



**BLACKHISTORY**   <sup>®</sup>  
“24/7, 365”

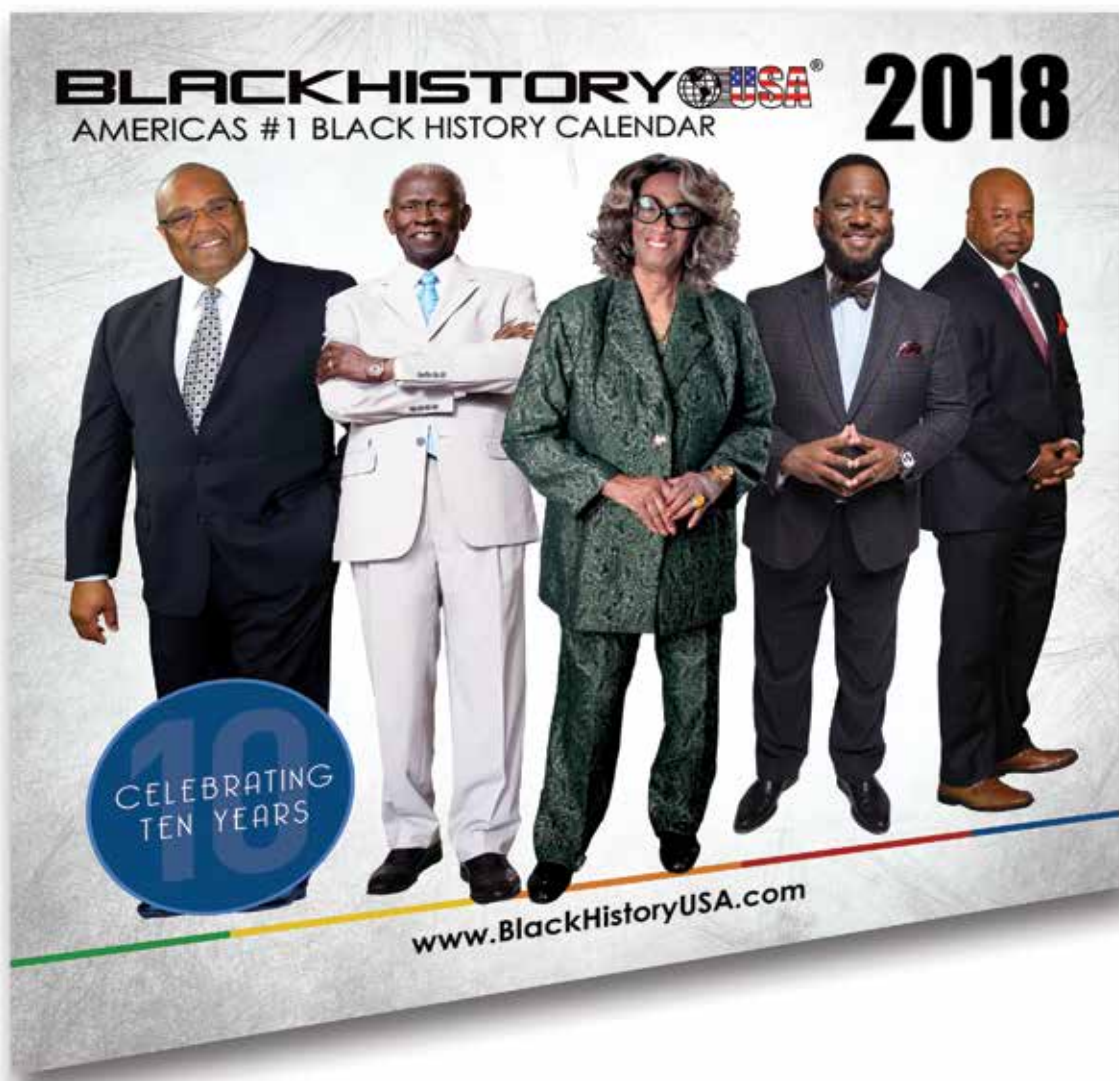
**Media Kit**

## 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.

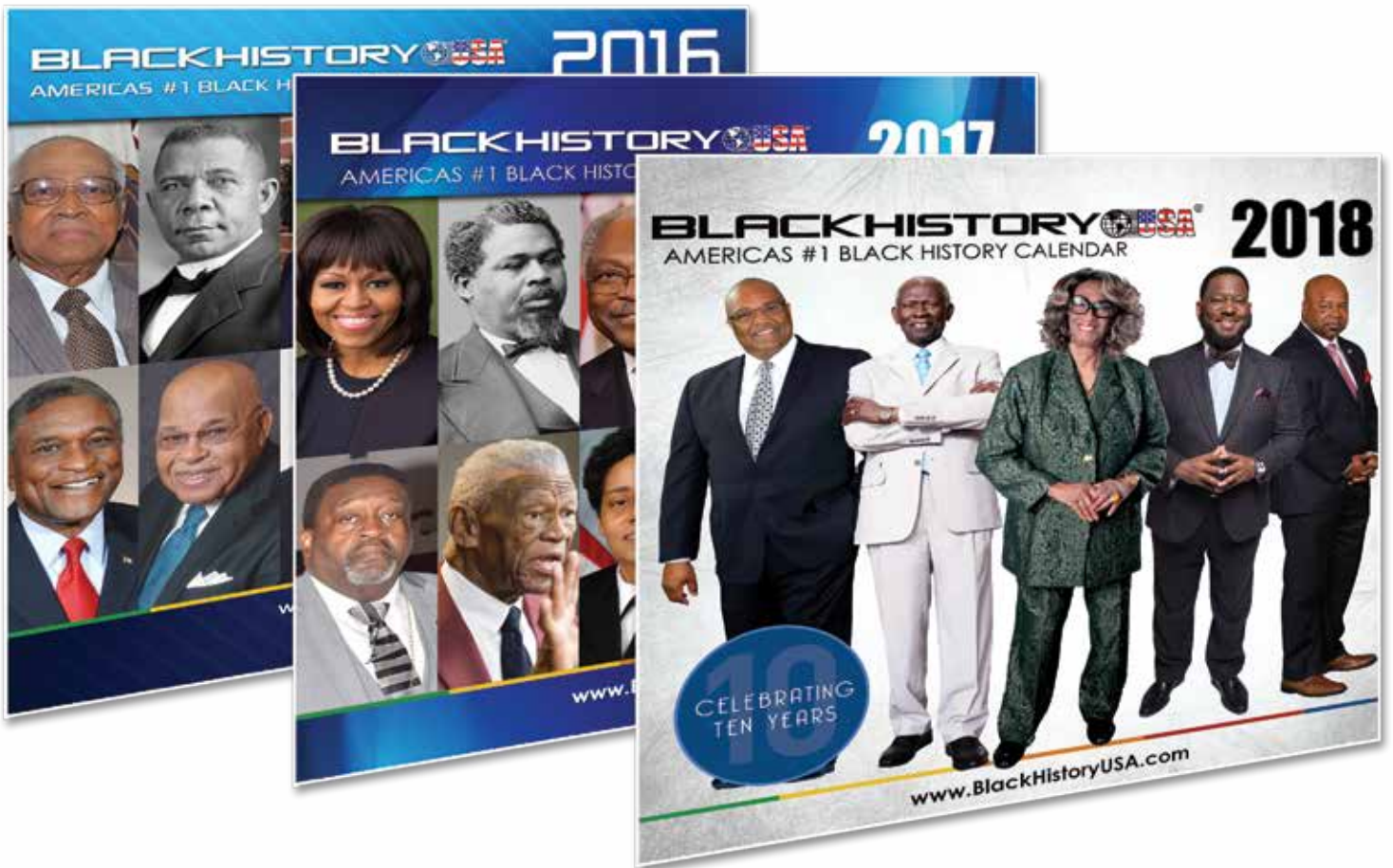
**Black History USA®**

*"24/7, 365"*



## National Calendar

The **Black History USA**® features 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 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.



## Black History USA

Thank you for allowing me the opportunity to introduce Black History USA! Our company was founded in 2007 with a business model and strategic plan to capture past and present leaders throughout African American history. Our unique concept and detailed business practices allow us to achieve multiple goals. Our practices allow exposure of present day community and business leaders throughout the country with a primary focus on African American history and its continued growth. In addition to the visual exposure, Black History USA and its editorials on African American leaders brings forth a celebration of accomplishments and provides an outlet for reflections of the journey of African American history.

### **The Calendar**

On our website, it is clearly stated that Black History USA plans to accomplish nationwide exposure through prime partnerships, and sustainable visibility. By producing high quality products, providing services that will educate and inspire, the Black History USA Calendar offers a competitive edge for its supporters. The distribution of the calendar will provide relevance throughout the entire United States of America, not just the African American communities.

According to the 2010 census report, the Southern region has the highest African American population in the United States, resulting in African American influence of 57% in Southern states, that would allow diversity, ownership, and loyalty to a brand of its own. In 2010, between the states of Georgia, South Carolina, North Carolina, and Florida alone there were a total of 9,289,609 African Americans.

