

*Inspiring, Educating and Celebrating
Girls and Teens of Color*

2009

MEDIA KIT

Real Girlz, Real Issuez

UrbanGirlz.org
Trenette Wilson
CEO & Publisher
P.O. Box 3641
Cedar Hill, Texas 75106-3641
Email: info@urbangirlz.org
TOLL FREE: 1.800.291.6492

Impacting Urban Teens World Wide

Eighty-eight percent of teens admit to going online daily. Less than **two percent** of a teen's online experience caters to girls and teens of color.

Despite the need for age-appropriate accurate information, urban girls and teens are often forced to get their information from mainstream magazines targeting the **18-35 age** demographic.

UrbanGirlz fills the gap by providing **relevant** and **appropriate** information while supporting the development of African American girls and teens. I am honored to give voice to urban girlz and teenz everywhere.

TRENETTE WILSON
PUBLISHER

Confident, Smart, and Real I'm an Urban Girl

Our Mission

UrbanGirlz.org is a **unique** and **informative website** designed for **African American** girls and teens 11 – 19 years old. UrbanGirlz.org is designed to be a forum for girls and teens of color to celebrate their accomplishments, promote sisterhood and to present cutting-edge articles important to African American adolescent females.

UrbanGirlz.org addresses the need for age-appropriate media for African American females and offers teens, parents, and service providers a positive experience online for those concerned with urban youth.

UrbanGirlz **keeps urban girlz in the know** and connects the corporate community to urban teen consumers.

- Read uplifting and informative articles online
- *UG* Magazine
- Join opt-in mailing list
- Partner and sponsor opportunities
- Advertise online and in print
- UrbanGirlz Community Impact



The premier online source for urban girlz and teenz

MONTHLY FEATURES INCLUDE

UrbanGirlz Spotlight

Urban Health and Fitness

Urban Fashion and Beauty

Education

Business and Finance

Inspiration

Facts and Figures

Urban Entertainment

Feature Stories

Radio Interviews

Live Webcasts

UrbanGirlz Resources

Our Readers

www.urbangirlz.org online and in print reaches more than 60,000 teens, parents, teachers, school administrators, and service providers world wide.

UrbanGirlz provides an online eZine teens log in to daily to stay connected to all the latest urban news. The all new *UG* Magazine will be published in January 2009 and will be distributed through Ubiquity Distributors. Subscriptions are available online only at www.urbangirlz.org and at local stores.

UG Magazine is also directly bulk mailed four times per year to subscribers and many schools and organizations.

For direct mailing and information on *UG* Magazine school distribution program please contact UrbanGirlz at sales@urbangirlz.org.

For more information contact Tai McLemore at 1.800.29.6492.



Urban Teens *Shape* Culture

Advertising with **UrbanGirlz.org** offers opportunities for maximum exposure for your products and services.

UG Magazine offers an prime opportunity for business, and individuals to advertise their businesses and services in the new UrbanGirlz Magazine. The UG Magazine which published four times yearly is a perfect time to get infront of online visitors and subscribers to the magazine.

UrbanGirlz Direct is a comprehensive program that markets products, materials, and events to all urban-related youth audiences, including programs, schools and organizations.

UrbanGirlz Online is a viable avenue to market your logo and product to **UrbanGirlz.org** website visitors, which include the increasing amount of youth who are doing their networking and shopping online.

Image Interactive **UrbanGirlz.org** offers promotional opportunities to companies, organizations and individuals for exposure on UrbanGirlz DVD's and CD's promotional videos and commercials. This powerful direct marketing vehicle will allow you to market your product in new and innovative ways.

(A) 728 x 90

**(B)
300 x 250**

(A) 728 x 90

Reach all website visitors using the following standard units

Homepage Banners

Leaderboard Banner (A)

Dimensions: 728 x 90

\$1,000 Monthly (Non Magazine Advertisers)

300 x 250 Banner (B)

Dimensions: 300 x 250

\$500 Monthly (Non Magazine Advertisers)

Run-of-Site Banners

Leaderboard Banner (A)

Dimensions: 728 x 90

\$500 (Non Magazine Advertisers)

300 x 250 Banner (B)

Dimensions: 300 x 250

\$250 Monthly (Non Magazine Advertisers)

Run-of-Site Programs

Pre-Roll Video.....\$1,000/month

Survey or Poll.....\$500/month

Content Integration Box.....\$500/month

Logo placement with link.....\$150/month

Prices subject to change

Other Custom Placement Options

UrbanGirlz MagazinePrices Vary
UrbanGirlz Marketing Blasts.....\$100(Monthly)
UrbanGirlz CD/DVD Distribution.....\$2,500

Custom program available upon request.

