

# The Black Professional

A GUIDE TO BUILDING THE VILLAGE!



**MEDIA  
KIT 2024**

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216-229-7110

# 2024 Rate Card\* & Editorial Calendar

Rate Card		1x	2x	4x
4-Color	2-Page spread	\$4,000	\$3,000	\$2,000
	Full page	2,000	1,500	1,000
	1/2 page	1,500	1,000	750
B&W	Full page	\$2,000	\$1,500	\$1,000
	1/2 page	1,000	750	500
4-Color	Cover 2 - inside front	\$3,000	\$2,000	\$1,000
	Cover 3 - inside back	\$3,500	\$2,500	\$1,500
	Cover 4 - outside back	\$4,500	\$3,500	\$2,500

## SPECS:

**Mag Trim Size/  
Full Page Ad**  
8.5" x 11"

**Half Page Ad**  
7.5" x 4.75"

**Bleed**  
Positioned .125"  
from trim

**Trim Crop Marks**  
Positioned outside  
bleed area by .125"

**Binding**  
Saddle stitch

Questions about art?  
Email [cd.magazine@bpacf.org](mailto:cd.magazine@bpacf.org)  
[bpacf.org](http://bpacf.org)

## Corporate Diversity, Equity & Inclusion (DEI) Sponsor Subscriptions (12 months)

**Sponsor Subscription Level A: \$15,000** Includes a 2-page DEI advertorial in 4 issues with up to three embedded links; logo on BPACF website; social media postings on all platforms; up to 12 professional profile submissions per year (Black professionals under 40 years of age).

**Sponsor Subscription Level B: \$10,000** Includes a full page DEI advertorial in 4 issues with up to two embedded links; logo on BPACF website; social media postings on all platforms; up to 8 professional profiles per year (Black professionals under 40 years of age).

**Sponsor Subscription Level C: \$5,000** Includes a half page DEI advertorial in 4 issues with one embedded link; logo on BPACF website; social media postings on all platforms; up to 4 professional profiles per year (Black professionals under 40 years of age).

**\*50% Discount** for Non-Profit Organizations and Local Businesses with 5 or fewer employees.

## Editorial Calendar

Issue Date	Features	Ad Close	In Publication
Spring	-Spotlight: Public Service	3/15	3/31
Summer	-Spotlight: 2024 Black Professional of the Year	6/15	6/30
Fall	-Spotlight: Entrepreneurs	9/15	9/30
Winter	-Spotlight: Diversity, Equity & Inclusion	12/15	12/31

## Advertising & Sales

Email  
[info@bpacf.org](mailto:info@bpacf.org)  
216-229-7110

# 2024 Insertion Order

## COMPANY INFORMATION

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Email: \_\_\_\_\_

Billing Contact: \_\_\_\_\_

Billing Contact Email: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Purchase order number (if applicable): \_\_\_\_\_

Non-profit organization?  Yes  No

## AD AGENCY INFORMATION *(if applicable)*

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Email: \_\_\_\_\_

Billing Contact: \_\_\_\_\_

Billing Contact Email: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

## DISPLAY AD PLACEMENT *Please select the issue(s), ad size, and number of insertions:*

Issue	Ad Close	Materials Due	Ad Size	1x	2x	4x
<input type="checkbox"/> Spring	3/15	3/31	2-page spread	<input type="checkbox"/> \$4,000	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$2,000
<input type="checkbox"/> Summer	6/15	6/30	Full page	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$1,000
<input type="checkbox"/> Fall	9/15	9/30	1/2 page (H) <i>(b&amp;w)</i>	<input type="checkbox"/> \$1,500 <input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,000 <input type="checkbox"/> \$750	<input type="checkbox"/> \$750 <input type="checkbox"/> \$500
<input type="checkbox"/> Winter	12/15	12/31	Cover 2 <i>(inside front)</i>	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,000
<b>Sponsor Subscriptions</b> <i>(see descriptions on page 2)</i>			Cover 3 <i>(inside back)</i>	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$1,500
<input type="checkbox"/> A \$15,000				Cover 4 <i>(outside back)</i>	<input type="checkbox"/> \$4,500	<input type="checkbox"/> \$3,500
<input type="checkbox"/> B \$10,000				<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$2,500	
<input type="checkbox"/> C \$5,000				<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$2,500	

## ACCEPTANCE OF TERMS

I certify that I am authorized to sign and enter into this Insertion Order and Contract for Advertising Space on behalf of the company listed above.

Signature \_\_\_\_\_

Print Name \_\_\_\_\_

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