media Kit

the**power**broker
magazine, e-zine & on-line

open the network.
unleash the power.

Information included in this media kit:

- Page 1] Details about the**power**broker
- Page 2] magazine & e-zine Advertising Rates
- Page 3] on-line (Website) Advertising Rates
- Page 4] Circulation Details, Discounts & Schedule



4 Years of Phenomenal Growth

The Power Broker is the first and *only* magazine and e-zine targeting Tampa Bay's African American community that has not only survived, but thrived.

What's the secret? We'd like to think it's because of the perspective we bring to African American news, views and issues. But equally important is the business and editorial decisions we made when the Power Broker was born.

For more details on advertising, promotions and partnerships with the Power Broker, please call:

Gypsy C. Gallardo, Publisher
727-866-0873

reachout@powerbrokermagazine.com

Deborah Figgs-Sanders, Business Manager
727-420-2819

deborah@powerbrokermagazine.com

The Power Broker Team:

Lonnie Donaldson - **CO-FOUNDER**
Gwendolyn Reese - **ASSOCIATE EDITOR**
Edward Johnson, III - **LEAD DESIGNER**
G. Lancaster - **OFFICIAL PHOTOGRAPHER**
Kellis Glenn - **CLEARWATER CORRESPONDENT**
Sarah Hamm - **TARPON CORRESPONDENT**
Audrey "Pat" McGhee - **FASHION EDITOR**
Candi Lowe - **DISTRIBUTION MANAGER**
Kimberley Webb - **PRODUCTION MANAGER**

#1 Advertisers get results - At least 80% of Power Broker advertisers are **repeat customers**, which tells us their advertising investments generate value for their organizations and businesses.

#2 Leading edge editorial - The Power Broker has produced several one-of-a-kind and first-of-its-kind editions, including the first-ever ranking of Tampa Bay's *Top 30 Black Owned Businesses*, and the inaugural *Who's Who Tampa Bay Reference Guide*, featuring over 2,000 movers & shakers.

#3 Large, targeted circulation - After only two years in print, the Power Broker had already become the most widely circulated magazine and e-zine targeting Tampa Bay's African American community, including business owners, government officials, community leaders, consumers and activists. Our weekly e-zine reaches the region's largest on-line readership of black professionals.

2009 Advertising Rates

thepowerbroker
magazine, e-zine & on-line

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advertising option #1:

thepowerbroker MAGAZINE

(Releasing quarterly in 2010; semiannually in 2009)

Ad Sizes (based on full page @ 8.25 x 10.75")	Corporate	Small Biz & Gov't	Non-Profit
Back Cover & Inside Front Cover	\$1,500	\$1,100	\$900
Full Page	1,100	750	500
Half Page (Vertical or Horizontal)	625	400	300
Quarter Page (Traditional)	400	225	175
Quarter Page (End-Cap)	425	250	200
Double Business Card	N/A	150	150

DEADLINE: Announced three months prior to each edition

RATE ELIGIBILITIES:

- + **Non-profit rate** applies to non-profits below \$2 million in annual revenue (AND to faith organizations, no matter their annual revenue)
- + **Small biz rate** available to businesses at or below \$25 million in annual revenue
- + **All political advertisements** are billed at "Small Biz & Gov't" rates
- + **Corporate rate** applies to all corporate entities (for-profit and non-profit) earning \$25 million or more in annual revenue



advertising option #2:

thepowerbroker E-ZINE

(Releases weekly)



Ad Positions	Rates	Specifications & Package
Top Banner	\$199	6 x 2" + Free Feature Ad
Headline (top right)	149	3 x 2.5" + Free Feature Ad
Bottom Banner	99	6 x 2" + Free Feature Ad
Feature (top half)	49	3 x 1.75"
Listing	FREE	40-Word Listing
Dedicated E-blast	\$760*	On a selective basis, the powerbroker will launch your very own e-blast.
	*10¢/recipient	

DEADLINE: Each Friday, for ads releasing the following Wednesday

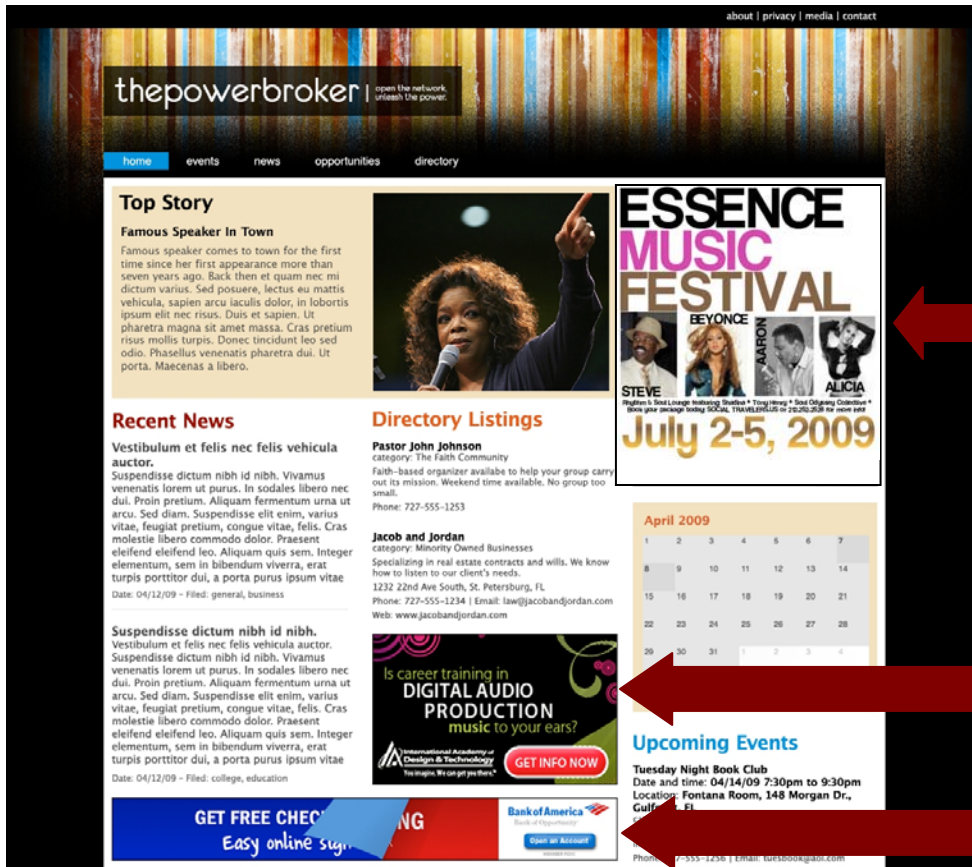
[See next page for on-line advertising options]

