

# ICABA<sup>®</sup>

*Identify • Connect • Activate • The Black Accomplished*

*Engaging  
Active and Affluent Consumers  
Where They Live, Work and Play*



**360<sup>o</sup>** Marketing Opportunities  
**Interactive | Events | Print**



## SPONSORSHIP OPPORTUNITIES

	<b>PARTNER</b> (\$7,500)	<b>CEO</b> (\$12,500)	<b>CORPORATE</b> (\$20,000)	<b>PRESENTING</b> (\$30,000)
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### ONLINE PACKAGE

Lifestyle Channel Sponsor	3 months	6 months	9 months	1 year
Lifestyle Channel Articles	3 months	6 months	9 months	1 year
*E-Newsletter Ad	3 months	6 months	9 months	1 year
*Custom Newsletter	n/a	1x 3 months	2x 6 months	4 x 1 year
*Web Banner Size	Med. Rectangle (300x250)	Leader Board (728x90)	Client Choice	Client Choice
*Web Banner Run	3 months	6 months	9 months	1 year

### PRINT PACKAGE

<sup>1</sup> Full-page color ad	yes	yes	Inside Back Cover	Inside Front Cover
Showcase Section	n/a	n/a	up to 6 profiles	up to 10 profiles
<sup>1</sup> Advertorial	n/a	1 page B/W	1 page color	2 pages color
Complimentary Directories	10	16	20	30

### RECEPTION PACKAGE

Logo on Invitations	Line 4	Line 3	Line 2	Line 1
Signage	Line 4	Line 3	Line 2	Line 1
*Multimedia Presentation	Name	Logo	15-sec message	30-sec message
Speaking Opportunity	n/a	n/a	n/a	3-5 minutes
Complimentary Tickets	6	10	20	30
**Event Display	n/a	10' x 10'	10' x 20'	20' x 20'

### MULTI-DIRECTORY

2-3 / 10%

4-6 / 15%

7+ / 20%

\*Creative supplied by sponsor / acceptable digital formats include: flash/avi/mpeg/gif/png/jpeg

\*\*Client provided space with one skirted table per 10'x10' area, electricity not included.

**Deadline for sponsorship and ad placement is 60 days prior to publication date**

<sup>1</sup>All print ads are full color and must be submitted camera-ready. Acceptable file formats include PDF, TIFF OR JPEG. Client agrees to pay an additional 10% fee (based on ad cost) for print ads that require production or re-sizing by ICABA. Guaranteed placements are available at a 10% premium charge. Sponsorship and print advertisement placements are made to reserve space. Payment in advance required. No cancellations/ make goods allowed when available. ICABA Media Holdings, LLC reserves the right to refuse any advertisement.



## ADVERTISING RATE CARD

	PRICING Color	PRICING Black/White	PRINT Specs	DISCOUNTS 501 (C)(3) only
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### PRINT PLACEMENT

Back Cover	\$5,495	n/a	7" width x 10" depth	n/a
Inside Front Cover	\$4,995	n/a	7" width x 10" depth	n/a
Inside Back Cover	\$4,795	n/a	7" width x 10" depth	n/a
Inside First Page	\$4,795	n/a	7" width x 10" depth	n/a
Full Page	\$4,495	\$3,495	7" width x 10" depth	25%
*Full-Page Advertorial	\$3,495	\$2,995	7" width x 10" depth	25%
*Two-Page Advertorial	\$5,995	\$4,995	7" width x 10" depth	25%
Half Page	\$2,995	\$2,495	7" width x 5" depth	25%
Quarter Page	\$1,695	\$1,395	3.5" width x 5" depth	25%
Showcase Section (Up to 6 profiles)	\$10,000	\$9,000	4 pages + full page ad	25%
Showcase Section (Up to 10 profiles)	\$15,000	\$13,500	6 pages + full page ad	25%

