

BlackPoliticsontheWeb.com

Advertising Rate Card

Did you know that African-American buying power is projected to reach \$1.1 trillion dollars by 2012?

Did you know that 68% of African-Americans are online?

BlackPoliticsontheWeb.com is the premier non-partisan online destination for African-Americans. With a daily e-newsletter to thousands of subscribers, strong search engine traffic, and a website that is available in ten different languages - your message is sure to reach African-American consumers throughout the world. Our sales team can create a package for you to match your specifications. Standard ad rates are below, discounts are provided for non-profits and volume purchases.

Newsletter Advertising

Advertising space per daily issue is limited, book early to ensure availability. Prices are for one week.

Banner Ad—Header (234x60) - \$79

Banner Ad—Footer (234x60) - \$69

Left Column – Button Ad (125x125) - \$59

Left Column – Vertical Ad (120x240) - \$59

Left Column – Skyscraper (120x600) - \$89

BPOTW Job Board Postings

\$39 – one job listing

\$129 – unlimited listings for 30 days

\$299 – unlimited listings for three months

\$897 – unlimited listings for one year

Through November 30, 2008 – save 20% off of all listings and packages by using offer code – ENDOFYEAR. Please contact us at advertising@blackpoliticsontheweb.com for your package listing code.

Website Advertising

Primary website advertising for BlackPoliticsontheWeb.com is handled by BlogAds. To purchase advertising through BlogAds, please visit the advertising page of BPOTW at <http://blackpoliticsontheweb.com/advertising-options/>. To inquire about website banners, post level advertising or text link ads; please contact our sales team at advertising@blackpoliticsontheweb.com.

The sales team at BlackPoliticsontheWeb.com is ready to help you make the most of your advertising budget with a wide range of advertising solutions to fit any budget. Please contact us today!

(813) 464-7086

advertising@blackpoliticsontheweb.com