



THE FIFTH ANNIVERSARY  
DIVERSITY  
LEADERSHIP  
AWARDS & GALA

CHICAGO  
SEPTEMBER 13<sup>TH</sup> & 14<sup>TH</sup>, 2011

*diversity* **MBA**  
global solutions for leadership & management

## Platinum Level – \$30,000

- High Visibility In company media materials
- 2-minute video to be played at the event featuring Company spokesperson
- Banner on Diversity MBA Magazine website
- 15 Leadership Training slots
- 3 sponsorship tables (30 seats) with company name
- Full-page 4-color ad in DiversityMBA Magazine Fall Leadership/Gala issue
- Subscription to four issues of Minority Executive Online Leadership Journal
- Free 1-year subscription to DiversityMBA Magazine to all employees
- Company name or logo included in all event promotional materials and main event banner
- Company handout included in registration bags
- Speaking opportunity and profile of executive
- Estimated package value at \$60,000

## Gold Level – \$17,000

- High visibility in company media materials
- 90-second video to be played at the event featuring company spokesperson
- Banner on DiversityMBA Magazine website
- 10 Leadership Training slots
- 2 sponsorship tables (20 seats) with company name
- Half-page 4-color ad in DiversityMBA Magazine Fall Leadership/Gala issue
- Minority Executive Online Leadership Journal subscription
- Free 1-year subscription to DiversityMBA Magazine
- Company name or logo included in all event promotional materials and main event banner
- Company handout included in registration bags
- Speaking opportunity
- Estimated package value at \$35,000

## Silver Level – \$12,000

- High Visibility in company media materials
- 60-second video to be played at the event featuring company spokesperson
- Logo on DiversityMBA Magazine website
- 8 Leadership Training slots
- 1 sponsorship table (10seats) with company name
- Third-page 4-color ad in DiversityMBA Magazine Leadership/ Gala Fall issue
- Free 1-year subscription to DiversityMBA Magazine
- Company handout included in registration bags
- Estimated package value at \$25,000

## Bronze Level – \$7,500

- Visibility in company media materials
- 60-second video to be played at the event featuring company spokesperson
- Logo on DiversityMBA Magazine website
- 5 Leadership Training slots
- 1 sponsorship table (10 seats) with company name
- Company name or logo included in all event promotional materials
- Company handout included in registration bags
- Free 1-year subscription to DiversityMBA Magazine
- Estimated package value at \$15,500

## Company Table – \$4,500

- 1 table (10 seat) with company name
- 2 Leadership Training slots
- Free 1 year subscription to DiversityMBA Magazine
- Company name or logo included in all event promotional material

## Individual Registration – \$450

- Leadership Training, Reception, Dinner, and Entertainment
- Gala only-\$350, Leadership training only-\$295
- Free 1 year subscription to DiversityMBA Magazine
- Early registration 15% discount (by July 1, 2011)w

# corporate participation

## & Individual Registration

Company Name (as required in program materials)

Principal Contact:

Title:

Company URL:

Authorized by:

Participation | Registration

(please ✓ selection and add total)

Platinum Level — \$30,000	Gold Level — \$17,000	Silver Level — \$12,000	Bronze Level — \$7,500	Company Table — \$4,500	Other	Individual Reg. — \$450
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Total Participation | Registration Amount

*Diversity MBA Magazine is offering a 15% discount on 2011 Gala sponsorships during this year's gala, and a 10% discount for sponsorships confirmed before January 1, 2011*

Check#  Company  Personal

Money Order  Purchase Order#

Master Card  Visa

Discover

Credit Card Number:

Exp. Date 3-digit CSR

Cardholder's Signature:

Date:

Address:

City|State|Zip

Telephone: Fax:

E-mail:

Date:

Special Requests:

### For Additional Information:

#### Corporate Contact:

Pam McElvane – CEO & Publisher  
pam@diversitymbamagazine.com  
(773) | 660-1930 (Office) • (773) | 660-1932 (FAX)

#### Sales Contact:

Devin Oten – President  
devin@diversitymbamagazine.com  
(985) | 792-1551 (Office) • (985) | 792-1552 (FAX)

#### Public Relations Contact:

Gerry Thomas  
Gerry@diversitymbamagazine.com  
773-660-1930 (Office) 773-660-1932 (FAX)



Name on Card:

Company:

Address:

Address 2:

City|State|Zip

Telephone:

Fax:

#### DiversityMBA Magazine

P&L Group, Ltd.  
24 E. 107th Street  
Chicago, IL 60628  
(773) | 660-1930 or (773) | 660-1932 Fax

# 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"/>

## 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	<input type="checkbox"/>
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:  
Devin Oten  
DiversityMBA Magazine  
100 Indian Trace, Madisonville, LA 70447  
(985) 792-1551 or (985) 792-1552 (fax)  
devin@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

# contact information

## Our Team

Serving you are tenured managers that have more than 100 collective years in advertising and print sales. We have experienced editorial staff and journalists developing original content.

## President & CEO

Pamela A. McElvane, CEO and Publisher  
P&L Group, Ltd. of Illinois  
24 East 107th Street, Chicago, IL 60628  
Phone: (773) 660-1930 — Fax: (773) 660-1932  
E-mail: pam@diversitymbamagazine.com

## Editorial

Arn Bernstein  
Managing Editor - Diversity MBA Magazine  
Phone: (773) 660-1930 — Fax: (773) 660-1932  
E-mail: arn@diversitymbamagazine.com

## Online Marketing & Social Media

Chris Boulanger  
Online Marketing & Web Director  
Phone: (773) 660-1930 — Fax: (773) 660-1932  
E-mail: chris@diversitymbamagazine.com

## Public Relations

Jerry Thomas, Publicist  
Jerry Thomas Public Relations  
24 East 107th Street, Chicago, IL 60628  
Phone: (773) 660-1930 — Fax: (773) 660-1932  
E-mail: jthomas430@gmail.com

## Advertising & Sales

Devin Oten, President & Assoc. Publisher  
100 Indian Trace, Madisonville, LA 70447  
Phone: (985) 792-1551 — Fax: (985) 792-1552  
E-mail: devin@diversitymbamagazine.com

## Production and Design

Charles E. Martin,  
Art Director & Production Manager  
3156 Mozart Avenue, Cincinnati, OH 45211  
Phone: (513) 661-1070  
E-mail: chas@diversitymbamagazine.com

## Event Planning

Merry Green, Conference Director  
MGPG Events Inc.  
770 W. Van Buren St., Chicago, IL 60607  
Phone: (312) 454-6100 — Fax: (312) 454-6101  
merrygreen@mgpgevents.com

## Market Research

Suzanne Fogel, PhD  
Chair, Department of Marketing  
DePaul University  
1 East Jackson Street, Chicago, IL 60601