

Non-Profit 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 non-profit 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

Leader in Non-Profit Sector

The Power Broker is proud to have worked with over 100 non-profits. Our standing in the area's black-targeted media includes:

- **#1 website** for non-profit event listings
- **#1 magazine** for non-profit advertising
- **#1 media company** for in-kind support to the non-profit community

[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; or Review our menu of other ad options at: 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	# of	Retail	Package	
Full page ads in each Power Broker magazine	4	1,867	934	
Full page ads in each Grapevine magazine	2	560	280	Per Month:
6 four-part digital packages (eblast, website & social media)	6	1,800	900	
TOTALS:	12	\$ 4,277	\$ 2,114	\$ 176
Continual Branding Package	# of	Retail	Package	
One-third page ad in each Power Broker magazine	4	793	397	
Full page ad in each Grapevine magazine	2	560	280	Per Month:
6 three-part digital packages (eblast, website & social media)	6	1,200	600	
TOTALS:	12	\$ 2,553	\$ 1,277	\$ 106
Simple Branding Package	# of	Retail	Package	
One-quarter page ad in each Power Broker magazine	4	616	308	
Half page ad in each Grapevine magazine	2	308	154	Per Month:
4 three-part digital packages (eblast, website & social media)	4	800	400	
TOTALS:	10	\$ 1,724	\$ 862	\$ 72
Digital Frequency Package	# of	Retail	Package	
One-third page ad in each edition of the magazine	4	792	396	
Full page ad in each Grapevine	2	560	280	Per Month:
Twelve three-part digital packages	12	2,400	1,200	
TOTALS:	18	\$ 3,752	\$ 1,876	\$ 156

Enrollment, Event & Career Marketing for Non-Profits

Through a unique partnership with BlackintheBay.com, Pickett Public Relations, RGE Media and others, the Power Broker can help you implement the following campaigns.

- **Enrollment promotion** Reach your enrollment targets for adults, youth and children
- **Event Marketing** Promote RSVPs and ticket sales for events of all kinds.
- **Stay visible, automate your news stream** Add us to your email and social media family to receive updates year-round: reachout@powerbrokermagazine.com. You can also submit news, events and opportunities online: powerbrokermagazine.com/submit.
- **Recruit staff & vendors** Promote career and business opportunities to specified groups.

In-Kind: For eligible organizations, the Power Broker provides year-round promotions free of charge. To inquire, contact Deborah Figs-Sanders, Chairperson of The Power Broker Foundation, 727-420-2819 or deborah@powerbrokermagazine.com