

2024 MEDIA KIT



NATIONAL
BLACK
mba[®]
ASSOCIATION, INC.



Contact your Event Manager or Show Management for details.
NBMBA[®] Show Management | NBMBA@eagteam.com



NBMBAA® ANNUAL CONFERENCE GUIDE/MAGAZINE

The National Black MBA Annual Conference Guide contains essential conference information and relevant articles about the Association.

NBMBAA.ORG

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



NBMBAA® SOCIAL MEDIA PROMOTION

This affordable marketing solution can help get you in front of the growing social movement on NBMBAA® platforms such as LinkedIn, Twitter, Facebook, and Instagram to promote your opportunities!



NBMBAA® APP

The custom-designed, comprehensive mobile app puts association information in members hands – anytime, anywhere – with updates provided in real-time.



NBMBAA® ADVERTORIAL EBLASTS

Advertorial E-Blasts are great for sharing your company's messaging, promotions, and career opportunities with the entire NBMBAA® subscription list.

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



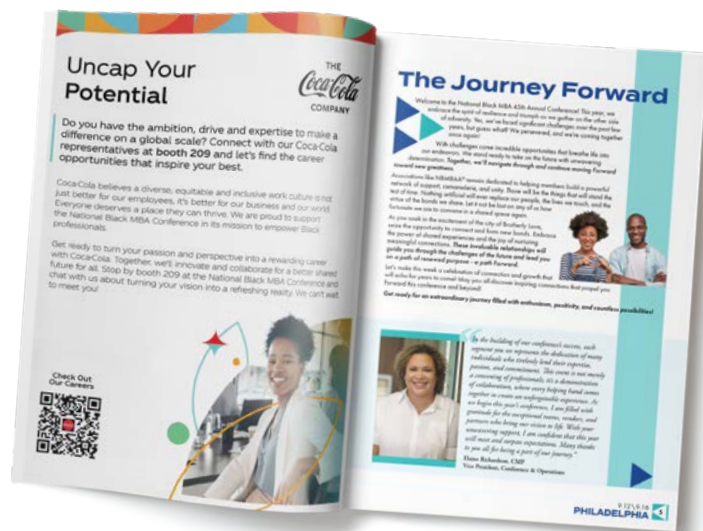
NBMBA[®] ANNUAL CONFERENCE GUIDE/MAGAZINE

The National Black MBA Conference Guide and Magazine is the official onsite event publication available to all conference attendees. This issue will include fascinating feature articles, association information, and comprehensive conference programming details. In addition to the print, this edition will be sent digitally to all NBMBA[®] members and subscribers.

PRINT EDITION 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.



Your ad will be available in print and digital formats! The digital edition averages 50,000 page views with over 6,000 clicks!

DIGITAL EDITION EXTEND YOUR INVESTMENT AND HAVE YOUR DIGITAL REACH GO FURTHER

- Link your ad to the landing page of your choice
- Increase traffic to your website
- View issues instantly from most smart phones
- Share sections on third-party news and social networking sites
- 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



AD POSITIONS*

	1 Issue*
Digital Prime	\$1,850
Digital Skyscraper	\$2,000
Full-Page Insert	\$1,100
Digital Pop Insert	\$600 <small>Only two available</small>
Digital Video Add-On	\$500

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.



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.

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 fee for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

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 communication tool for the 46th Annual Conference & Expo

Advertorial E-Blasts are a highly effective way to promote your company and opportunities to the broader NMBAA® audience. Customize unique messages to increase visibility, generate interest, and encourage participation.

The Unique Benefits of the Advertorial Email Blast

- Dedicated advertorial means you enjoy maximum exposure
- Frequently forwarded to others for additional visibility
- 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 NMBAA®.

eBlast Advertorial \$4,000

Conference Week \$5,000

Limited to one (1) per day during the conference.



The Conference Advertorial Email averages over **10,000** impressions per email, **300** clicks per email and is sent to our mailing list of more than **30,000** members, subscribers and conference attendees.

NMBAA® SOCIAL MEDIA PROMOTION



Build the buzz around your brand, boost engagement, and help drive the traffic you want. This affordable marketing solution can get you in front of the growing social movement on NMBAA platforms such as LinkedIn, Twitter, Facebook, and Instagram to promote your opportunities!

Social Media Posts

\$1,000 per day

\$1,500 per day with professional design

\$1,500 per day July-October

\$2,000 per day July-October with professional design



NMBAA® has a combined 120,000 followers across social platforms.
Let our digital impressions circulate your partnership promotions.

NOTE ON MESSAGING:

Content should include information that NMBAA® would find of value and not be overtly promotional in nature. 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. HTML service or HTML ad creation service not available for this project.

NBMBAA[®] App

The Official Conference & Exposition Companion!

The Conference App is used by thousands of attendees, helping them stay updated on the latest information and navigate every part of the event. In addition, the mobile app provides extensive and valuable details on sessions, exhibitors, speakers, and so much more.

SPLASH SCREEN \$7,960

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 **ONLY 2 LEFT**

PUSH NOTIFICATIONS \$770

Deliver notifications to users' devices in real time, providing relevant updates that will capture their attention. Whether you're promoting your booth or announcing an event or session, push notifications are a proven way to boost engagement and drive traffic.

First come, first available. Limited inventory.

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!

This is included in Green Employer Plans.



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2023 STATS



APP LAUNCHES
50k



SESSION VIEWS
45k

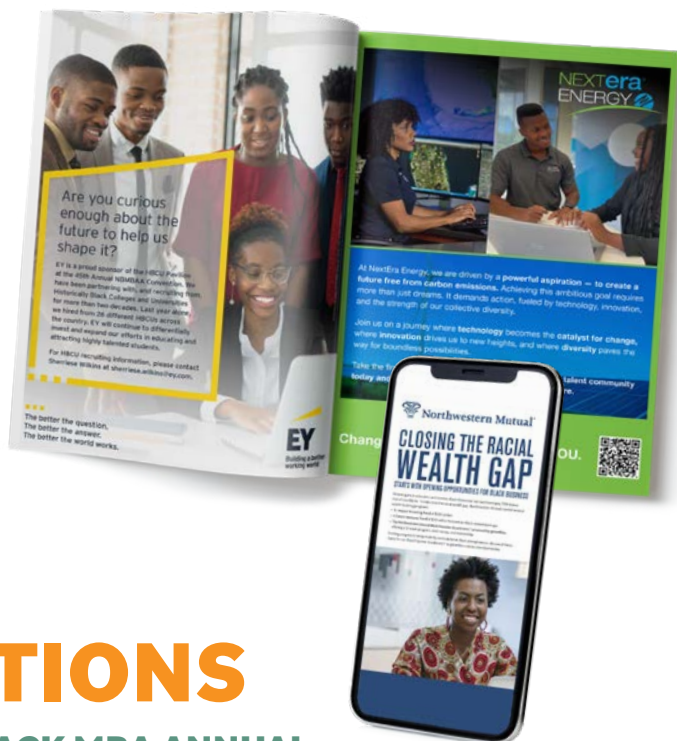


BANNER VIEWS
300k

PRINT SPECIFICATIONS

Black MBA Annual Conference Guide Print Edition

Ad Type	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)

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