



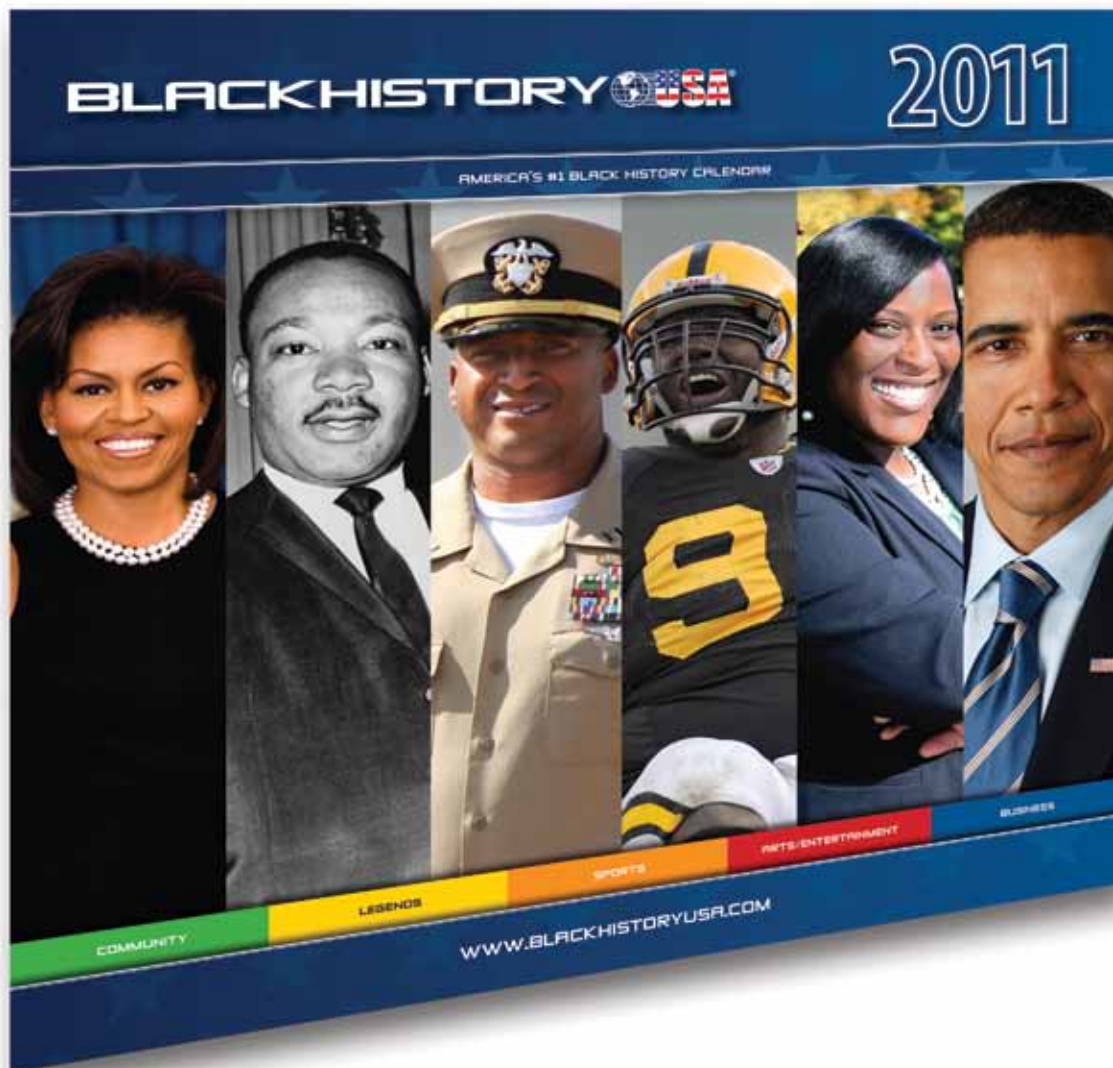
BLACKHISTORY   [®]
“24/7, 365”

