

THE MAGAZINE



**HBCU CONNECT.COM**

MEDIA KIT 2006

### Editorial Mission Statement:

HBCU Connect The Magazine chronicles the lifestyles and achievements of the Historically Black College and University audience. We promote fresh viewpoints on emerging social, behavioral, health, recreation and activism issues. Whether in the pages of our magazine or online, we are committed to providing relevant, credible information to our HBCU audience.

HBCU Connect is the premier magazine for:

- creating an inclusive environment for every person that attended an HBCU
- bringing fresh ideas and opportunities to the audience and from the audience
- recognizing the role HBCU (s) have played in the success of HBCU graduates

### History

In existence since 1999, HBCU Connect.com has expanded from its origins as an online publication-HBCUConnect.com into a quarterly magazine representing a targeted audience of African American Professionals.

### Subscribers

HBCU Connect The Magazine is mailed directly to the homes of our professional alumni audience. Members of HBCUConnect.com may subscribe to receive HBCU Connect The Magazine at no cost.

### Circulation & Target Audience

Circulation for HBCU Connect magazine exceeds 300,000 readers via email (digital) and direct postal mail (print). Additional distribution is targeted to African American professional and educational organizations and events.

See Ad Rates On Back >



HBCU Connect is published by HBCU Connect LLC., a privately owned company with no outside investors. To find out more about us, visit [www.HBCUCONNECT.com](http://www.HBCUCONNECT.com)

# THE MAGAZINE

## 2006 Print Advertising Rates

Four Color	1x	4x	8x
Full Page	7,990	7,830	7,673
Half Page (Horiz./Vert.)	6,370	6,120	6,005
1/3 Vertical	5,025	4,870	4,774
Premium Positions	1x	4x	
2 - Page Spread	13,450	12,000	
Cover 2	10,290	7,777	
Cover 3	9,115	6,890	
Back Cover	11,540	7,900	

## AD Specifications & Production Information

Full page Ad trim size is 8.375" x 10.875" (include .25" of additional image size for ads that bleed off the page). Digital files should be in .eps or .jpg format (cmyk) at 300 dpi. Make sure to include all Mac fonts and any linked images for Illustrator files, if not rasterized.

## Send all art files and/or materials to:

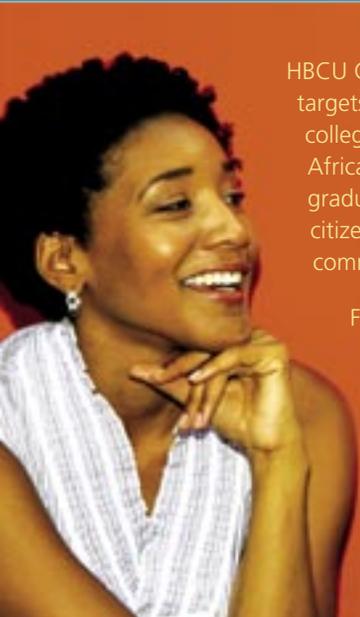
Will Moss - Ad Traffic tel/614-864-4446  
HBCU Connect - Magazine wrmoss@hbcuconnect.com  
750-Q Cross Pointe Rd.  
Columbus, Ohio 43230

## Design

HBCU Connect can provide custom graphic design work if you do not have an ad. Please request a price quote if you are interested in this service.



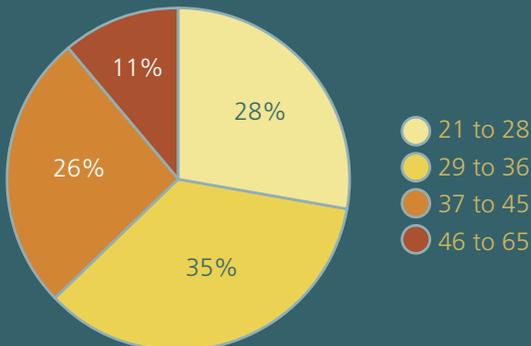
# THE AUDIENCE



HBCU Connect the magazine specifically targets alumni from historically black colleges and universities. This includes African Americans who have recently graduated from college to senior citizens, all a part of the HBCU community.