The Black History USA calendar alone is relevant in this market because it brings informative and educational facts and contributions about African American history on a consistent basis. Additionally, the brand of Black History USA demonstrates professionalism, hard work, dedication, and most importantly commitment to the culture that is and will always be African American history.

### **The Local Impact**

Media and visual exposure of Black History USA and its brand allows us the ability to capitalize on some great and impactful partnerships throughout the country. The calendar alone will allow us to showcase and applaud the achievements of African American heroes' annually.

### **Profitability**

Though currency is not the primary focus of the proposal, there is no doubt in our minds that the branding of Black History USA through smart leadership, collaborative partnerships, and financial soundness can and will become a source of profitability.

In conclusion, Black History USA would like to say thank you for the opportunity to be your complete guide and source for African American history.

## 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 OPPORTUNITIES**

Front Inside Cover

Back Cover

Corporate Date Block (Logo & Web Site Designation)

1 Month

6 Months

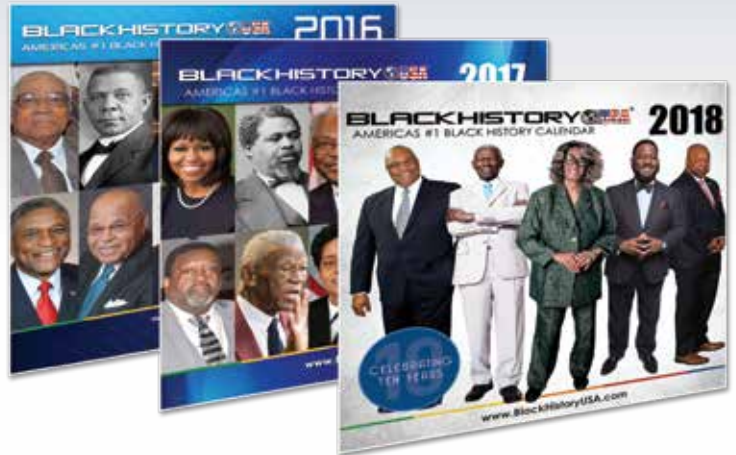
12 Months

Corporate Profile Sponsorship

Black History Nugget

Web Page Banner Advertisement Plus

Web Page Standard Advertisement Plus



\*\* Please contact **Black History USA®** for pricing and availability

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 \$1 trillion 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 o 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: \_\_\_\_\_