

# Corporate Packages



The Power Broker makes it easy and affordable for you to reach African American professionals, business owners, executives and every day working people in Florida's Tampa Bay region.

Our corporate packages give you year-round branding, promotions and marketing, at rates that fit most every budget.

## The benefits of year-round advertising

**Fresh Appeal:** Keep your brand fresh with repeated or updated content.

**Savings:** Save 50% off retail prices; add-ons receive the same discount as well.

**Flexible Payments:** Pay 1) monthly; or 2) quarterly (for an added 2.5% discount).

**Fit to Your Schedule:** Concentrate your advertising during the times of year when you need it most, or you can space your advertising throughout the year.

**Interchange Ads:** Focus ads through the channels that are right for you. For example, you can trade website ads to run more social media promotions.

**Design Services:** We can conveniently design your ads. Separate fees apply.

**Free Promotions:** Watch for our monthly emails to advertisers with value-added and free promotions and branding opportunities.

## Audience of 61,000

Our **6 Media Channels** reach a combined 61,000 people, mainly African Americans, throughout Florida's Tampa Bay region.

- **#1 ranked** among the region's black-targeted media for e-mail subscribership
- **#1 ranked** for Facebook family size
- **#1 ranked** for magazine circulation

## Competitive Advantages

- The Power Broker is the only media company in Tampa Bay that manages MicroTarget™ campaigns to 20 unique sectors of the African American community.
- Ours is the most integrated digital outreach network in the region, thanks to our partnership with BlackintheBay.com.

[See next page for sample packages]



## Customize a package or choose one of these

Ask us to help customize a year-round or short-term package for your sales, branding, offers or special events.

If you're ready to order or would like to explore options: Reach Kimberley Webb, Account Representative, at 727-637-6660 or at: [kimberley@powerbrokermagazine.com](mailto:kimberley@powerbrokermagazine.com); or Review our menu of other ad options at: [www.powerbrokermagazine.com/advertise](http://www.powerbrokermagazine.com/advertise).

## Your Advertising Schedule

An account representative will help you set your ad schedule. Monthly emails will remind you to let us know if your needs change, or if you'd like alterations to your schedule or ad copy.

- E-zine:** ads run weekly on Thursdays via e-mail
- Website:** ads change weekly on Thursdays
- Social media:** promotions run 4 times weekly via Facebook & Twitter
- Magazines:** 6 magazines will release in 2016

## 4 Options (or create your own package, using our a la carte menu of ads)

High Impact Package	Retail	Package	Per Month:
Full page ads in each Power Broker & Grapevine magazine	4,005	2,002	<b>\$317</b>
6 four-part digital packages (eblast, website & social media)	3,600	1,800	
<b>TOTALS:</b>	<b>\$7,605</b>	<b>\$3,802</b>	

Continual Branding Package	Retail	Package	Per Month:
1/3rd page ad in 4 Power Brokers + full page ad in 2 Grapevines	2,233	1,117	<b>\$193</b>
6 three-part digital packages (eblast, website & social media)	2,400	1,200	
<b>TOTALS:</b>	<b>\$4,633</b>	<b>\$2,317</b>	

Simple Branding Package	Retail	Package	Per Month:
1/4th page ad in 4 Power Brokers + 1/2 page ad in 2 Grapevines	1,525	762	<b>\$114</b>
4 three-part digital packages (eblast, website & social media)	1200	600	
<b>TOTALS:</b>	<b>\$2,725</b>	<b>\$1,362</b>	

Digital Frequency Package	Retail	Package	Per Month:
1/3rd page ad in 4 Power Brokers + full page ads in 2 Grapevines	2233	1,117	<b>\$293</b>
12 three-part digital packages	4,800	2,400	
<b>TOTALS:</b>	<b>\$7,033</b>	<b>\$3,517</b>	

## Specialties

- **HR Marketing** to the area's largest digital network of African Americans. We target 6 segments of the workforce – Opportunity Youth, 'Tweeners, Up & Comers, Executive Climbers, and the Flexible Workforce for short-term and part-time needs.
- **Suppliers & Vendors** – Reach the region's largest network of business owners for bid programs, vendor events, online surveys, conferences & networking occasions.
- **Invitational Marketing** – Our MicroTarget™ campaigns help you reach and invite 20 unique sectors of the African American community.
- **Presidential Marketing** – Through a one-of-a-kind partnership, the Power Broker donates 100% of net proceeds from this service, back into the community. Target your message or invite to the officers of 100 majority/historically black organizations. Then we donate

**Stay visible, automate your news stream** Add us to your email and social media family to receive updates year-round: [reachout@powerbrokermagazine.com](mailto:reachout@powerbrokermagazine.com).