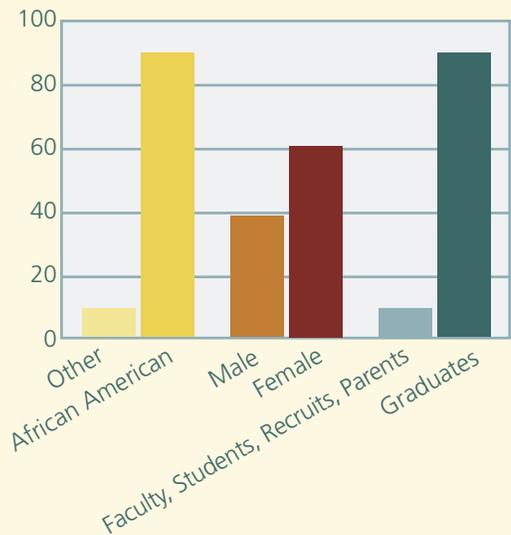
Frequent audience surveys have revealed that High-achieving and influential enthusiasts are at the core of our audience.

## Age Breakdown



MEDIA KIT 2006

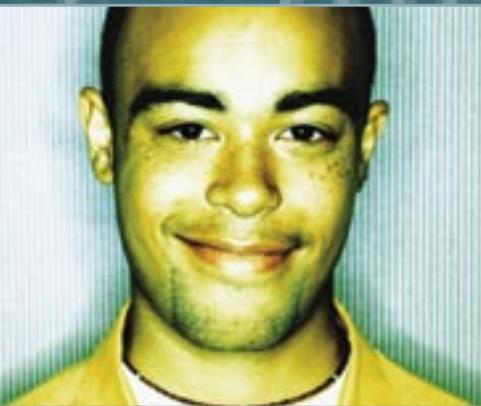
## General Demographics



## Targeted Circulation

Total circulation	303,217
Readers per copy	2
Readership per issue	606,434

# INTERACTIVE



MEDIA KIT 2006

## What HBCUConnect Can Do For You

The high achievers and fast-track professionals, who make up our community, look to HBCUCONNECT as their premier on-line resource. We mirror both the aspirations and attainments of our community members. They have come to trust HBCUCONNECT to broker the services and products they want. The community will continue to depend on HBCUCONNECT because we communicate in an authentic voice, and we keep in close touch with valued traditions and emerging community trends. For our partners in the corporate world, government, service organizations, schools, and agencies, HBCUCONNECT

HBCUConnect.com is the # 1 destination for HBCU alumni, students, recruits, parents, faculty and staff. Visitors are engaged in the interactive content and features of the website and also with our sponsor's online campaigns.

HBCUCONNECT.COM is the best single access point for businesses and organizations that seek to connect with this highly motivated and upwardly mobile community of African-American leaders.

### Web Statistics (Powered By Urchin)

- Over 470,000 User Sessions Per Month
- Over 8.5 Million Page Views Per Month
- Over 31 Million Hits Per Month
- Average Session: 8 Minutes 42 Seconds



### Some of our clients:

Infiniti	CIA
Ford	Marriott
Verizon	Nationwide Insurance
BMW	The Gillette Company
Def Jam	The Department of Defense
Fox	Hewlett Packard
U.S. Army	Oracle
U.S. Air Force	Target Stores
Department of State	Chrysler/Dodge/Jeep

- Assures *direct access* and *high-impact* exposure to this select African-American audience
- Collaborates with clients in building the images and themes to move our site's visitors to respond to the client's message through state-of-the-art *creative components* such as *rich media*, *Flash Eyeblaster*, and *point roll*
- Consults with the clients to *capture their vision* and plan the right creative contexts for visuals and messages throughout the website and through *other media programs* targeted to the HBCU community
- Develops cooperatively and coordinates *event-sponsorship* initiatives
- Deploys a team of programmers that uses cutting-edge technology to give clients the *website features and flexibility they want*
- Monitors the performance of the client's media campaign at strategic intervals to assess and improve its marketing effectiveness.

Rates On Back >



# INTERACTIVE

Take advantage of HBCUConnect.com's many flexible online opportunities:

Ad Unit	Ad Specs	CPM Rate
Rectangle	180x150px jpg, gif, flash, rich media	\$10
Leaderboard	728x90px jpg, gif, flash, rich media	\$12
Wide Skyscraper	160x600px jpg, gif, flash, rich media	\$12
Medium Rectangle	300x250px jpg, gif, flash, rich media	\$16
Half Page Ad	300x600px jpg, gif, flash, rich media	\$20
Slide In Window	300x250 dhtml popup substitution	\$20
Postlogin Superstitial	Full Screen html/text	\$30**
Newsletter Inclusion	100x100px image and up to 350 characters of text	\$20
Newsletter Sponsor	Leaderboard and/or Skyscraper banners. 350 characters of text.	\$25
Direct E-Mail	Unlimited Text/HTML email message	\$30

CPM - The unit cost for every 1,000 ad impressions (100,000 impressions at \$10 cpm = \$1,000)

\*\* Full screen vehicle rates are determined on complexity of creative and availability of impressions  
 \* Rates above represent Non-Targeted ROS  
 \* Rates may also be determined by availability and are subject to change  
 \* Ad Rates are Net.

