

diversity MBA

global solutions for leadership & management

“Diversity MBA Magazine can help bridge the difference between expectations and results.”

Autumn is the Annual Leadership issue.
Recognizing outstanding students.
Get your ad reserved today!

*For more information on advertising
call Marcus Penny at 773-660-1930.*

editorial calendar

Diversity MBA Magazine	Issue Date	Ad Close	Online Distribution	Social Media Connect
Spring 2011	March 30	3/10	3/20	3/24
50 Out Front Rankings:				
Best Places for Diverse Managers to Work				
Women Leading				
Special Report: Disabilities in the Workplace				
Global Review: Doing Business in South Africa				
Summer 2011	July 30	7/12	7/22	7/26
Top 100 Under 50 Emerging & Executive Leaders				
Veterans in Leadership				
Retirement Guide				
Global Review: Latin America Redefined				
Fall 2011	November 18	11/10	11/15	11/15
Outstanding Student Leadership Issue				
Thought Leaders: Corporate CEO Feature				
Careers & Cultures: What's In The Difference				
Move It or Green It				
Winter 2011	December 30	12/10	12/17	12/19
Special Report: Global Diversity & Inclusion				
Minority Executive Leadership Online Journal - MELOJ (Thought Leadership)	Issue Date	Ad Close	Online Distribution	Website
Diversity Paradigm Shifts In The Global Marketplace	February 20	2/10	2/20	2/25
Market Place	May 25	5/10	5/25	5/28
Small Business Driving Business Solutions For Growth				
Corporate Practitioners Face-Off	August 25	8/15	8/25	8/30
Webinar - Leadership Series		Date	Online Invitation	Website
Diversity Paradigm Shifts In The Global Marketplace		February 20	2/20	2/25
Market Place		May 25	5/25	5/28
Small Business Driving Business Solutions For Growth				
Corporate Practitioners Face-Off		August 25	8/25	8/30

ad rates

Rate Base – 1,000,050 Online & Print	4 Color	Black/White	Online Animation Linked to Website
Full Page w/ Employer Profile	\$13,500	\$12,500	Add'l \$500
1/2 Page	\$7,500	\$6,500	Add'l \$650
1/3 Page	\$5,500	\$4,500	Add'l \$750
Cover 2, Page 1 Spread	\$15,500		Add'l 250
Cover 3	\$13,000		Add'l \$350
Cover 4	\$13,000		Add'l \$350
Premium Positions	\$11,500	\$10,500	Add'l \$350
Employer Profile Only	\$6,000	\$5,000	Add'l \$500

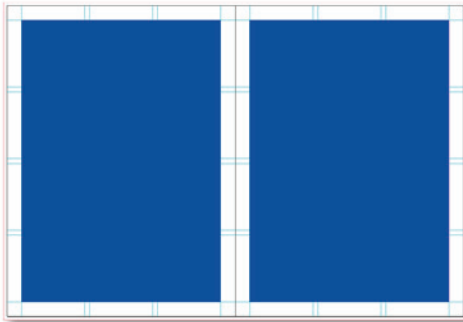
Advertisement Bundle Package

Ad Size (included)	Site logo linked to careers/diversity	Employer Profile	Resume Bank	Careers/Jobs eBlast
Full Page 4/C	X	X	X	X
Full Page B/W		X	X	X
1/2 Page 4/C			X	
1/2 Page B/W			X	

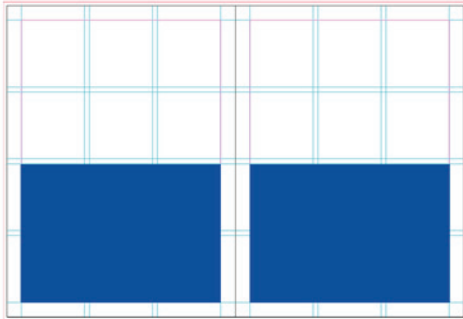
Minority Executive Leadership Online Journal – (MELOJ) Advertising Rates

Rate Base – 500,000 Online	Issue	Editorial Deadline	Advertising Deadline
Full Page 4/C – \$4,500	January	December 31	January 20
Full Page B/W – \$2,500	May	March 15	March 30
	August	July 15	July 30

