



NATIONAL
BLACK
mba[®]
ASSOCIATION, INC.
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Empowering Visionaries.

NMBBAA.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 NMBBAA[®]!

CONTACT:

NMBBAA[®] Show Management
NMBBAA@eagteam.com



SUBMIT YOUR MEDIA ORDER

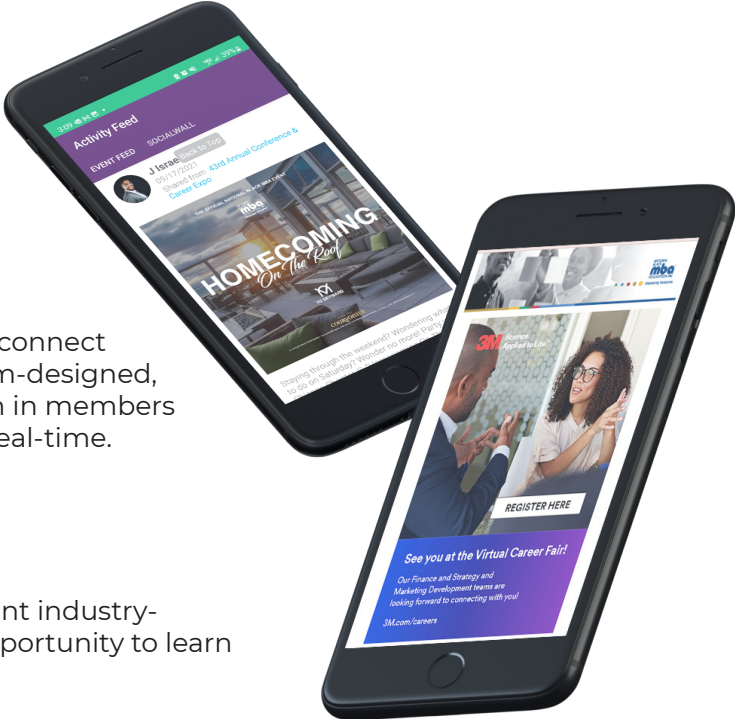


Black MBA Annual Conference Guide

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

NBMBA.org

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



NBMBA[®] 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.

Save with Media Bundles!

LEGEND PACKAGE

\$16,000 Save **\$1,800**

- Full Page - Magazine
- Digital Video Upgrade
- App - Banner Ad
- App - Enhanced Listing
- Push Notification
- E-Blast
- Website Rectangle 6-Month

LEGACY PACKAGE

\$12,000 Save **\$1,100**

- Full Page - Magazine
- Digital Video Upgrade
- App - Banner Ad
- App - Enhanced Listing
- Push Notification
- E-Blast

THE PROMISE PACKAGE

\$8,500 Save **\$1,000**

- 1/2 Page - Magazine
- Digital Video Upgrade
- App - Enhanced Listing
- Push Notification
- E-Blast

SUBMIT YOUR MEDIA ORDER



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

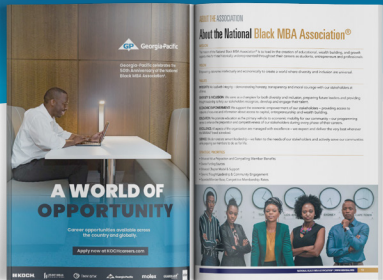
Members and readers receive each issue via e-mail and each new issue is posted to nbmbaa.org.

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
- 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

The Black MBA Annual Conference Guide receives on average:

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



There is a \$50 artwork surcharge fee for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

AD POSITIONS*

	1 Issue*
Digital Prime	\$1,850
Digital Skyscraper	\$2,000
Full-Page Insert	\$1,100
Digital Pop Insert	\$600 ONLY TWO AVAILABLE
Digital Video Add-On	\$500

SUBMIT YOUR MEDIA ORDER

Black MBA Annual Conference Guide

NET ADVERTISING RATES

[SUBMIT YOUR MEDIA ORDER](#)

Full-Color Positions

FULL PAGE	\$4,240
1/2 PAGE	\$3,070
1/3 PAGE	\$2,520
1/4 PAGE	\$1,800

There is a \$50 artwork surcharge fee for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

The digital edition will be emailed to members and attendees before the conference. The print edition will be distributed at the conference. Specifications and rates are furnished upon request.



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.



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.

LEADERBOARD

- Up to six (6) 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 (2) rows, with three (3) rectangles per row. Each rectangle ad will have two (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**

There is 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.

