

# 2009 MEDIA KIT

#### Urban Girlz.org

Trenette Wilson CEO & Publisher P.O. Box 4021 Cedar Hill, Texas 75106-4021 Email: info@urbangirlz.org TOLL FREE: 1.800.291.6492 **Eighty-eight** percent of teens admit to going online daily. Less then **two percent** of a teen's online experience caters to girlz and teenz 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.

Urban *Girlz* 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**

Urban *Girlz*.org is an award winning online eZine designed for **African American** girls and teens 11 – 19 years old. Urban *Girlz*.org is a forum for girlz and teenz of color to celebrate their accomplishments, promote sisterhood and to present cutting-edge articles important to African American adolescent females.

Urban *Girlz*.org addresses the need for ageappropriate media for African American females and offers teens, parents, and service providers a positive experience online for those concerned with urban youth.

Urban Girlz covers Real Girlz with Real Issuez and connects the corporate community to urban teen consumers.

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



The premier online source for urban girlz and teenz

About Us www.Urban Girlz.org

## **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**

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

UrbanGirlz provides an online eZine visitors log in to daily to stay connected to all the latest urban news. The all new Magazine will be published in January 2009. Subscriptions are available online only at <a href="https://www.urbangirlz.org">www.urbangirlz.org</a>.

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

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

For more information contact Tai McLemore at 1.800.29.6492.

# **Marketing Opportunities**



**Urban Teenz Shape Culture** 

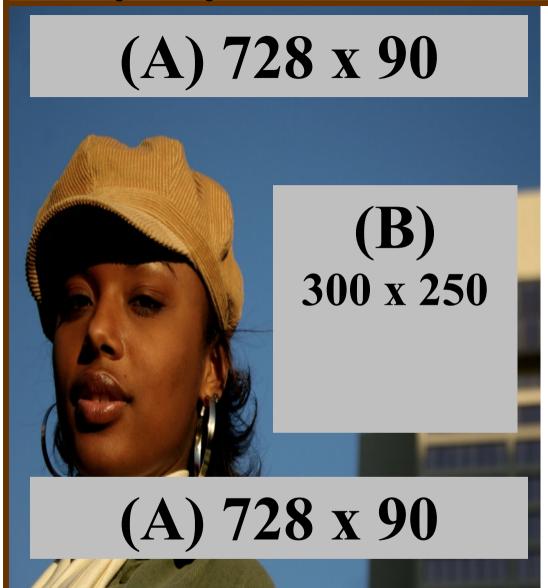
Advertising with **Urban** *Girlz.org* offers opportunities for maximum exposure for your products and services.

Magazine offers a prime opportunity for businesses and individuals to advertise their products and services in the new Magazine which is published four times yearly.

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

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

**Image Interactive Urban***Girlz.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.



# 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**

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

Contact: Tai McLemore – tmclemore@urbangirlz.org or call 1 800 291 6492

## **HOME PAGE AND RUN-OF-SITE AD POSITION**

## SIDE BOARD SPECIFICATIONS

#### **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**

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 contentSubject 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

# **Advertising Terms and**

For advertising inquiries, please email <u>sales@urbangirlz.org</u>. 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 spends 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 <a href="www.urbangirlz.org">www.urbangirlz.org</a>. 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

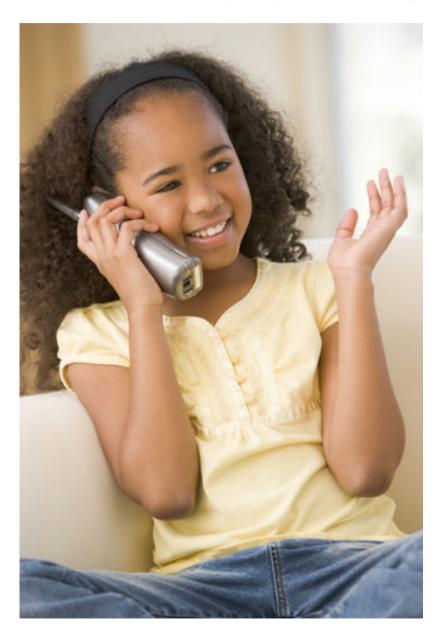
Tel: 1.800.291.6492

Email: tmclemore@urbangirlz.org

# Urbangirlz.org Online Advertisement Application

Name		
Company		
Industry		
Address		
Telephone		
Email		
Fax		
Advertisement Description		
Date Submitted		Advertisement Description
Advertisement Run Date		
Advertisement Placen (Home Page or Run-of-S		
(Home rage of Rain-or-c	one,	Advertisement Amount
Payment Instructions		
Pay securely by credit card online through PayPal at <a href="www.urbangirlz.org">www.urbangirlz.org</a> . Click on the advertisement button, and select the payment option.  Submit application online to <a href="mailto:sales@urbangirlz.org">sales@urbangirlz.org</a> .		
Magazine advertisers automatically receive a free listing with link to your site! Not 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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Cedar Hill, Texas 75106
1.800.291.6492
"Real Girlz, Real Issuez"

AD SALES: Tai McLemore – tmclemore@urbangirlz.org or sales@urbangirlz.org

For more information on Urban *Girlz*.org check us out on the web at **www.urban** *girlz.org*.