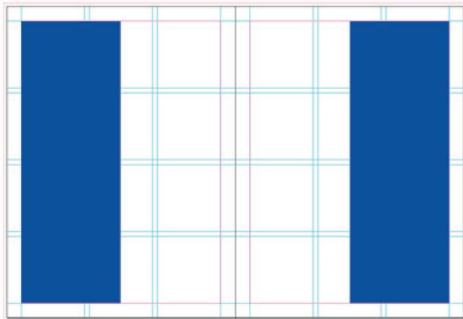
ad size & specs



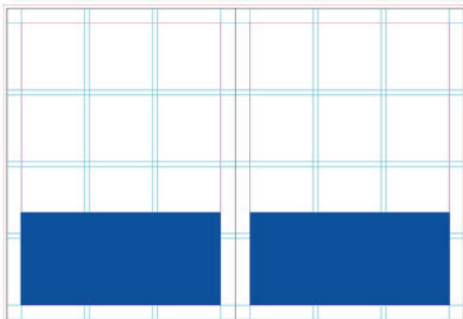
Full Page	Dimensions
Bleed	8 1/8" X 11"
Non-Bleed	6 3/4" X 9 1/2"
Trim	7 7/8" X 10 3/4"



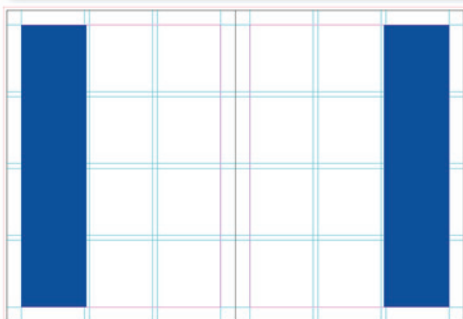
Half Page (H)	Dimensions
Bleed	N/A
Non-Bleed	6 3/4" X 4 1/2"
Trim	N/A



Half Page (V)	Dimensions
Bleed	N/A
Non-Bleed	3 1/4" X 9 1/2"
Trim	N/A



Third Page (H)	Dimensions
Bleed	N/A
Non-Bleed	6 3/4" X 3"
Trim	N/A



Third Page (V)	Dimensions
Bleed	N/A
Non-Bleed	2 1/4" X 9 1/2"
Trim	N/A

FILE PREPARATION

Please keep all live type .375" away from final trim size. All bleeds are .125".

All ads should be submitted in a PDF file optimized for PDF X-1 standards. Please convert all spot colors to 4/C process colors. Advertisements which include spot colors will be charged an additional production cost.

GENERAL INFORMATION

File Submission

Files must be submitted via the DMBA Ad Portal. Please click on the Ad Portal Guide link above to access step-by-step instructions on how to submit a file.

Output

DiversityMBA Magazine is output using computer-to-plate technology. Our printer's standard line screen is 150 lpi. (lines-per-inch)

Binding

Diversity MBA Magazine is perfect-bound.

Trademarks

Please ensure any mention of DMBA or Diversity MBA followed by the respective trademark (DMBA®, Diversity MBA®, 50 Out Front®, and Top 100 under 50™).

Advertisements must also include text indicating the following: "50 Out Front is a registered trademark of the P&L Group."

Any advertisement without trademark information will be rejected for non-compliance with legal requirements.

ad space reservation

Diversity MBA Magazine

Rate Base – 1,000,050 Online & Print	4 Color	Black/White	Online Animation	Spring	Summer	Fall	Winter
Full Page w/Profile	\$13,500	\$12,500	Add'l \$500	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/2 Page	\$7,500	\$6,500	Add'l \$650	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/3 Page	\$5,500	\$4,500	Add'l \$750	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cover 2, Page 1 Spread	\$15,500		Add'l 250	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cover 3	\$13,000		Add'l \$350	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cover 4	\$13,000		Add'l \$350	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Premium Positions	\$11,500	\$10,500	Add'l \$350	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employer Profile Only	\$6,000	\$5,000	Add'l \$500	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Full Page B/W – \$2,500	May	March 15	March 30	<input type="checkbox"/>
	August	July 15	July 30	<input type="checkbox"/>

Online Marketing & Social Media

Corporate Partner Profile & Banner	12 Months	\$10,000	<input type="checkbox"/>
Site Sponsorship	3 Months	\$2,000	<input type="checkbox"/>
Top Banner (Header)	468 X 60px		<input type="checkbox"/>
Logo Banner (Badge)	125 X 125px		<input type="checkbox"/>
Video Profile (.mp4)	640 X 480px		<input type="checkbox"/>

payment & contact info

Name: _____

Department: _____

E-mail: _____

Telephone: _____

Fax: _____

Company: _____

Address: _____

City: _____ State: _____ Zip _____

Authorized by: _____

Purchase Order #: _____

Date: _____

Payment Method: Check Master Card Visa

Credit Card Number: _____

Return Ad Space Reservation To:
 Marcus Penny
 P&L Group, Ltd.
 24 E. 107th Street, Chicago, IL 60628
 (773) 660-1930 or (773) 660-1932 Fax
 marcus@diversitymbamagazine.com

Return Payment and Contact Info To:
 DiversityMBA Magazine
 P&L Group, Ltd.
 24 E. 107th Street, Chicago, IL 60628
 (773) 660-1930 or (773) 660-1932 Fax