

# HBCUCONNECT

Media Kit

**FEATURING  
POWERFUL  
OPTIONS  
FOR BRAND  
MARKETING &  
RECRUITMENT  
ADVERTISING!**

**FIND OUT HOW TO USE  
PRINT, INTERACTIVE, AND  
EVENT MARKETING TO  
REACH AFRICAN AMERICAN  
PROFESSIONALS**

**CHECK OUT TESTIMONIALS  
FROM BRANDS UTILIZING  
HBCU CONNECT!**



**- THE BEST WAY** To Reach The  
Historically Black College & University  
Audience for Diversity Recruitment  
and Market Outreach

**HBCUCONNECT**, LLC launched in 1999, is the #1 web destination for Historically Black College and University recruits, students and alumni. Consistently ranked among the top 1% of all websites on the World Wide Web, HBCUconnect.com is the best single access point for businesses and organizations that seek to connect with a highly motivated and upwardly mobile community of African American professionals and trendsetters.

### About Us

- The #1 site on the internet dedicated to Historically Black Colleges & Universities
- Founded in 1999 by William R. Moss III
- A growing minority owned business located in Columbus, Ohio
- Trusted by large and small clients in over 7,000 business transactions since 1999

### Services

- Help High School Recruits get scholarships, access to rich HBCU information and connect with mentors
- Help College Students get scholarships, connect with peers, and find internships and jobs
- Enable Alumni to stay connected with classmates, find career opportunities, stay connected to their campus and network with other professionals
- Ensure that HBCUs thrive in enrollment, awareness, and lasting success in graduating African Americans

## OUR VISION

HBCU CONNECT strives to maximize the power of the internet and other mass media to communicate and connect with upwardly mobile African Americans by presenting relevant information, opportunities and services to the HBCU community.



William R. Moss III

### Our Founder

William R. Moss III  
Hampton University  
1995 Computer Science Graduate  
Founded HBCUConnect.com in 1999

### HBCU Connect, LLC

750 Cross Pointe Rd. Ste Q • Columbus, Ohio 43230

**For Advertising or Business Inquiries Contact Us: 614.864.4446**

[www.hbcuconnect.com](http://www.hbcuconnect.com)

# TABLE OF CONTENTS

## 04 INTERACTIVE ONLINE ADVERTISING

We consider this our bread and butter! Now you can connect with thousands of our daily website visitors!

## 06 CAREER CENTER ADVERTISING

You can end your search now... Welcome to the #1 resource for recruiting African American Professionals!



## 08 HBCU CONNECT MAGAZINES

Get into the hearts, minds, and hands of the largest Black College Community anywhere!

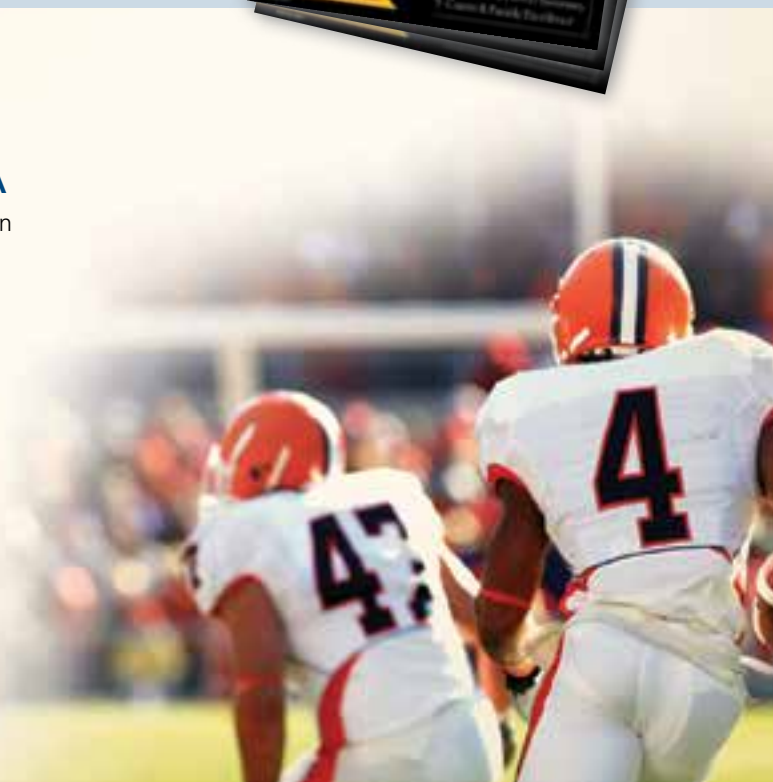


## 09 HBCU SOCIAL MEDIA

Maximize brand exposure on Facebook and Twitter.