**Advertise online or in print with
UrbanGirlz and maximize your exposure.**

Contact: Tai McLemore – tmclmore@urbangirlz.org or
call 1.800.291.6492.

HOME PAGE AND RUN-OF-SITE AD POSITION

Horizontal Panel

- Panel will expand downwards from the 728 x 90 banner placement within the pages of UrbanGirlz.org.
- Drop down/peel back panel should not exceed 728 x 200 pixels in total (banner inclusive).

Vertical Panel

- Panel will expand to the left of the 120 x 600 or 160 x 600 ad placement within the pages of UrbanGirlz.org.
- Expanding panel should not exceed 240 or 300 x 600 pixels in total (banner inclusive).

Large Box

- Panel will expand downwards and/or to the left from the 300 x 250 ad placement within the pages of UrbanGirlz.org.
- Expanding panel should not exceed 600 x 500 pixels in total (banner inclusive).

HOME PAGE AND RUN-OF-SITE

Images: Up to 3 images can be displayed on the Home Page – Run of Site up to 1 image can be displayed.

Specs: 563 x 389 pixel, 72 dpi, JPG, RGB format

Text: Caption up to 80 characters (including spaces).

NOTES:

- Images must not contain embedded text or logos.

SIDE BOARD SPECIFICATIONS

Side Board

Images: 1 image per side board

Specs: 85 x 57 pixels, 72 dpi, RGB format, JPG or GIF

Text: Headline maximum 30 characters (including space)

Copy: Maximum 80 characters (including space)

Website Link: Provide link to your website

E-Mail Alerts

Type: HTML/Plain-Text based email

Specs: Provide the following

- Email content
- Subject line
- Targeting criteria for the blast

NOTES:

- HTML emails are designed by the advertiser
- No flash or java script are permitted in HTML email

Submit ad to sales@urbangirlz.org

For advertising inquiries, please email sales@urbangirlz.org.

The following are the general terms and conditions governing advertising on the UrbanGirlz website.

Rates

Rates are based on average total unique clicks monthly. Announcement of any change in rate will be made in advance of the new publishing month.

UrbanGirlz is not responsible for errors or omissions in any advertising or its agency (including errors in key numbers) or for changes made after closing dates.

The publisher shall not be subject to any liability whatsoever for any failure to publish any advertisement.

Urbangirlz will correct and rerun advertisements that are incorrect for any reason during the same specified advertisement time.

Refunds or Cancellations

Advertisers may not cancel orders for or make changes in, advertising after the ad closing date.

If advertiser cancels before closing date an administrative fee will be assessed on the refund to the advertiser.

Credit Terms

Credit is available for advertisers with a three month or more relationship with UrbanGirlz.org and spend more than \$1,000.00 monthly. Credit will be revoked for any advertiser with a balance more than 60 days.

Contract Terms

All advertising rates are due in full as advertisement will not be run without full payment. Advertising contracts are not transferable. Error on insertion orders, in price, specifications or dates are regarded as clerical and the advertisement is published according to agreed schedule. If a contract is cancelled prior to fulfillment, we will recalculate your rate based on published inserts.

Proofs cannot be guaranteed on copy received after deadline. Publisher reserves the right to turn ad prepared from submitted rough draft material. All advertising copy will be subject to the approval of the publisher who reserves the right at his/her sole discretion to classify, reject or insert copy furnished.

Payments

All ads must be prepaid. We accept payment in check, money order or by Paypal at www.urbangirlz.org. Invoices are due and payable within 15 days of the invoice date. Advertisers with an account balance over 60 days will have their credit privileges revoked. The advertiser is liable for court costs, attorney's fees and other expenses incurred in the process of collecting debts due UrbanGirlz.org.

For Questions Contact:

Tai McLemore

P.O. Box 4021, Cedar Hill, Texas 75106-4021

Tel: 1.800.291.6492

Email: tmclemore@urbangirlz.org

Urban**girlz.org** Online Advertisement Application

Name	
Company	
Industry	
Address	
Telephone	
Email	
Fax	

Advertisement Description

Date Submitted		Advertisement Description	
Advertisement Run Date			
Advertisement Placement (Home Page or Run-of-Site)			
		Advertisement Amount	

Payment Instructions

Pay securely by credit card online through PayPal at www.urbangirlz.org. Click on the advertisement button, and select the payment option.

Submit application online to sales@urbangirlz.org.

Magazine advertisers automatically receive a free listing with link to your site! No available to “Just Listed,” advertisers.

Thank you for selecting urbangirlz for your advertising needs



CEO/Publisher – Trenette Wilson
Communications Director – Maria Rocha
AD/Sponsorship – Tai McLemore

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