### INTERACTIVE PLACEMENT

	PRICING Monthly	OBJECT Size	ANIMATION LENGTH Seconds	MAX INITIAL DOWNLOAD Fileweight
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Banner-Leader Board	\$1,000	728 x 90	15 sec	40K
Banner-Full Banner	\$250	468 x 60	15 sec	40K
Banner-Medium Rectangle	\$750	300 x 250	15 sec	40k
Skyscraper	\$500	120 x 600	15 sec	40K
Skyscraper-Wide	\$625	160 x 600	15 sec	40K
Skyscraper-Half Page Ad	\$750	300 x 600	15 sec	40K
In Page Video Unit	\$1,000	300 x 250	up to 15 sec	40K
Newsletter Ad	1 x \$150	160 x 200		
Custom Newsletter (client provide creative)	1 x \$500			
E-Blast	1 x \$350			
Microsite Advertising	custom-priced			

### MULTI-DIRECTORY      MULTI-MONTH

(Discount Print Only)	(Discount Web Only)
2-3 / 10%	2-3 / 5%
4-6 / 15%	4-6 / 10%
7+ / 20%	7+ / 15%

\*Editorial content only / ALL banners rotate throughout the website.

**NOTE: Deadline for sponsorship and ad placement is 60 days prior to publication date**

All print ads are full color and must be submitted camera-ready. Acceptable file formats include PDF, TIFF OR JPEG. Client agrees to pay an additional 10% fee (based on ad cost) for print ads that require production or re-sizing by ICABA. Trim size of the Directory is 8.5" x 11". Guaranteed placements are available at a 10% premium charge. Sponsorship and print advertisement placements are made to reserve space. Payment in advance required. No cancellations/make goods allowed when available. ICABA Media Holdings, LLC reserves the right to refuse any advertisement.



ICABA® connects accomplished black professionals and entrepreneurs throughout the world and provides an interactive platform for advertisers to engage them and build profitable relationships.

## ICABA® 360° MARKETING SOLUTIONS

- ❖ Microsite Advertising
- ❖ Viral Marketing
- ❖ Email Campaigns
- ❖ E-Newsletter Ads
- ❖ Custom Newsletters
- ❖ Surveys
- ❖ Social Media
- ❖ Web Banner Ads
- ❖ In-Page Video
- ❖ Data Mining
- ❖ Event Sponsorship
- ❖ Event Display/Sampling
- ❖ Local Market Activation
- ❖ Hosted Events At Your Location
- ❖ Print Ads
- ❖ Directory Sponsorship

### CORPORATE ADDRESS:

4581 Weston Road, Suite 370  
Weston, FL 33331  
Phone: 954.862.1717  
Fax: 954.862.1725  
www.icabaworld.com

### JEROME HUTCHINSON, JR.

President/CEO  
hutch@icabaworld.com

### BRUCE DAVIS

Chief Operating Officer  
bdavis@icabaworld.com

### DIANNE WILLIAMS

Chief Marketing Officer  
dwilliams@icabaworld.com

### HORACE HORD

SR. VP/Corporate Relations  
hhord@icabaworld.com

### WEB SITE:

www.icabaworld.com  
The web site features social networking, a directory of accomplished and influential blacks, news, event calendars and lifestyle information.

### PUBLICATION:

A coffee-table quality, full-color publication containing profiles of accomplished and influential professionals.

### PUBLICATION CYCLE:

Published semi-annually accompanied by a Recognition Reception in honor of those profiled, giving sponsors and advertisers direct access to affluent consumers.

### DISTRIBUTION:

Online at icabaworld.com  
Local book stores

### SIGNATURE EVENTS:

Recognition, networking and social events are held throughout the year supported by sponsors and advertisers targeting affluent black consumers.