## 10 CASE STUDIES AND TESTIMONIALS

There is a good reason why we are the largest HBCU related organization in history. Meet our partners!







## INTERACTIVE ONLINE ADVERTISING

**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 Google Analytics)

- Over 300,000 Unique Visitors Per Month
- Over 8.5 Million Page Views Per Month
- Average Session: 8 Minutes 42 Seconds
- Email List: Over 1,500,000 members



## THE AUDIENCE

### Top Locations

Georgia  
Texas  
North Carolina  
Maryland  
Florida  
Virginia  
California  
New York  
Illinois  
Louisiana

39%  
Students

61%  
Alumni

Male  
32%

Female  
68%

Gender



## FEATURED CONTENT

Members visit HBCUConnect.com daily to take advantage of a long list of relevant content, opportunities and services!

- HBCU Campus Profiles
- Blogging
- Discussion Forums
- Member Submitted Video
- Career Center
- Scholarships
- Member Polls
- Member Profiles & Networking
- HBCU News & Events
- Member Clubs
- Member Submitted Photos
- HBCU Marketplace
- Member Messaging and Chat
- Homecoming Schedules



## TAKE ADVANTAGE OF HBCUCONNECT.COM'S MANY FLEXIBLE ONLINE OPPORTUNITIES:

Ad Unit	Ad Specs	CPM Rate
Square	300x250px jpg, gif, flash, rich media	\$12
Leaderboard	728x90px jpg, gif, flash, rich media	\$12
Wide Skyscraper	160x600px jpg, gif, flash, rich media	\$12
Side Bar Text Ad	90x75px jpg image with up to 160 characters of text	\$12
Interstitial Commercial Break	Full screen 600x500 graphic or html block	\$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.

Ad Unit	Ad Specs	Flat Rate
Newsletter Inclusion	100x100px image and up to 350 characters of text	\$2,500
Newsletter Sponsor	Headline sponsorship utilizing 468x60 banner	\$2,500
Direct E-Mail	Unlimited Text/HTML email message	\$3,500

Contact our staff for lower pricing for targeting by specific demographics such as age, gender, location, etc.

**Discounts:** 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

877.864.4446

(specify the ad is for HBCU Connect Online)

Or: HBCU Connect, LLC

750-Q Cross Pointe Road

Gahanna, Ohio 43230



Home Page



Famous Graduates



Forums



**Nationwide®**  
On Your Side



## HBCU CAREER CENTER SERVICES

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 100,000 active job seekers and over 8 million page views per month.

### Some of our clients:

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

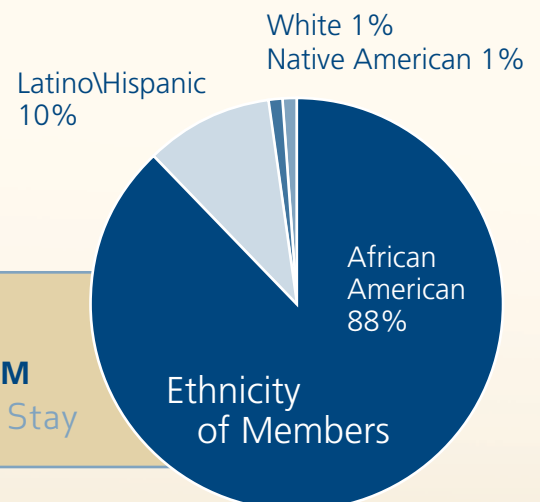
### AVAILABLE OPPORTUNITIES:

Recruitment Option	Pricing
Banner Ad Package	\$2,495.00 per month
Newsletter Listing – Current reach: over 450,000 members	\$2,000.00 per mailing
Direct Email Blast	\$3,500.00 per mailing
Employer Showcase	\$1,000.00 per month
Unlimited Resumes	\$9,995.00 per year
Data Import	\$895.00 Setup Fee
Job Scraper	\$2,500 Setup Fee
Single Job Posting	\$249.00 for up to 60 days
Unlimited Jobs	\$15,995.00 per year
HBCU Magazine (Print Ad)	Please see appropriate section for magazine rates.