Discounts are available to HBCU Connect print advertisers. Contact your sales representative for package details.

**Deadline:** Web materials must be received one week prior to scheduled ad placement. Acceptable files: .gif, .jpg, flash .swf

**Send all artwork to:** wrmoss@hbcuconnect.com  
 614.864.4446 (specify the ad is for HBCU Connect Online)  
 Or: HBCU Connect, LLC  
 750-Q Cross Pointe Road  
 Gahanna, Ohio 43230

## Online Content Sponsorship

Sponsor an online article on a subject directly related to your company's expertise. We provide a large- format display ads within the selected article(s) so that you have room to clearly convey your brand. Ads are "live" (linked to your website and/or email) and scroll with the article. Your ad runs for an entire year.

Each month, you can download into your database and access your registered users information. Because they have accessed an article on a subject related to your brand, these leads have a higher probability of being likely prospects.

Ad Units	Size	Cost
Article Sponsor	500x350	\$5,500 per year
ROS – Top Banner	728x90	\$1,500 per month
ROS – Skyscraper	160x600	\$1,800 per month
ROS – Square	300x250	\$2200 per month

## E-Newsletter Sponsorship

**HBCU CONNECT Weekly Newsletter**, our informative E-newsletter serves our audience for all of their up-to-date breaking news, innovations and insights. The newsletter also highlights emerging trends and a variety of other happenings.

Sponsorship of HBCU Connect Newsletter, affords you easy access to our high-tech branding and lead/database development. Your ad is "live"- readers can go directly to your site.

Duration	Cost
1 Issue	\$950
2 Issues	\$1750
4 Issues	\$3000

# THE MARKETPLACE

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## HBCU Connect's Marketplace

is a place where people can find and acquire about the latest and hottest HBCU related products. And it's completely free! There is no fee to place products on the marketplace. All you need is an HBCU account and the ability to sell and ship products anywhere in the U.S.

Some of the HBCU product categories:

- Clothing & Apparel
- Greek Items
- Jewelry
- Media
- Music
- Sports & Outdoors
- Home Décor

## Online Advertising Options

**Featured Merchant** | At just \$99.95 per month, becoming a HBCU Connect Marketplace Featured Merchant is as affordable as it is powerful. Advertise to the thousands of people who visit HBCUConnect.com each day looking for the products you are selling and drive them to your products or to your website.

**Merchant Showcase** | Serves as a billboard to promote your products and to share information about your company with the thousands of members who visit the marketplace. | \$75 Per Month

**Sponsored Search Listing** | Select the searches you want representation in first, this will make sure that the users who are searching for your products see them first. | \$29.95 Per Item

**Enhanced Search Listing** | Make you're listing in the search more appealing to the thousands of members who search the HBCU Connect Marketplace looking for the products you are selling. | \$9.99 Per Item

**Marketplace Newsletter Listing** | A sponsored HBCU Connect Marketplace listing in our weekly Marketplace newsletter. The listing will include a brief paragraph, a company logo, and a link to your products on the Marketplace. | \$300

**Email Blast** | Send a direct email to the members of our website that you would like to target. The mailings are sent in plain text and graphical html formats, highly effective. | \$1500 Per Mailing

**Marketplace Market Review** | For a \$500 fee, HBCU Connect can review your submitted products, and feature them in our HBCU Connect magazine.

# RECRUITMENT ADVERTISING

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In 2001, we launched the first online HBCU Career Center. We are now one of the most successful recruiting websites on the Internet, boasting over 140,000 unique sessions per month and over 2.5 million page views per month.

## Some of our clients:

- PepsiCo
- Nationwide Insurance
- Penn State University
- BMW
- Lucent Technologies
- U.S. Army
- Kaplan, Inc.
- U.S. Department of State
- U.S. Department of Defense
- Northrop Grumman Corporation

Alexa.com ranks  
**HBCUCONNECT.COM**  
in the **top 1%** of all  
websites according  
to web traffic.