Media Kit

Our Mission

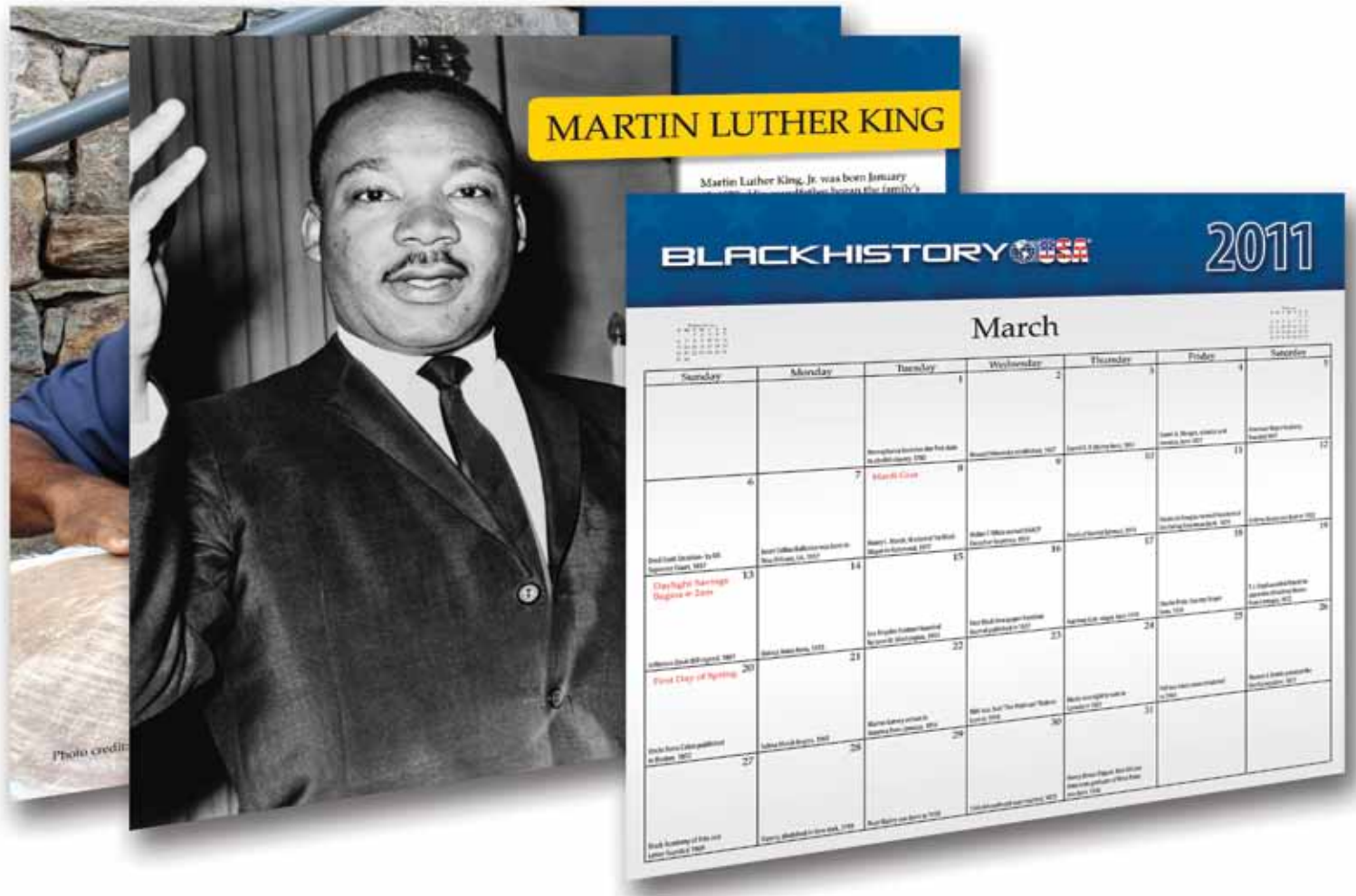
Black History USA[®] plans to achieve nationwide leadership by producing high quality products and services that educate, inspire and provide a competitive edge for our supporters. This will be achieved by building upon our expertise in the areas of research, advertising, sales, promotions and customer support services. To our customers, clients, supporters, vendors, etc., we pledge our commitment as we anticipate needs through today's rapidly expanding and changing business culture.

Black History USA[®]
"24/7, 365"



National Calendar

The **Black History USA[®]** features Black/African American leaders throughout America, as well as throughout American history. While informative and educational, our unique design allows for everyday use. Twenty four hours a day, seven days a week, three hundred and sixty five days of the year, we recognize the contributions of Black/African Americans to America. Combined with the corporate sponsors, it is a conversation piece. The effectiveness is unmatched by any other calendar on the market. Simultaneously, we salute African Americans and the companies that have proven their commitment to diversity and efforts to embrace multiculturalism.



Prime Advertisement Package

The Black History USA® Calendar is issued November to November each calendar year.

Calendar Dimensions

11" x 11 5/8"

CORPORATE ADVERTISING

Front Inside Cover	\$ 3,000.00
Back Cover	\$ 4,000.00
Corporate Date Block (Logo & Web Site Designation)	
1 Month	\$ 200.00
6 Months	\$ 1,200.00
12 Months	\$ 2,400.00
Corporate Profile Sponsorship	\$ 1,000.00
Black History Nugget	\$ 100.00
Web Page Banner Advertisement Plus	\$ 1000.00
Web Page Standard Advertisement Plus	\$ 500.00

SMALL BUSINESS ADVERTISING

Front Inside Cover	\$ 3,000.00
Back Cover	\$ 4,000.00
Date Block (Logo & Web Site Designation)	
1 Month	\$ 100.00
6 Months	\$ 600.00
12 Months	\$ 1,200.00
Black History Nugget	\$ 100.00
Web Page Banner Advertisement Plus	\$ 1000.00
Web Page Standard Advertisement Plus	\$ 500.00

Please mail check or money order to: **Black History USA®** P. O. Box 6516 Greenville, SC 29607.