**Weddle's Employment Web Site Guide lists HBCUCONNECT.COM as a Top 350 Web Site**

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

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





### We currently power the Career Centers for several key 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.BlackHistory.com](http://www.BlackHistory.com)  
[www.TheBlackChurchPage.com](http://www.TheBlackChurchPage.com)  
[www.BlackAccountants.com](http://www.BlackAccountants.com)

[www.BlackWomenConnect.com](http://www.BlackWomenConnect.com)  
[www.BlackPhD.com](http://www.BlackPhD.com)  
[www.BlackInAmerica.com](http://www.BlackInAmerica.com)

HBCUConnect.com broadcasts all jobs posted on our site to career services contacts at over 70 Historically Black Colleges & Universities. Also all career content, jobs, and recruitment ads are not only run on HBCUConnect.com but also exposure is optional on our network of over 100 African American professional websites.

**Microsoft®**

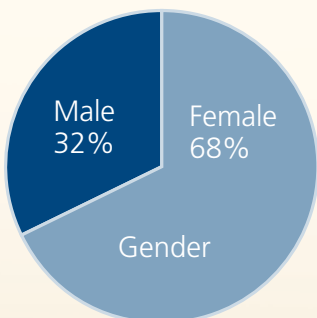
**Google™**

**The McGraw-Hill Companies**

 **verizon**wireless

 **Fidelity**  
INVESTMENTS

 **MidAtlantic**  
Farm Credit

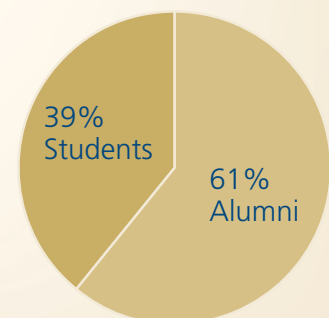


#### Top College Majors

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

#### Top Locations

Georgia  
 Texas  
 North Carolina  
 Maryland  
 Florida  
 Virginia  
 California  
 New York  
 Illinois  
 Louisiana







### HBCU CONNECT "ALUMNI MAGAZINE"

is our full-sized publication distributed by mail and on-line subscriptions, at high traffic areas and at alumni attended

events of federally recognized Historically Black Colleges and Universities across the nation.

### CIRCULATION GROWTH

HBCU Connect "Alumni 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.

- Frequency: 2 issues per year
- Rate base: 100,000
- Pass along rate: 2.5

### IN EVERY ISSUE

**Trends • Events Calendar • HBCU Highlighted  
Get Connected • Sports • Celebrating Successes**

### ADVERTISING RATES

HBCU Connect Alumni Magazine	
Full Page	\$9500

### SPECIFICATIONS FOR ELECTRONIC MEDIA

All ads provided to HBCU Connect Alumni Magazine must be submitted in the following digital format:

- Include your name and contact info (email, phone) with your email or mail correspondence.
- CMYK (full-color process)
- TIFF, PDF, EPS or JPEG file format This should be flattened 300 dpi TIFF (with rasterized type) and high resolution PDF. No JPG or EPS.
- If submitting a full page bleed ad, be sure to add 5/8" to top, bottom and both side margins to allow a 1/8" bleed from the edge of the page (8.75" wide x 11.25" high) Keep all type and critical matter within the 7.5" x 10" dimension of the ad.

### MAGAZINE PRINTING SPECIFICATIONS

- Stock: 80# Gloss Text
- Cover Stock: 80# Gloss
- Full Page (no bleed) - 7.5" x 10"
- Full page (with bleed) - 8.75" x 11.25"
- 1/2 Page - 7.5" x 4.875"
- The trim size is 8.5" x 11"
- Finishing: Collated, folded and 2-staple saddle stitched



**HBCU CONNECT "ON CAMPUS"** is our pocket sized print magazine distributed directly to the campuses of every federally recognized Historically Black College and University in the nation.

