

HBCU CONNECT: ON CAMPUS

THE #1 RESOURCE FOR THE NATION'S HISTORICALLY BLACK COLLEGE AND UNIVERSITY STUDENTS

MAGAZINE SECTIONS

- CAREER SECTION
- FEATURE ARTICLES
- HOT BLOGS
- CAMPUS SPOTLIGHT
- SCHOLARSHIPS
- EVENTS
- PUBLISHER'S PAGE
- LETTER TO THE EDITOR



SPRING



FALL

MEET HBCU CONNECT

HBCU Connect, LLC is an established business and the largest African American organization dedicated to the preservation and promotion of Historically Black Colleges and Universities, historically exploded by the power of the World Wide Web. Our print publication and website destination serve more HBCU Students, Graduates and Recruits than any other Black College specific entity in history.

The relationship between HBCU Connect and the black college audience now provides for new, unique and powerful sponsorship opportunities for organizations looking to reach this desirable demographic.

HBCU CONNECT "ON CAMPUS"

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.

EDITORIAL MISSION

HBCU Connect "On Campus" will provide undergraduate and graduate students attending Historically Black Colleges & Universities with information, inspiration, and an exhaustive and lasting reference for opportunities specifically for African American college students.

WILL MOSS

President/CEO
HBCU Connect, LLC

Will Moss founded HBCU Connect in 1999 after graduating from Hampton University and recognizing the need for a communications platform between HBCU students & graduates



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 at Valley Street

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
Clafin 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
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

AUDIENCE & DISTRIBUTION PLATFORM

THE HBCU "ON CAMPUS" AUDIENCE!

Historically Black Colleges and Universities (HBCUs) were established before 1964 for the postsecondary education of Black Americans. These 105 colleges, most of which are 4-year institutions, are not only the backbone of the African American community, but they are also the Passion Point of the black community...

The community is success-oriented, savvy, and highly focused. In a recent study, the UsaGroup Foundation reported that African-Americans with bachelor's degrees from HBCUs earned higher wages and were more likely to attend graduate and professional schools than those who graduated from other 4-year colleges.

DEMOGRAPHICS

The HBCU Campus Community consists of trendsetting African American students!

Entire Population: 289,985
39% Male 61% Female
Age Range: 17 to 22

DISTRIBUTION PLATFORM

HBCU Connect "On Campus" print magazine will be distributed directly to the college campuses and into student mailboxes, dorms, student unions, and other high traffic areas on each campus. HBCU Connect, LLC has an extensive network of faculty and staff members as well as campus reps that insure delivery to our guaranteed circulation audience.

CIRCULATION

Current: 50,000 copies per issue (as of Spring 2006) with expected reach (pass along) rate of over 2.5 readers per issue!

Expected circulation growth: 25,000 (additional readers) per issue

MAGAZINE ADVERTISING RATES

In history, there has been no better way to reach students at Historically Black Colleges and Universities. We've designed our rate schedule such that advertisers can maximize ROI reaching a highly desirable target demographic.

	1X	2X	4X
FULL PAGE	\$3500	\$3150	\$3080
HALF PAGE	\$2500	\$2250	\$2125
2 PAGE SPREAD	\$6245	\$5620	\$5500
BACK COVER	\$4000	\$3800	\$3645
INSIDE FRONT COVER	\$3850	\$3625	\$3355
INSIDE BACK COVER	\$4000	\$3850	\$3700

*** Rates are net.



PRINT ADVERTISING SPECIFICATIONS

COVER PREMIUMS

Covers are non-cancelable. Full page, four color advertisements only accepted.

INSERTS, BUSINESS REPLY CARDS, BELLY BANDS

Pricing available upon request.

FILE SPECIFICATIONS

Digital files required. Trim size of magazine: 4.25" x 5.5". Full page bleed size: 4.5" x 6". Macintosh based native application files preferred. Files should be built at 100% trim size, as single pages. Electronic files accepted in the following formats: Quark (versions 4 and higher), Pagemaker (6.5 and higher), Illustrator, Freehand and Photoshop formats. Include all printer/screen fonts, logos and linked artwork. All artwork must be in CMYK mode and saved as TIF or EPS. Images must be a minimum of 300 dpi (resolution) and actual size. Images should not be compressed.

ACCEPTED MEDIA

CDs are preferred.

ELECTRONIC FILE TIPS

The dpi (resolution) of a file can not be increased. Many digital cameras do not have sufficient pixel depth to provide images for publication. Corel Draw, Microsoft Word, WordPerfect or other text based formats cannot be accepted as final digital artwork. PDF, PICT, JPEG, GIF, BMP and WMF file formats are not supported. Do not apply style attributes to basic fonts. Use PostScript Type 1 fonts. Shipping and mechanical failures could damage files. Never submit irreplaceable, original files.

PROOFS

Digital proofs or laser file printouts must be supplied with all art submissions. Proofs must be provided at 100% of size. Color keys or match prints are recommended for all four-color ads. In the event that the client does not supply a color proof, the publisher will not be held responsible for color reproduction. Color comps, color laser, thermal wax or ink jet proofs can be used for comprehensive and content checking only.

CANCELLATIONS

Cancellations must be received in writing no later than 6 weeks prior to cover date.

MEDIA LABELING/SHIPPING INSTRUCTIONS

Please include issue date, agency name, phone number, vendor name, list of contents, advertiser, and address for return of materials. All advertising material should be securely packed and protected. Send material to: HBCU Connect, LLC, 750-Q Cross Pointe Rd., Columbus, Ohio 43230

PUBLISHER POLICY

The publisher reserves the right to reject any advertising that is not within the publisher's standards. Advertiser agrees to indemnify and protect the publisher from any claims or expenses resulting from unauthorized use of any name, photograph, artwork or words protected by copyright or registered trademarks. Advertiser and/or agency will be held liable for all past-due accounts. Prepayment is required for the first insertion by a new advertiser. Signed contracts are required for all insertions before placement in the publication. Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes – whether legal or illegal – labor or material shortage, transportation interruption, work slow-down or any condition beyond the control of the publisher affecting production or delivery in any manner.