## Available Opportunities:

**Banner Ads** | Banner ads rotating in key locations throughout the website, branding your organization as an employer of choice within our community of HBCU Students & Graduates. This feature includes 120x 60, 120x 600 and 468x 60 banners that will receive over 75,000 views per month! | Individual Pricing: \$850.00 per month

**Hot Jobs** | Hot Job showcase, allowing recruiters from your organization to submit featured high priority job openings to us. These Hot Jobs will be featured in high profile areas of our website to attract even more attention than a regular job posting! | Individual Pricing: \$145.00 per job

**Newsletter Listing** | Sponsorship listing in our monthly newsletter, with a brief paragraph, company logo, and a link to your recruitment website. | Current reach: over 280,000 members/ \$1500.00 per mailing

**Direct Email Blast** | Send a direct email blast to the members of our website that you would like to target, advertising your organization and your opportunities. Mailings include plain text and graphical HTML formats. Extremely effective! | Individual Pricing: \$2500.00 per month

**Employer Showcase** | Employer showcase listings, serving as a billboard to promote your recruiting objectives and to share information about working for your organization. | Individual Pricing: \$450.00 per month

**Unlimited Resources** | Unlimited access to Resumes and employment profiles of the thousands of black college students and graduates in our member database. | Individual Pricing: \$595.00 per month

**African American Careers** | Automatic inclusion on our AfricanaAmericanCareers.com website property, which shares the same database with HBCU Career Center.com but allows African American Professionals from non- HBCU colleges to view and respond to your opportunities and advertisements. | Individual Pricing: N/A

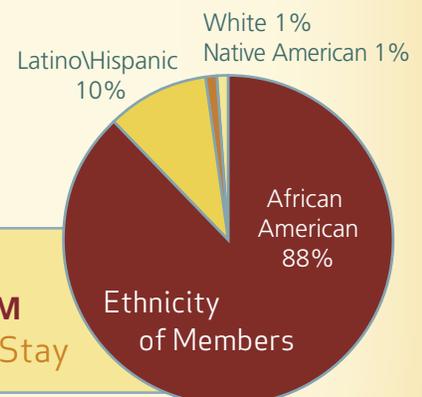
**Data Import** | Our staff will work with your IT team or database team to arrange for all of your job postings to be periodically imported via FTP/HTTP/SSH into our job database and displayed in real time to our audience! | Individual Pricing: \$350.00 Setup Fee

**Featured Employer Ad** | Run a 180x150 banner ad placement in our Featured Employer section on our Career Center homepage. Featured Employer ads receive prime placement on our website and can lead

candidates to your job listings or your employment website!

| Individual Pricing: \$300.00 per month

**8.42 Minutes**  
**HBCUCONNECT.COM**  
Average Length of Stay



# RECRUITMENT ADVERTISING

**Homepage Listing** | Catch every visitor as they login to our website by placing a high profile ad on our homepage! This homepage content listing will allow you to submit a page of text/ html and a 100x100 graphic or logo which we will format to be delivered on our homepage! Listings can run for 7 days, minimum. | Individual Pricing: \$250.00 per week

**Pay Per View Resumes** | Gain access to tens of thousands of resumes from active job candidates and only pay for those contacts that you select. If you are looking for a specific type of candidate, this may be for you! | Individual Pricing: \$34.95 per contact

**Strategic Consulting** | High level consulting services from our experienced team of consultants. Capabilities include, but are not limited to: African American Recruitment Strategy development, planning, implementation, brand development, communication, and marketing activities. | Individual Pricing: \$175.00 per hour

**Retained Search** | Let us work on the positions you need to fill by allowing us to find suitable minority candidates from within our network | Individual Pricing: 10% Retainer, 15% Post Hire

**Job Scraper** | we will create a weekly process that will pull jobs directly from your website, reducing the amount of time you and your staff will have to spend, posting them! | Individual Pricing \$350.00 Setup Fee

**Single Job Posting** | each individual job listing may run for up to 30 days on our site. One of the best ways to reach active job seekers! | Individual Pricing: \$95 per month

**Unlimited Jobs** | ability for your organization's recruiter's to post an unlimited number of job announcements that will reach the thousands of job seekers that frequent our site. Individual Pricing: \$895.00 per month

**HBCU Magazine (Print Ad)** | one full page color ad, in our quarterly HBCU Connect Magazine, new for 2006. Reach well over 300,000 HBCU Graduates, over 25,000 Black College Faculty and Staff, and even reach HBCU students in our Spring and Fall "On Campus" editions. | Individual Pricing: Please see appropriate section for magazine rates.