### CIRCULATION GROWTH

- Frequency: 2 issues per year
- Rate base: 100,000
- Pass along rate: 2.5

### IN EVERY ISSUE

**Trends • Events Calendar • Blogs  
Featured Members • Photos • Get Connected  
Sports • Campus Spotlight**

### ADVERTISING RATES

HBCU Connect On Campus	
Full Page	\$4500
Half Page Ad	\$2500

### MECHANICAL SPECS

- Digital files required. Trim size of magazine: 4.25" x 5.5." Full page bleed size: 4.5" x 6".
- Files for full page ads should be built at 100% trim size, as single pages.
- Files for full page ads should be built at 100% trim size, 4.25" x 2.75".
- Electronic files accepted in the following formats: JPG, TIF, EPS, and PDF.
- Include all printer/ screen fonts, logos and linked artwork. All artwork must be in CMYK mode. Images must be a minimum of 300 dpi (resolution) and actual size.
- Images should not be compressed.
- Mail all files to: [oncampus@hbcuconnect.com](mailto:oncampus@hbcuconnect.com)

### MAGAZINE PRINTING SPECIFICATIONS

- Stock: 100# Gloss Text
- Flat size: 8.5 x 5.5 inches
- Finish size: 4.25 x 5.5 inches
- Inks: 4 Color Process
- Sides: Double
- Finishing: Collated, folded & 2- staple saddle stitched



## HBCU CONNECT SOCIAL MEDIA

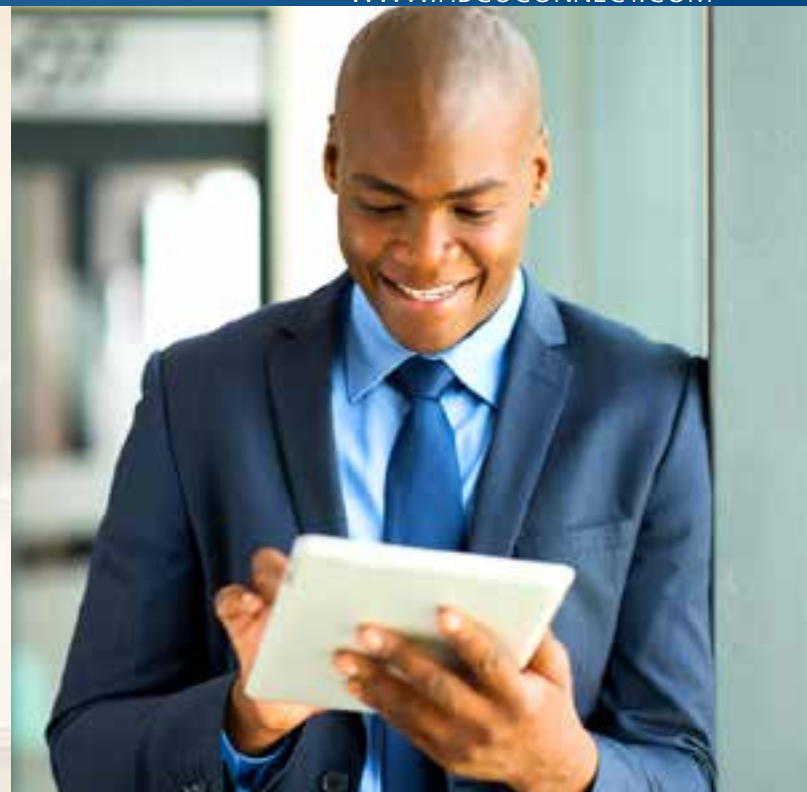


### REACH OVER 100,000 FANS!

Social media is here and here to stay, it is an effective way to communicate to customers and future employees. If your marketing or recruitment strategy doesn't include social media then it's time to add it to your arsenal! It's a great tool that makes an IMPACT! With more than 100,000 fans on Facebook and over 30,000 followers on Twitter we can definitely get your social message out!

### SOCIAL MEDIA CAMPAIGN DEVELOPMENT

Our team will work with you to develop and produce a solid social media campaign. Partnering with clients to create effective content and graphics that will go viral!