PAYMENT

Payment due net 30 days from invoice date. First time advertisers, without a recognized agency, to pay in advance or be subject to credit processing. 15% added to net rates to cover commission to recognized/approved advertising agencies. 1.5% monthly finance charge on overdue amounts.

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

THE HBCU CONNECT COLLEGE TOUR

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.

TIMING

The college tour is year round excluding June & July...

The HBCU Connect College Tour engages students (and faculty) at our nation's largest Historically Black Colleges and Universities with the HBCU Connect brand and the brand of our exclusive sponsors. On the college tour we are physically in touch with the campuses to:

- Register Students for HBCUConnect.com Membership
- Distribute giveaways such as t-shirts, magazines, CDs, posters, and sponsor product samples
- Connect with key faculty and staff decision makers
- Award onsite scholarships and internships

At each campus visit, HBCU Connect arrives in our signature travel vehicle increasing awareness of our presence on campus and we also set up at key, high traffic locations to greet students and activate our operation.

TARGETED CAMPUSES

Our strategy is to target the largest colleges with the most influential student bodies.

- Florida A&M University
- North Carolina A&T University / North Carolina Central University
- Howard University
- Florida A&M University
- Southern University
- Hampton University
- Clark Atlanta University
- Tennessee State University
- Fisk University
- Central State University / Wilberforce University

Contact us today to arrange sponsorship opportunities!



WEB ADVERTISING PLATFORM

HBCUConnect.com, online since 1999, 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 students, recruits and graduates!

WEBSITE STATISTICS (powered by Urchin)

Over 470,000 Unique User Sessions Per Month
 Over 5.5 Million Page Views Per Month
 Over 25 Million Hits Per Month
 Average Session: 8 Minutes 42 Seconds

MEMBER STATISTICS (powered by MySQL)

Over 300,000 Registered Members
 61% Female
 39% Male
 34% Graduates (age 23 to 65)
 32% Students (age 18 to 22)
 21% High School Recruits (age 14 to 18)
 13% Faculty, Parents, Fans (all ages)



AD UNIT	CPM RATE
RECTANGLE	\$10.00
LEADERBOARD	\$12.00
WIDE SKYSCAPER	\$12.00
MEDIUM RECTANGLE	\$16.00
HALF PAGE AD	\$20.00
SLIDE IN WINDOW	\$20.00
POSTLOGIN SUPERSTITIAL	\$30.00**
NEWSLETTER INCLUSION	\$20.00
NEWSLETTER SPONSOR	\$25.00
DIRECT E-MAIL	\$30.00
CPM - The unit cost for every 1,000 ad impressions example - 100,000 impressions at \$10.00cpm = \$1,000.00	
** 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.	

HBCUCONNECT develops custom-tailored marketing programs for our advertisers to help them achieve a variety of business goals including product positioning, product branding, direct sales, employee recruitment and research. Your marketing programs can include a variety of elements including, channel sponsorships, event sponsorships, big boxes, direct e-mail announcements, newsletter sponsorships, skyscrapers, banners, rich media, popups and popunders. Contact us to launch an online campaign today!

RECRUITMENT ADVERTISING PLATFORM

HBCU Connect develops custom-tailored marketing programs for our recruitment advertisers using the internet's 1st and largest HBCU Career Center! We offer several options for helping employers and recruiters reach African American talent for job and internship opportunities.



AD UNIT	AD DESCRIPTION	AD UNIT
JOB POSTINGS	Job postings on HBCUCareerCenter.com listed for up to 60 days each.	\$95.00 Per Job or \$1200 Per Month
RESUME ACCESS	Access to over 35,000 active job seekers on HBCUCareerCenter.com website, featuring instant email notification of matching candidates.	\$850.00 Per Month
EMPLOYER SHOWCASE	Feature your company as an employer of choice on our HBCUCareerCenter.com portal, to include a company logo and 3 pages describing why your organization is an excellent place to work for diversity candidates.	\$495.00 Per Month
FEATURED EMPLOYER AD	A high profile ad placement on the homepage of our career center and also throughout our website rotation to include a 180x150 banner graphic.	\$395.00 Per Month
SPONSORED CONTENT	On our career center homepage, the main attraction is the career related content we offer, which is prominently placed down the center column of the page. With the sponsored content listing your article would be placed here along with a 100x100 logo or graphic of your choice.	\$250.00 Per Week
BANNER ADVERTISEMENTS	Brand your company or organization while leading active and passive job seekers to your website to find out more about your opportunities. A great way to increase visibility, brand awareness and track interest. Delivering a minimum of 75,000 impressions per month using 728x90, 160x600 and 120x60 banner sizes.	\$850.00 Per Month
NEWSLETTER SPONSORSHIP	Include a listing in our weekly newsletter with a company logo and up to 300 characters of text. Also we'll include links for up to 5 of your job listings.	\$1500.00
TARGETED EMAIL BLAST	Looking to get the word out quickly and directly to the candidates you care about? Let us send out an HTML/Text enabled emailing to a selected group of our members that meet your criteria.	\$2500.00
JOB SCRAPING/IMPORT	Along with an unlimited job posting package, we can create a weekly batch process to pull jobs directly from your website or via ftp and have them placed on our job listings section automatically!	\$895.00 Set Up Fee

Please Note: Very competitive package rates are available upon request.

* Rates may also be determined by availability and are subject to change

* Ad Rates are Net.