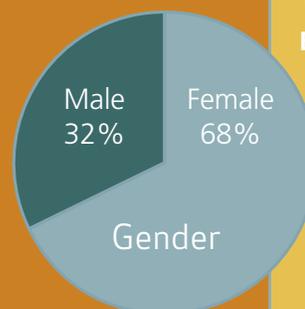
We currently power the Online Career Centers for 4 major African American websites:

- \* [www.AfricanAmericanCareers.com](http://www.AfricanAmericanCareers.com)
- \* [www.HBCUCareerCenter.com](http://www.HBCUCareerCenter.com)
- \* [www.BlackNews.com](http://www.BlackNews.com)
- \* [www.EURWeb.com](http://www.EURWeb.com)

**HBCUCareerCenter.com enables all jobs posted on our website to be automatically broadcasted to the Career Services offices at more than 70 Historically Black Colleges & Universities.**

HBCUCareerCenter.com maintains one of the largest online ethnic Resume Databases, with thousands of active resumes and profiles that are less than 90 days old. Our Candidate Pool consists of members from HBCUCareerCenter.com, HBCUCONNECT.COM, BlackNews.com, EURWeb.com, and AfricanAmericanCareers.com web portals. The numbers reflected are from HBCUCONNECT.COM and HBCUCareerCenter.com. Of the resumes and employment profiles collected to date, 71% are college graduates and 29% are current students seeking internships.

Some of the clients currently taking advantage of the HBCUCareerCenter.com site can be viewed at the following link: <http://jobs.hbcuconnect.com/cgi-bin/employerShowcase.cgi>



## Top College Majors

**Business Administration**  
**Finance**  
**Biology**  
**Psychology**  
**Accounting**  
**Computer Science**  
**Political Science**  
**Nursing**  
**Education**  
**Marketing**

# INTERN PROGRAM

MEDIA KIT 2006

## HBCU Connect Internship Program

The HBCU Connect internship development program is designed for the employer looking to implement a program that will significantly increase diversity within their organization. The "End to End" program would make sense for employers looking to hire a minimum of 10 interns. However, we also offer a "Sourcing Only" option for employers looking to hire less than 10 interns.

Going with the "End to End" program will alleviate most of the administrative time and costs associated with bringing in a significant number of summer interns.

**Services included with the HBCU Connect Intern Program include, but are not limited to:**

### 1. Initial Consultation

It will be important for us to meet with employers to layout a strategy for implementing an "End to End" internship program. As a result of our initial consultation, HBCU Connect will provide documentation outlining how your diversity internship program will work.

- An HBCU Connect employee will personally visit client to meet with key stakeholders to define your organization's needs and the appropriate talent.
- Establish and define relationships with all "employer liaisons."
- HBCU Connect will research the location(s) where interns will be placed and work up a plan for housing, transportation and logistical needs for each intern.
- HBCU Connect will consult with you to define an appropriate pay structure for interns (stipend).

### 2. Intern Sourcing

HBCU Connect will handle the necessary advertisement and pre-screening with high potential candidates and deliver a number of candidates to interview with your hiring managers for each position. This activity will include

- Advertising and College/Candidate Outreach
- Resume review and initial talent matching
- Pre-screening personal and phone interviews
- All Administrative Legwork

### 3. Relocation Assistance

In the budget allocated to HBCU Connect to handle the intern sourcing, we arrange and pay for each intern's travel to the work site (at beginning of program) and return flight after the program has completed.

### 4. Intern Mentoring and Progress Consultation

During an intern's stay with an employing company, HBCU Connect will personally mentor and check with hiring manager's on an ongoing basis to maximize the chance for a successful experience.

- Candidate and Employer Assessment Calls
- Onsite Visits by HBCU Connect intern program coordinator
- Post assignment survey administration for feedback from intern and employer
- Career Development sessions and materials will be provided for interns by HBCU Connect staff members developed with input from employers.

# INTERN PROGRAM

## Cost Structures:

### HBCU Connect “Sourcing Only” Intern Program

In the case that your organization is hiring less than 10 interns or you are prepared to handle all of the administrative legwork for the internship program in-house, HBCU Connect can still assist you with the sourcing aspect of your intern program.

With this program, HBCU Connect would handle all aspects described under our Intern Sourcing description and deliver pre-screened internship candidates to you for final interviews and placement.

- Per Intern Cost: \$4,000.00

### HBCU Connect “End to End” Intern Program

All services described in the program would be included with an expected minimum of 10 internship positions in to your organization.

- Minimum of 10 Interns: \$48,595.00
- Each Additional Intern: \$3,000.00

**Please note:** When discussing program costs, do also consider intern stipend and housing/transportation allowances as additional program costs.