SUBMIT YOUR MEDIA ORDER



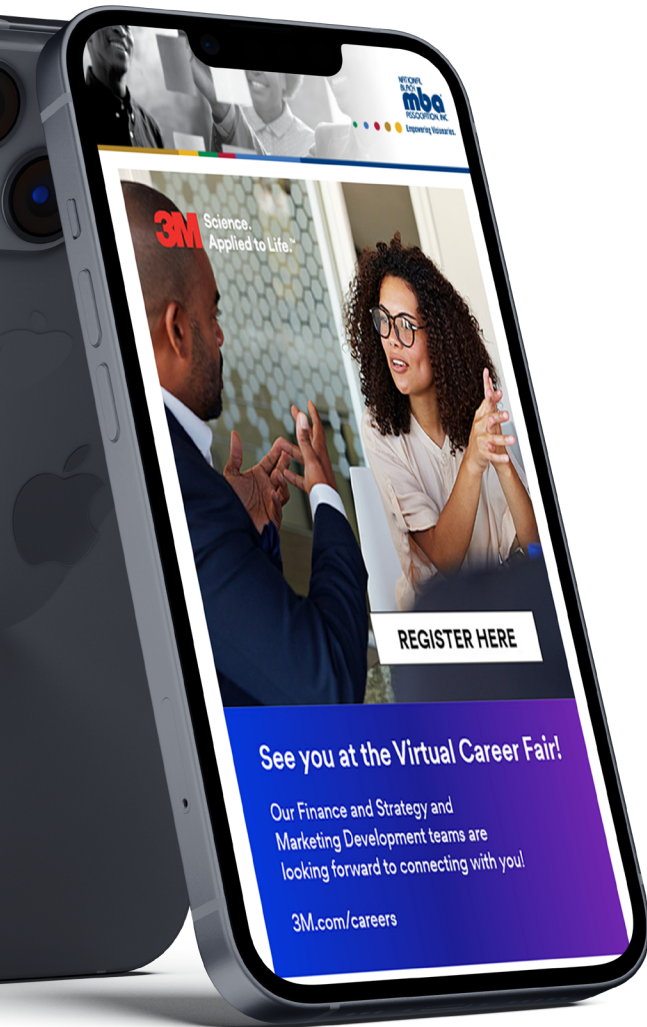
Be The Change We Need!
 NBMBAA® COVID-19 Relief Fund:
 Standing in the Gap

COVID-19 is having an unprecedented impact on life in America. Now more than ever, the National Black MBA Association® is standing in the gap to support those who have been severely and disproportionately affected by the disease and its wide-ranging repercussions.



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

Contact us today for information on the full suite of advertising opportunities with NBMBAA®.



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 one (1) per day during the conference.

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

There is 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.

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 members, subscribers and conference attendees

SUBMIT YOUR MEDIA ORDER

NBMBAA® App

The official Conference & Exposition companion!

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.

SPLASH SCREEN | \$7,000

This screen is the first thing people see when your app starts. It is a great opportunity to tie in your show's branding and/or highlight a featured sponsor.

- Only 1 available (SOLD)