### Over 100,000 Likes on Facebook



### ADVERTISING RATE

#### Twitter Feed and Facebook Fan Page

Twitter and Facebook Post

\$750

### Over 30,000 Followers & Over 2,000 Tweets





## CASE STUDIES



**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.



**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.



**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.



**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.



**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.



**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.



**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.



**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.



**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.



**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.

## 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



"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



"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



"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





## WHY ADVERTISE:

1. REACH EVERY BLACK COLLEGE CAMPUS WITH ONE ADVERTISEMENT
2. HBCUS ARE A LOGICAL FIT FOR YOUR DIVERSITY RECRUITMENT PROGRAM

Activate your diversity recruitment program or strengthen your African American marketing program by contacting HBCU CONNECT today!  
**(614) 864-4446** or [sales@hbcuconnect.com](mailto:sales@hbcuconnect.com)

## MEMBER DISTRIBUTION PLATFORM

### ALABAMA

Alabama A&M University  
 Alabama State University  
 Bishop State Community College  
 Concordia College  
 J.F. Drake State Technical College  
 Lawson State Community College  
 Miles College  
 Oakwood College  
 Selma University  
 Shelton State Community College  
 Stillman College  
 Talladega College  
 Trenholm State Technical College  
 Tuskegee University  
 Gadsden State Community College

### ARKANSAS

Arkansas Baptist College  
 Philander Smith College  
 Shorter College  
 University of Arkansas at Pine Bluff

### CALIFORNIA

Charles Drew University

### DELAWARE

Delaware State University

### DISTRICT OF COLUMBIA

Howard University

University of the District of Columbia

### FLORIDA

Bethune Cookman College  
 Edward Waters College  
 Florida A&M University  
 Florida Memorial College

### GEORGIA

Albany State University  
 Clark Atlanta University  
 Fort Valley State University  
 Interdenominational Theological Center  
 Morehouse College  
 Morehouse School of Medicine  
 Morris Brown College  
 Paine College  
 Savannah State University  
 Spelman College

### ILLINOIS

Chicago State University

### KENTUCKY

Kentucky State University

### LOUISIANA

Dillard University  
 Grambling State University  
 Southern University and A&M College  
 Xavier University of Louisiana

### MARYLAND

Bowie State University  
 Coppin State University  
 Morgan State University  
 University of Maryland Eastern Shore

### MICHIGAN

Lewis College of Business

### MISSISSIPPI

Alcorn State University  
 Coahoma Community College  
 Hinds Community College  
 Jackson State University  
 Mary Holmes College  
 Mississippi Valley State University  
 Rust College  
 Tougaloo College

### MISSOURI

Harris-Stowe State College  
 Lincoln University - Missouri

### NEW YORK

CUNY - The Medgar Evers College

### NORTH CAROLINA

Barber-Scotia College  
 Bennett College  
 Elizabeth City State University  
 Fayetteville State University  
 Johnson C. Smith University  
 Livingstone College  
 North Carolina A&T State University  
 North Carolina Central University  
 Saint Augustines College  
 Shaw University  
 Winston-Salem State University

### OHIO

Central State University  
 Wilberforce University



### OKLAHOMA

Langston University

### PENNSYLVANIA

Cheyney University of Pennsylvania  
 Lincoln University - Pennsylvania

### SOUTH CAROLINA

Allen University  
 Benedict College  
 Claflin University  
 Clinton Junior College  
 Denmark Technical College  
 Morris College  
 South Carolina State University  
 Voorhees College

### TENNESSEE

Fisk University  
 Knoxville College  
 Lane College  
 Lemoyne-Owen College  
 Meharry Medical College  
 Tennessee State University

### TEXAS

Huston-Tillotson College

Jarvis Christian College  
 Paul Quinn College  
 Prairie View A&M University  
 Southwestern Christian College  
 Texas College  
 Texas Southern University  
 University of Texas at El Paso  
 Wiley College  
 St. Philips College

### VIRGIN ISLANDS

University of the Virgin Islands

### VIRGINIA

Hampton University  
 Norfolk State University  
 Saint Pauls College  
 Virginia State University  
 Virginia Union University  
 Virginia University of Lynchburg

### WEST VIRGINIA

Bluefield State College  
 West Virginia State College

**CONTACT  
 US NOW!  
 614.864.4446**