## An Investment in Diversity & Your Future...

The concept behind a diversity related intern program is that this would be an investment for your organization where you increase the odds of actually landing full-time (pre-screened) employees in as little as 1 year (in the case of a rising senior as a summer intern that later accepts an offer for employment with your company upon graduation). With the internship program you get to identify talent early and impress these candidates with your organization and the fact that (now) with your internship

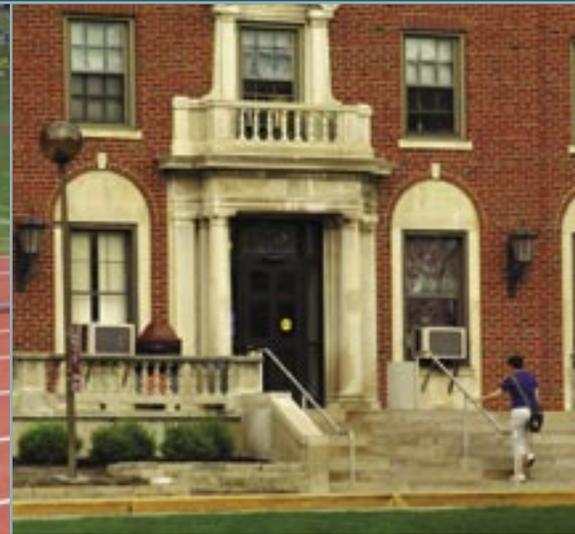


# EVENT SPONSORSHIPS

MEDIA KIT 2006

HBCU Connect is constantly involved in the planning and execution of customized events targeting the African American audience. If you are looking for event marketing coverage within this highly desirable audience, get in contact with HBCU Connect now to arrange representation at a planned event.

Some of our existing opportunities for event sponsorship include:



## 2006 HBCU Alumni Cruise (HBCUCruise.com)

- Concept: Annual 7 day Caribbean cruise with hundreds of HBCU graduates
- Over 2.5 Million Media Impressions
- Over 600 expected attendees
- In collaboration with Royal Caribbean Cruise Lines and Uniglobe Travel

## 2006 HBCU Connect Homecoming Tour

- Concept: HBCU Connect promotional tour of the top 10 major HBCU homecoming events
- Over 2.5 Million Media Impressions
- Excellent product placement/ giveaway/ sponsorship opportunities
- In collaboration with HBCU Connect.com/ HBCUCruise.com

## HBCU Alumni/ Student Activities

- Concept: you select the region and target demographic of interest, we present the event opportunities
- Excellent product placement/ giveaway/ sponsorship opportunities
- In collaboration with HBCU Connect.com

Contact your HBCU Connect sales rep  
(614) 864-4446 or [dross@hbcuconnect.com](mailto:dross@hbcuconnect.com)



# THE "CONNECT" PLATFORM

MEDIA KIT 2006

HBCU Connect is committed to the preservation and promotion of Historically Black Colleges and Universities. We're also committed to helping other African American organizations that could benefit from the tools we have used to grow our own organization and business.

Our "Connect" configurable platform consists of powerful tools that are guaranteed to help organizations grow membership, awareness, participation and potentially generate significant revenue.



## The Connect Platform offers

- Networking Tool Kit- members can dialogue, post photos, share personal and professional profiles and connect with each other
- Scholarship Tool Kit- scholarships for African Americans
- Blogging- members can post news, events, photos, video and personal quotes or commentary
- Employment Tool Kit- members can connect with employers and specific job opportunities, posted by sponsors
- Fundraising Tool Kit- organizations can list their fundraising campaigns, members can browse and donate monies to those campaigns
- Member Clubs- members can form different interest groups and interact within the context
- Marketplace Tool Kit- allows vendors to advertise to members and members can browse their favorite products related to the theme of your organization
- And the list of features will continue to grow!

## How it works

- HBCU Connect will consult with your organization to figure out what tools best suit your organization
- We will design your configurable system to look and feel like your current website or we can help design a new look and feel
- Once we have set up your configurable system, we will show you how to use provided tools to manage your online organization. To activate your system, we recommend a campaign be launched to increase awareness of the new tools you will have by spreading the word via email, direct email, print, and other existing avenues of communication you have with your organization
- We can assist you with the import of your members into your configurable system, so that you launch with an online community that will begin to grow on it's on



# THE "CONNECT" PLATFORM

## Cost Structure

### 1. Sponsored Community

All costs incurred with the set up, maintenance and development of your online community will be paid for by HBCU Connect Sponsors. As your community grows in size opportunities for generating revenue will be presented by our team to your organization for consideration. Also any of your existing events or fund raisers may benefit from increased exposure with HBCU Connect Sponsors.

### 2. Licensed Community

For organizations wanting to use our online community software strictly for the potential revenue opportunities may contact us for additional licensing options.

## How we do it

HBCU Connect, being one of the largest online organizations for African Americans, has existing relationships with many sponsors and recruitment advertisers that lean on us to help them get the word out about their employment opportunities. By us partnering with other growing African American organizations and HBCUs, we would present these opportunities to your audience.