All advertising rates are quoted NET OF AGENCY COMMISSIONS and must be paid in full 30 days after the execution of contract, unless otherwise arranged. If full cost of the advertisement is not paid as agreed, advertisement will not appear in **Black History USA®** and no refund will be given. Neither the advertiser nor its agent may cancel after the stated closing date that appears on the executed contract. The advertiser assumes all responsibility for material and copy submitted to be published and it is expressed, understood, that the advertiser/agency will indemnify, defend and hold the publisher and its agents, directors, and employees harmless from and against any claims or suits that may arise out of the publication of such advertisement including reasonable attorney fees in defending such claims. In the event an error in the advertisement caused by the publisher, its agents, directors or employees, the liability of the publisher and those individuals shall not exceed the cost of space occupied by the erroneous copy or illustration. No allowance will be made for errors which do not materially affect the value of the advertisement. It is further agreed that the publisher is not bound by any verbal or by any arrangement not specifically stated.

Benefits

Is my Advertisement Justified?

- Your advertisement will increase your exposure to middle and upper class professionals. The Black History USA® offers focused and effective advertising to a targeted market.
- The Black History USA® calendar ensures repetitive reflection. Our distribution and promotion, insures your customer cost is targeted to the African American consumer market, which is a \$921 billion dollar growing market.
- BLACK HISTORY USA® “24/7, 365”

Distribution

- Black History USA® impacts between 100,000 to 3,200,000 customers each calendar year. We forecast our distribution rates will increase with each publication and increased prominence.
- Black History USA® calendars will be distributed and utilized annually, which means that your investment will be working for you everyday as business and residential consumers observe the Black History USA® calendars.
- Additionally, our calendars will be further promoted through National and Local markets and through periodic business card exchanges, radio and television broadcasting, newspaper and other advertising venues.

Benefits

- By our unique approach to brand promotion, we ensure your presence to the most brand loyal consumer group. We
- don't exclude mom and pop organizations. Our goal is to increase our advertiser's exposure to the most lucrative and affluent African American/Black consumer. In this manner, our business and clients maintain a powerful corporate presence. Should your company be included?

Historical Business Feats and Facts

- In 1995, Robert Holland became the first black CEO and President of a major mainstream company, returning Ben & Jerry's Homemade, Inc. to profitability in one year!
- At age 35, the Honorable Maynard H. Jackson became the first black mayor of a Southern State.
- In 1970 there were only 3 blacks among the 3,000+ serving on directors of boards of fortune 500 companies.
 - Clifton Wharton – Equitable
 - Thomas Wood – Chase Manhattan Bank
 - Robert Weaver – Metropolitan Life Insurance

Today, there are numerous African Americans/Blacks serving on the boards of fortune 500 companies.

Thanks to the pioneering efforts of these men, women and companies, blacks are demonstrating their ability to perform in the highest ranks of corporate America. These achievements by African Americans/Blacks in corporate America are the type of continued efforts that Black History USA® wishes to foster, support and promote.

Advertisement Contract

Black History USA®
"24/7, 365"

We agree to purchase advertisement space from **Black History, USA™** for inclusion of the upcoming calendar(s). **Black History USA®** agrees to reserve the mentioned advertisement space upon the terms and conditions set forth below.

Black History USA® reserves the right to edit or reject any copy submitted. **Black History USA®** will not be held liable for unintentional errors and /or omissions to an extent greater than one-half (½) of the actual amount paid for the advertisement space involved.

Advertiser agrees to pay all balances due within thirty (30) days of the execution of this contract **Unless Otherwise Agreed and Documented On The Face Of This Contract**. If balance is not paid in full, advertisement(s) will not appear in the calendar(s). All advertisement rates are **Net of Agency Commission**.

This contract is the entire agreement between Advertiser and **Black History USA®**. No changes Agreements of conditions, verbal or otherwise, will be honored that do not appear on this contract. Advertiser fully acknowledges his/her full understanding of this contract and the receipt of a copy thereof.

Ad/Copy Material must be received within ten (10) days of the execution of this contract. Photos must be received within fifteen (15) days. Due to the nature of production deadlines, information must be received by Black History, USA™ no later than (5) days after the receipt of Ad Proof Copy. Black History USA® reserves the right to charge finance charges of 2% per month (24% annually) on all past due balances. This contract is not cancelable after execution.

Please check each calendar year chosen:

Nov. 2014 – Oct. 2015 Nov. 2015 – Oct. 2016 Nov. 2016 – Oct. 2017 Nov. 2017 – Oct. 2018

Company Name: _____

Phone: _____ Email: _____

Physical Address: _____

City/State/Zip: _____

Billing Address: (if different from above) _____

Ad Category: _____ Ad Rate: _____ Total Paid: _____ Balance Due: _____

Special Features: _____

Contract Date: _____ Billing Date: _____

Advertiser's Signature: _____ Print Name: _____

Black History USA® Representative: _____ Date: _____