# 360° Marketing Opportunities

Interactive | Events | Print



## ICABA® VALUE PROPOSITION/BENEFITS

- ❖ Increased revenue, market share and customer loyalty
- ❖ Efficient and cost-effective engagement of affluent black consumers via the ICABA® World social network
- ❖ 360° marketing solution via integrated multi-channel delivery
  - Digital messaging (video placements, e-newsletters, social media marketing... etc.) that enable interactive communication with high value consumers
  - Signature events that enable direct contact, sampling and data mining
  - Print and digital brand advertising to expand awareness
- ❖ Enhanced goodwill via public exposure of corporate commitment to diversity/inclusion and by recognizing the accomplishments of key personnel
- ❖ Showcase accomplished professional role models for our youth to emulate
- ❖ Identify and connect with resources and potential board members for civic, community, professional and business organizations



## Advertising specifications and requirements

Deadline for sponsorship and ad placement is **60 days** prior to publication date

- ❖ Acceptable file formats include: flash/avi/mpeg/gif/png/jpg.
- ❖ Client agrees to pay an additional 10% fee (based on ad cost) that require production or resizing.
- ❖ All banners rotate throughout the website.
- ❖ Guaranteed fixed placements are available at a 10% premium charge.



Leader Board  
728 x 90

Medium Rectangle  
300 x 250

Medium Rectangle  
300 x 250

Leader Board 728 x 90

Leader Board.....	728 x 90
Medium Rectangle .....	300 x 250
In Page Video Unit.....	300 x 250
Skyscraper .....	120 x 600
Skyscraper-Half Page Ad ...	300 x 600
Full Banner .....	468 x 60

# PRINT Ad Layouts



## Advertising specifications and requirements

Deadline ad placement is 60 days prior to publication date

- ❖ All print ads are full color and must be submitted camera-ready. Acceptable file formats include PDF, TIFF or JPEG.
- ❖ Client agrees to pay an additional 10% fee (based on ad cost) that require production or resizing.
- ❖ Guaranteed placements are available at a 10% premium charge.

## Advertorial specifications

- ❖ Layout is 7" x 10"
- ❖ Maximum word count is 500

Full page  
Ad Size  
7" x 10"

**If you could write the plan for your life, would you use a pencil or a pen?**

If you chose a pencil, you'd have the ability to take advantage of any opportunity that could impact your success, especially those life events that require financial planning. Because everyone has a different set of priorities yet similar goals, like financial independence, sending the time to develop a personal financial plan is essential. Our financial advisors can assess your present needs and future goals and then help you to incorporate financial strategy. To set up a no charge, no obligation meeting to discuss your financial concerns, and find out how financial planning can help you achieve your dreams, please give us a call for more information.

**Diamond Wealth Management,  
An office of MetLife  
1200 South Pine Island Road, Suite 330  
Plantation, FL 33334  
(954) 633-1607  
www.diamondwealthmanagement.com**

**MetLife**

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ICABA\* South Florida

Half page  
Ad Size  
7" x 5"

**Saluting the Colonel**

The best way to lead is by example. Colonel Brodes Hartley has spent a lifetime going above and beyond the call of duty in the field of healthcare. We salute your dedication and vision for helping to bring quality health services to those most in need. Thank you for your inspired leadership and commitment to our community.

**Homestead Hospital**  
BAPTIST HEALTH

Committed to our faith-based, charitable mission of medical excellence.  
www.homesteadhospital.com

**Jessie Trice  
Community Health Center, Inc.**

Congratulates  
**Annie R. Neasman, RN, MS**  
President & CEO  
Jessie Trice Community Health Center, Inc.

For  
**Professional Accomplishments in Healthcare**

**LandGinc.com**  
786.367.3706

15th TOWN CENTER  
BOSTON/HEAT, MASSACHUSETTS

ICABA\* South Florida

Quarter page  
Ad Size  
3.5" x 5"



## Advertising specifications and requirements

Deadline ad placement is 60 days prior to publication date

- ❖ All print ads are full color and must be submitted camera-ready. Acceptable file formats include PDF, TIFF or JPEG.
- ❖ Client agrees to pay an additional 10% fee (based on ad cost) that require production or resizing.
- ❖ Guaranteed placements are available at a 10% premium charge.

## Advertorial specifications

- ❖ Layout is 7" x 10"
- ❖ Maximum word count is 500

Full page Ad Size  
7" x 10"