## The Benefits

- We can help you grow your organization building on our existing database of hundreds of thousands of African Americans
- We can help your organization generate revenue with our online tools and by introducing your sponsorship opportunities to our clients
- Communication with your membership base will be simplified with our easy to use online interface
- Your organization will grow when your members are able to use the free tools online, and spread the word
- You can lean on our expertise

By incorporating these tools into your website, or launching a new website with our toolkit, you will have access to all HBCU Alumni, students, Greek sororities/fraternities and a plethora of sponsors. Utilizing these tools will give your school or organization the interactive edge to support membership growth and revenue generation!

**Contact:** William Moss [wrmoss@hbcuconnect.com](mailto:wrmoss@hbcuconnect.com) or 614.864.4446



HBCU Connect helps disseminate information to an audience that cares about your college/ university. Over 500,000 High School Recruits have used our medium to dialogue with students, recruiters and alumni of colleges/universities they have an interest in. We increase awareness of your college/ university through powerful campaign and recruiting efforts.



## Website Advertising/ Recruiting Option & Rates

### **Unlimited access to all High School Recruits Member Data**

Allows recruiters the ability to create fine tuned searches to find students that fit the demographic the college is looking to recruit. Includes automatic email notification, which email recruiters when new students sign up that match their specified criteria | \$2000 per year

### **Online Virtual Campus Tours by Streaming Video**

Allows colleges to produce a guided tour of their campus to include a commercial style presentation or personal presentation of the school in up to 10 minutes of footage | \$3500 per year

### **Targeted Email Promotional Campaign**

Gives colleges the ability to send out an HTML message once per month, targeted to those students on our site that meet your demographic preference. This can be used to recruit students, make announcements etc. | \$2400 per year

### **Unlimited College Opportunities**

Post scholarships, events, programs, or general opportunities for high school students that you want to attract to your college | \$1100 per year

### **Extensive College Showcase Listings/ Profile**

Share the rich history of your college, the student body, and the attractive attributes that will draw students in to apply for admission into your university. We include college logos, photos, HTML page formatting and unlimited text. | \$1500 per year

### **Featured College Promotion**

Establish the ultimate campaign all throughout our website to include pop-ups, banners, page headlining banners, and your college logo with a lead in paragraph featuring your school for a full year! This feature will establish your college as a household name among African American high school students by means of graphical banners rotation all throughout our website. | \$1900 per year

We invite all of our collegiate clients to take a look at all options we offer to help meet your college/ university goals.

**Contact:** William Moss [wrmoss@hbcuconnect.com](mailto:wrmoss@hbcuconnect.com) or 614.864.4446





HBCU Connect is your pipeline to the HBCU audience. We give our advertisers highly- effected strategies to reach our audience. We assist in marketing tools and execution of those tools. We create custom tailored marketing programs that achieve visibility, direct-response and consistent messaging for your products and services. Our designed efforts allow advertisers to utilize our multiple channels, consisting of the following: skyscrapers, banners, rich media, popup and popunders.

We are so engrained in the HBCU community, lifestyle, that our clients use us to plan out marketing campaigns, craft their collateral materials. HBCU Connect offers a full suite of in house designers who can write and create your print and online ads, newsletters, informational brochures, direct mail and much, much more.



## The Case Studies

### Infiniti

**Objective:** Showcase The Infiniti In Black Campaign featuring African American artists Kehinde Wiley and DJ Paul Miller. Brand awareness for the Infiniti G35 and FX vehicles.

**Execution:** PointRoll ad campaign showcasing 300x250, 160x600, and 728x90 IAB ad units and exclusive sponsorship of several rich content sections of HBCUConnect.com.

### EA Sports

**Objective:** Increase awareness of the new NCAA 2005 video game which included several black colleges and a battle of the bands mini-site hosted on easports.com. Drive traffic and user votes.

**Execution:** 125x125 homepage banner placement and a newsletter sponsorship advertising the promotion yielding an amazing 2.3% CTR and thousands of votes casted.

### Ford

**Objective:** Promote Ford HBCU Business Plan Competition in collaboration with DiversityInc.com and UniWorld Group, Inc.

**Execution:** 468x60, 125x125 homepage banner placement, newsletter sponsorship and direct mail announcements resulting in a blazing fire of Word Of Mouth buzz and thousands of applicants.

### Chrysler/Dodge/Jeep

**Objective:** Compliment offline HBCU event and product placement activations promoting the Chrysler 300M, Dodge Magnum, and Jeep Grand Cherokee.