BANNER AD PACKAGE | \$3,600

- Includes one (1) banner and one (1) push notification
- Only 6 available

PUSH NOTIFICATIONS | \$770 EACH

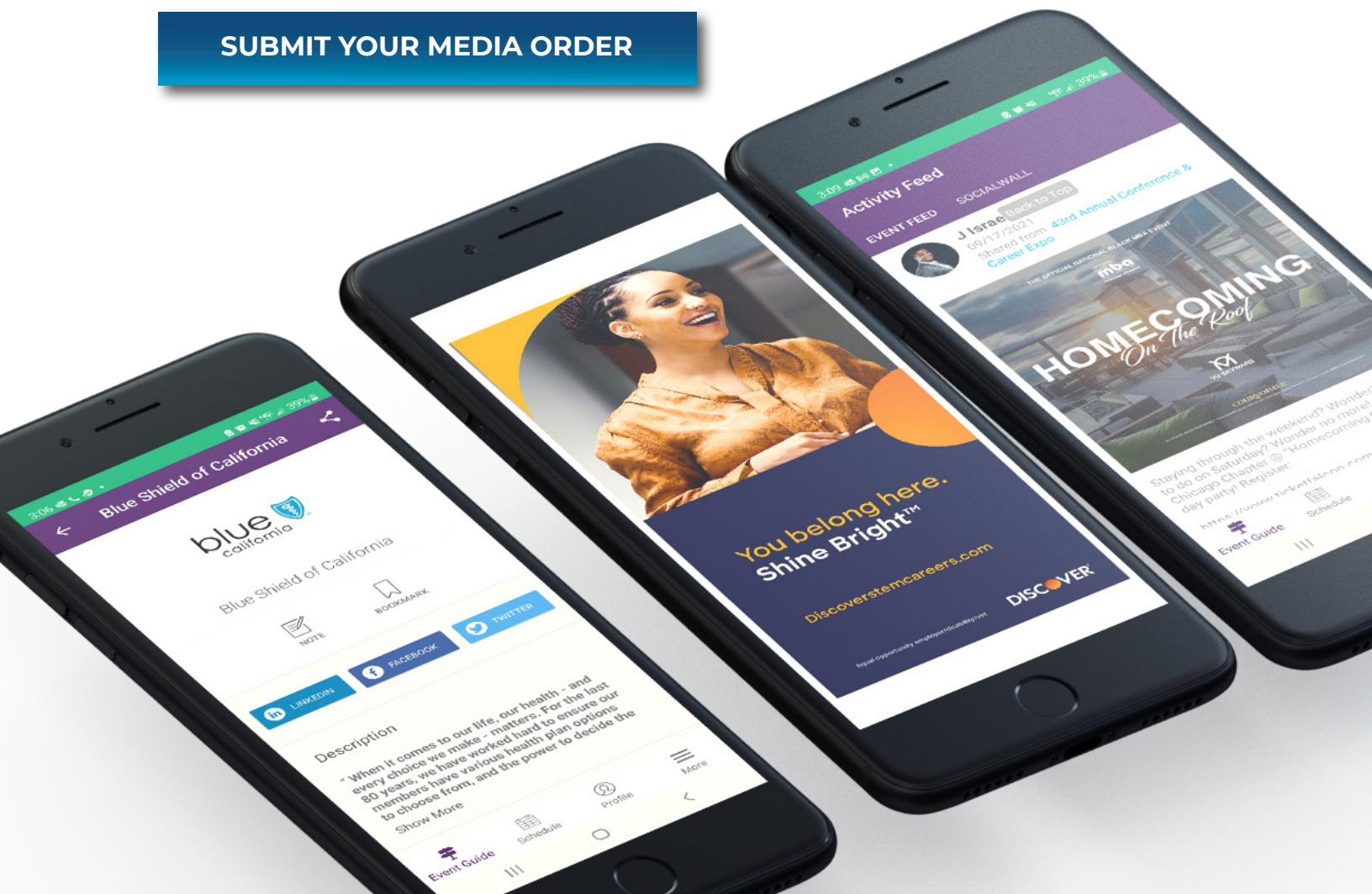
- Your choice of day and time frame

ENHANCED LISTING | \$550

This feature allows you robust content in your app listing including photos, documents, and videos. Give job seekers a view into your company and entice them to visit your booth!

There is 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.

SUBMIT YOUR MEDIA ORDER



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: \$500 (save 7%)
- Five 60-Day Job Posting: \$1,000 (save 32%)
- Ten 60-Day Job Posting: \$1,500 (save 49%)

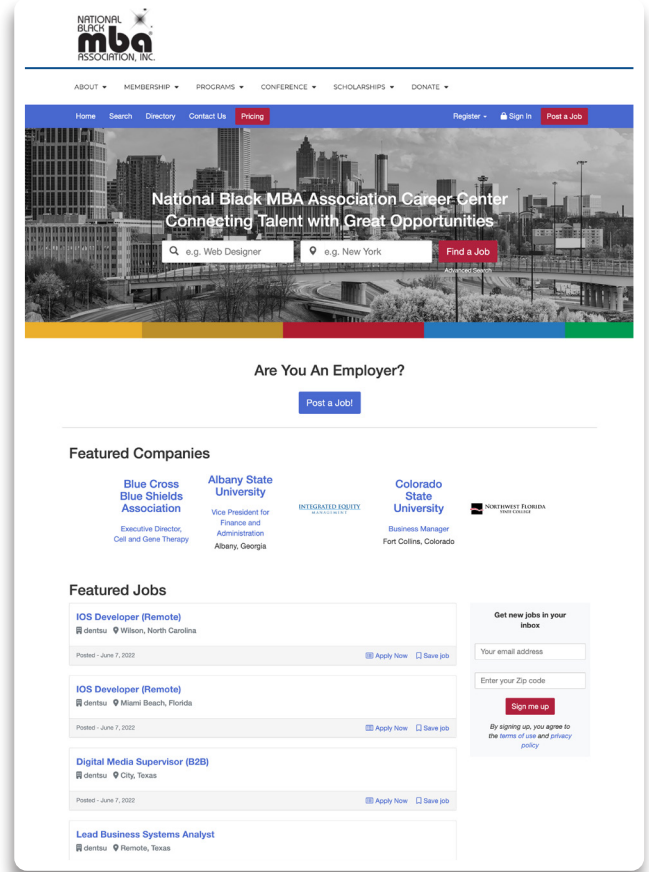
FEATURED JOB UPGRADE

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.

NBMBAA[®] Career Success Network has recently been improved to connect your company with over **25,000** highly educated candidates



Interested in 3+ packages or learning about our employer branding opportunities?

Contact our sales representative: jake@webscribble.com or (888) 995-2244 Ext 1079

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"
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"

Online Specifications

RECTANGLE ADS

NBMBAA® 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

NBMBAA® Website

- 728 x 90 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 NBMBAA®-branded header/footer

BLACK MBA ANNUAL CONFERENCE GUIDE DIGITAL EDITION

For the latest digital edition specifications, please contact NBMBAA@eagteam.com.

NBMBAA® OFFICIAL CONFERENCE APP

Banner Ads

- 1242 x 195 pixels (displays at 414 x 65 pixels)

Push Notifications

- Recommended Title length: 30 characters or less
- Recommended Notification Message length: 40 characters or less (this is the pop-up message pushed to devices that links back to the app's full message)
- Recommended Content length: 200 words / 1300 characters or less

Enhanced Listing

- For the latest specifications, please contact NBMBAA@eagteam.com.

Splash Screen

- 2436 x 2436 pixels with a 980 x 1870 pixel safe area (important logos, text, and other art should fit in the safe area due to resizing across a variety of devices)

If you have questions about ad specifications, please contact NBMBAA@eagteam.com