www.powerbroker magazine.com

ON-LINE Advertising

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Your ads can now appear 24/7 on the new Power Broker website. Your options include:

TOP RIGHT BANNER ADS

Are available on the following pages of the **powerbroker** website: HOME, EVENTS & BREAKING NEWS (advertising will soon be available on the Network Directory page)

MIDDLE BANNER ADS

Are available on the HOME page only

BOTTOM BANNER ADS

Are available on the following pages of the **powerbroker** website: HOME, EVENTS & BREAKING NEWS

IN ADDITION TO THE ABOVE ADS....

FEATURE EVENT ADS on the EVENTS PAGE appear as the first calendar item readers see

PREMIUM EVENT ADS on the EVENTS PAGE appear as the second calendar item readers see

TO PLACE AN AD, e-mail your desired selection to us at: reachout@powerbrokeromagazine.com

OR TO DISCUSS AN ORDER, CALL: 727-866-0873

advertising option #3:

the**power**broker **ON-LINE**

(On-line 24/7 – Rates are for each 7 days)

HOME PAGE	Rates	Specifications & Package
Top Flight (top right)	\$169	2 x 2.5" + Free Feature Ad
Middle Banner	99	2 x 2"
Bottom Banner	129	4 x 2" + Free Feature Ad
EVENTS PAGE	Rates	Specifications & Package
Top Flight (top right)*	\$149	2 x 2" + Free Feature Event Ad
Bottom Banner*	129	4 x 2" + Free Premium Event Ad
FEATURE EVENT	99	2 x 2" + Free Premium Event Ad
PREMIUM EVENT	79	2 x 2"
Listing	FREE	40-Word Listing

DEADLINE: Three business days prior to desired release

*Same rates apply to the BREAKING NEWS PAGE

Circulation Details

The Power Broker magazine is the most widely circulated magazine and e-zine targeting Tampa Bay's African American community.

the**power**broker **MAGAZINE** is distributed quarterly in a quantity of 10,000, free-of-charge to 150 retail and community locations in five counties, the majority of which are located in Pinellas and Hillsborough counties, with a growing number in Polk, Sarasota and Manatee.

the**power**broker **E-ZINE** is released weekly to 7,500 readers – the largest on-line network in the region of predominantly African American readers.

the**power**broker **ON-LINE** launched in July 2009 with content and advertising available 24/7. Website traffic counts will be available in December 2009.

Advertising Discounts Available

5% frequency discount – **MAGAZINE, E-ZINE & ON-LINE**

Commit to four (4) consecutive ad placements and receive 10% off your order.

5% pre-payment discount – **MAGAZINE ONLY**

Pay for your order at least seven days prior to scheduled release and receive 5% off (please note: pre-payment is required when placing ads in the e-zine or on-line).

5% UNITY discount – **MAGAZINE, E-ZINE & ON-LINE**

When two or more organizations or businesses partner to offer an event, product, service or resource, the group receives 5% off (ad copy must reflect the names or logos of partners).

5% "partner package" discount - **MAGAZINE, E-ZINE & ON-LINE**

Place simultaneous ads with the Power Broker and any of its media partners, and receive 5% off. Current partners include the Weekly Challenger newspaper, WRXB AM 1590 radio, the Florida Courier newspaper (statewide), and the Village News magazine (Miami-Dade County).

10% triple placement discount - **MAGAZINE, E-ZINE & ON-LINE**

Advertisers receive 10% off for placing concurrent ads with all three Power Broker advertising outlets (the magazine, e-zine and on-line); and 5% off for placing ads with two outlets.

- + **For Direct Orders** - all discounts can be used in combination; no restrictions apply.
- + **For Agency Orders** – maximum total discount rate is 30%, agency discount included.

2009 Releases of the**power**broker **MAGAZINE**

- + **July 2009** – release of the 200-page *Who's Who Tampa Bay Reference Guide*
- + **October 2009** - release of the 48-page *Black Gold Edition – How to Build Wealth during a Global Recession*

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