**Execution:** Exclusive sponsorship of the HBCU Connect Weekly Newsletter, with all 3 brands and vehicles showcased in each newsletter along with relevant event announcements, reaching over 250,000 readers each week.

### Verizon

**Objective:** Increase awareness of the Verizon HBCU Art Competition and to drive visitors to the new online voting portal. Brand strengthening and Public Relations.

**Execution:** 468x60, 120x600, 125x125 banner placements on HBCUConnect.com, newsletter sponsorship, splash page mini-site and direct mail announcements. Millions of media impressions and thousands of excited voters flocked to the voting site to select the best HBCU student artwork and interact with the Verizon brand.

### Church's Chicken

**Objective:** Quickly get the word out about the Church's Chicken HBCU Battle of The Bands online contest. Increase visitors to the voting site before the approaching deadline.

**Execution:** Cookie controlled site landing page and direct email announcement on a Friday yielded over 10,000 visitors to the Church's Battle of The Bands voting site by the following Monday.



### BMW North America

**Objective:** Find qualified technical students at Historically Black Colleges and Universities to work exciting internships in newly opened BMW plant in South Carolina.

**Execution:** Posted key position descriptions on HBCUCareerCenter.com, 120x600, 120x60, 468x60 banner campaign, Employer Showcase Listing, Resume Database access, and newsletter sponsorship.

### Lincoln University

**Objective:** Increase brand awareness of the institution and increase transfer student and freshmen enrollment.

**Execution:** Homepage Sponsored content, 120x600, 468x60 banner campaign, unlimited Press Release inclusion and student profile access.

### Essence Magazine

**Objective:** Increase member subscriptions via offer for free issue of Essence magazine for African American women.

**Execution:** Direct mail announcement and cookie controlled splash page.

### US Army

**Objective:** Drive traffic to the new "Go Army" website via high impact flash Run of Site banner ads.

**Execution:** Run of site banner campaign and newsletter sponsorship yielding millions of Media Impressions and thousands of visitors to the goarmy.com website.

Want The Details? Give us a call! (614) 864-4446





Testimonials

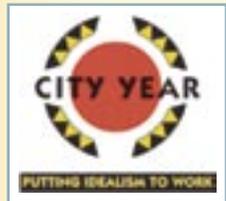


"HBCU Connect offers a way to communicate directly to a very

specific audience. What I like is, as an advertiser, you know what you are getting when you reach out to HBCU Connect. I also think the diversity HBCUConnect.com provides is a critical piece to your value proposition.

The bank realizes that it must communicate and support its diverse customer base and this includes HBCUs. As is evident by its support of the CIAA tournament and other initiatives, the bank sees HBCU students as potential lifelong customers and therefore makes it a priority to begin that relationship while they are in college."

Les Matthews – Bank of America

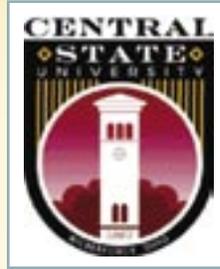


"The site gets tons of traffic and truly is the #1 HBCU site. The staff is fantastic. The staff is friendly, professional, and tech savvy. I have had good conversations with several members of the staff. They have always been helpful and flexible. In addition, the staff is qualified to speak on technical issues as well

as marketing and business affairs.

It is essential to engage young people from all backgrounds to lead our communities, nations, and world in creating the Beloved Community. African American HBCU graduates are the ideal candidates to develop leadership skills to lead in addressing our country's most critical needs while making a positive difference in the lives of thousands of children and youth."

Mike Messina – City Year



"What I love the best about your website is it is an excellent tool for minorities to utilize in seeking employment with companies that are looking for top minority talent. We have been completely satisfied with your services!

Central State University is a premier historically black university that nurtures students within a value-based environment

focused on excellence in teaching and learning, research, and public service.

Recruiting from a historically black college audience allows us to attract employees who are knowledgeable about the legacy of the HBCUs."

Tonya Turner – Central State University



"I have seen how HBCUConnect.com has grown over the years. I'm impressed with how it's becoming a one stop portal for students, alumni, and organizations seeking talent of color. Most importantly, I have been impressed with the caliber of resumes sourced through this site."

Edgar Johnson – State of New York Upstate Medical University



"Actually, the results speak for themselves. We ran a 3 month campaign and we're able to deliver over

3 Million media impressions and we captured over 10,000 leads for our new customizable boot campaign! Now we can market to the folks that indicated interest in our products for months, even years to come. Our relationship with HBCU Connect was a perfect example of an excellent ROI!"

Stacy Howe – The Timberland Company